

# American Cars, 1946

to

# 1959

EVERY MODEL,  
YEAR BY YEAR



J. "Kelly" Flory, Jr.

American Cars,  
1946-1959

ALSO BY J. "KELLY" FLORY, JR.  
*American Cars, 1960–1972: Every Model, Year by Year*  
(McFarland, 2004)

# American Cars, 1946–1959

*Every Model, Year by Year*

J. "KELLY" FLORY, JR.




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# Abbreviations

## *Auto body terminology*

<b>Bus. Cpe.</b>	Business Coupe
<b>Conv.</b>	Convertible
<b>Cpe.</b>	Coupe
<b>Dr.</b>	Door
<b>HT</b>	Hardtop or Hardtop Coupe
<b>Hdtp.</b>	Hardtop or Hardtop Coupe
<b>Sdn.</b>	Sedan
<b>Wgn.</b>	Wagon or Station Wagon
<b># - p.</b>	Number of passengers vehicle is designed to carry (e.g., 6-p.)
<b># - S.</b>	Number of seats in vehicle (usually refers to wagons)

## *Engine terminology*

<b>Bbl.</b>	Barrels (ports or venturi) on a carburetor
<b>CID</b>	Cubic inch displacement
<b>Dual exhaust</b>	Two separate exhaust outlet systems (typically each carries half of engine exhaust)
<b>EFI</b>	Electronic fuel injection
<b>FI</b>	Fuel injection
<b>HO or H.O.</b>	High output
<b>I#</b>	Inline engine block design (e.g. I6)
<b>V#</b>	V-shape engine block design (e.g., V8)

## *Measurements*

<b>Cap.</b>	Capacity
<b>Cu.</b>	Cubic
<b>F</b>	Front
<b>Ft.</b>	Feet
<b>G or gal.</b>	Gallon
<b>L or l</b>	Liter
<b>lbs.</b>	Pounds
<b>R</b>	Rear
<b>WB</b>	Wheelbase

## *Miscellaneous*

<b>AC or A/C</b>	Air conditioning
<b>EC or E/C</b>	Extra cost
<b>FADP</b>	Factory as delivered price
<b>LY</b>	Last year
<b>Met.</b>	Metallic paint
<b>NA or N/A</b>	Not available or not applicable
<b>NC or N/C</b>	No cost option
<b>PB</b>	Power brakes
<b>PS</b>	Power steering
<b>S</b>	Standard equipment
<b>\$</b>	Available at extra cost, but price not known

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# Preface

Arranged year by year, this book includes all cars offered for sale in the United States by major American manufacturers in model years 1946 through 1959. For each of these model years, the reader will find an overview of developments affecting the automobile industry, followed by an annual status report of each nameplate and extensive data about every model sold that year: production numbers, pricing, specifications and dimensions, standard equipment and major options, paint color choices, running changes from the previous model year, and other information.

Trucks are not included in this book, but each year's commentary includes brief remarks on events surrounding truck production by the major car manufacturers. Willys-Overland's Station Wagon and Jeepster models are not included within this book as they were truck based vehicles, even though they were considered cars by the National Automobile Dealers Association and Willys marketed them as alternatives to traditional cars. See Appendix One, which provides an overview of minor makes, for more information on these unique vehicles. Likewise, this book excludes limited production models by aftermarket coach builders, "chassis only" and "commercial chassis" (such as those built by Cadillac, and others, for aftermarket conversions to ambulances, hearses or limousines) and the products of small, independent makes without traditional dealer networks. Checker, for example, did not have a nationwide dealer network and sold nearly all of its production for fleet service. Therefore, the Checker is not included herein.

Also, in the immediate postwar seller's market, numerous small entrepreneurs made attempts at building cars, most producing only a handful, others producing as many as several hundred per year, but these are not included as they were never mass market vehicles. Examples of such cars include the Dual Ghia, Muntz, Tucker and Playboy vehicles. Appendix One provides summary information on makes that produced fewer than 500 units per year.

## *Make and Model Listings*

### LISTING BY MAKE

**Introduction.** Each make is listed alphabetically within a yearly grouping. Following the make's name is its main advertising slogan for the year, taken directly from factory sales literature or advertising. Next is an overview of what was new for the year, including styling, power-train and model lineup changes.

**Sales, pricing and production information.** This section includes sales totals for the model year (unless otherwise noted), the marque's percentage share of production in the entire industry, and its ranking amongst competitors. Following the sales information is pricing information that includes the make's average base price, and its pricing range. Also, listed is the make's month or exact date of introduction. Listed next are the various assembly plants in which the cars were manufactured as reported by the Recording and Statistical Corporation or the manufacturer's records.

**Serial number or data plate identification.** This section breaks down the various letters and numbers of the individual cars' Vehicle Identification Number (VIN), serial number, or engine number. The identification number was used to track production and identify specific cars. Most cars during this time period utilized a serial number system through 1954, and some switched to a VIN in 1955 for identification purposes. This aided in the registration of vehicles, and helped to standardize the numbering system within the industry. In general, exceptions to the above are as follows:

#### *Identification by engine number*

- Ford, Lincoln and Mercury products were identified by engine numbers from 1946 to 1949. For 1950, Ford Motor Company began using a VIN system.
- Packard used engine identification from 1946 to 1954.



- Cadillac used engine identification from 1946 through 1957.
- Location of engine number is listed whenever that information is available.

#### *Identification by serial number*

- All General Motors (except Cadillac), Chrysler Corporation, Kaiser-Frazer, Hudson, Willys, Studebaker and Crosley products used serial number identification through 1954.
- Kaiser and Willys continued using a serial number through 1955.
- Studebaker continued using a serial number through 1959.
- Nash used a serial number for 1946 and 1947.
- Location of serial number is listed whenever that information is available.

#### *Identification by VIN*

- Each digit or letter of the VIN is identified and an example of a complete VIN is given. For all model years not listed in the above segments (mainly 1955 and later models) a VIN format was used that generally identified year, model and serial number, plus in some instances, assembly plant and or engine type. Location of serial number is listed whenever that information is available.

Since every manufacturer used a different system, each make will be listed with these slight variations. In general, if serial number (or motor number) ranges are available this is the information listed; otherwise it is only the beginning serial number (or engine number). If available by model or assembly plant, they will be broken down in this manner, such as with most years of Pontiac. Note also that when serial numbers were tracked by assembly plant, some manufacturers such as Chevrolet are recorded with only the last known serial number. Example: 1951 Chevrolet DeLuxe series serial numbers were from JK1001 through JK174408. However, in front of this serial number would have been the assembly plant ID code, such as 1 for Flint, Michigan, or 2 for Tarrytown, New York. This means that each plant could have had a serial number JK#1001, but each would not have necessarily had a JK#174408, where # is the assembly plant ID code. For Chevrolet and some other manufacturers, the last serial number by assembly plant is not available from industry references of the day.

**Powertrains.** The chart presented in this section lists all known engine and transmission combinations that were offered at the time of each model's introduction. Some manufacturers offered overdrive transmissions as an optional feature and did not list them with their powertrain accessories, but as a convenience feature. If that is the case, then an available overdrive may not be listed, even though

it was offered. Pricing information is given whenever an accurate price could be determined. The prices listed are for the engine and transmission together. For example, if there is a V8 engine with automatic transmission listed for a car that had a 6-cylinder engine with 3-speed transmission as standard equipment, and the chart says the V8 and automatic is a \$350 option, that price is for the two options combined. This amount would be added to the base price of the car. If accurate pricing is not available, that will be noted by a \$ symbol with no price, indicating an extra-cost option of unknown price.

**Major options.** This is a chart listing the most popular or most heavily promoted options available across the full line of cars. Generally this would include heater, defroster, radio, wheel covers, whitewall tires (oversize tire prices not included), and additional power accessories in later years such as power steering, brakes, windows and seats. Certain options are included when they were at a peak in popularity, often prior to becoming standard equipment — e.g., bumper guards through the 1940s and power steering into the 1950s. For the most part, option packages are not listed, as they often varied in price and content depending upon model or body style and could not be listed for space reasons. Option packages were quite popular through this period for the dealers, as they could order cars with the most popular safety equipment packages, such as dual rear view mirrors and bumper guards, or convenience packages, such as additional interior lighting and vanity mirrors, and more easily sell the additional features to consumers who may not have even known that they would use or enjoy the added features.

**Paint colors.** This is a listing of all known colors offered during the model year. Some colors were offered only on certain models; such cases are noted whenever known. Some manufacturers offered certain colors only on special order, and these may not be designated in the listings. In general, this listing includes regular production colors offered throughout the year, as well as spring color introductions if any were offered and such information was available. Also, whenever the information is available, two-tone and tri-tone color combinations are included with their appropriate codes. In some instances there were so many combinations offered that it is nearly impossible to list them all, as in the case of the 1956 Chryslers, which were available in more than 210 two-tone and tri-tone paint combinations in addition to the single tone colors.

## MODEL LISTINGS

**Introduction.** Each model is listed, starting at the lowest priced or entry-level model and proceeding through the highest priced or top-of-the-line model offered by the manufacturer. Typically manufacturers promoted their

models in a similar manner. This is only a general guideline, exemplified by Chevrolet: the Corvette is listed last because it is the prestige model in the line, and the manufacturer always promoted it as such. Following each model name is its main advertising slogan for the year, again taken directly from factory sales literature and advertising.

**Historical overview of the model.** Following the introduction is a section containing a few facts on each model, including the year the nameplate first appeared, and the length of time the same basic body and or chassis was used. Also listed is the percentage of the manufacturer's total sales that were generated by this model, and then a very general description of changes for the model year in question. The phrase "Completely redesigned" indicates basically a new car from the ground up, at least chassis and body or body and powertrain, whereas "Completely restyled" indicates a car new in appearance, but still utilizing the same chassis and main body structure as the previous year's model with new and significant sheetmetal changes. Other changes could typically include new interior designs and possibly revised or new powertrains.

**Standard equipment.** This is a listing of the basic features deemed as standard by the manufacturer according to factory literature. Certain equipment is considered to be standard on all models during given time periods, and is not listed within this book. These "standards" would include such things as front passenger compartment rubber floor mats (early fifties and later), safety glass and windshield wipers, which were generally standard equipment in the postwar market on base models. Certain equipment such as door armrests, sun visors, and some safety equipment, such as turn signals, were not standard on lower-priced lines in the immediate postwar era but became a standard by the mid-fifties; thus these items are generally not included in this listing through the latter period.

**Models available.** This is a chart listing all models available under a model nameplate throughout the season. Many cars were offered in a 6-cylinder and an 8-cylinder line. An example would be the Ford 6 and Ford V8 lines, which came in DeLuxe and Super DeLuxe levels. Where this is the case sometimes different body style numbers were used, and if so, the listings will show the 6-cylinder offering (or base offering), with the larger engine listed as optional, even though they were technically an individual model listing. This is done to keep the listings uniform between makes. Production numbers are fairly straightforward, representing the total model year production by body style. However, certain makes did not keep production records by individual body style and trim level (particularly from 1946 to 1954), so production is listed as the information is available, with footnotes explaining how the production is listed when it varies. "Factory, as delivered price" (FADP) is listed as of the beginning of the model year, unless oth-

erwise noted. The term Manufacturer's Suggested Retail Price (MSRP) came into more common usage in the late fifties when the "Mulroney" window sticker became mandatory to provide consistent pricing information for consumers, and MSRP became the norm. The columns for change from LY (last year) on pricing and production show the increase or decrease in each and how the models affected one another. Finally, the column for weight is the shipping weight, which does not include such things as fuel and oil. Curb weight (not used here) would be slightly higher and includes fuel, oil and other items.

**Measurements.** In general, most of the measurements are for 4-Door Sedan models, when that model is available in a line. If a 4-Door model is not offered then measurements are for the lowest priced model in the line, or the table specifies which model is used. For the most part, measurements such as wheelbase, length, width, luggage capacity, and fuel tank capacity are the same amongst all variations of a model. Where there are significant differences they are listed, if available. Two measurements that may vary among models in how they are calculated are headroom and legroom. Some manufacturers and sources publish the minimum headroom and some publish the maximum headroom. Often they do not identify which measurement they are using. In general, it is common for measurements to be advertised at the maximum end of the spectrum. Similar differences can be found in the cargo capacity segment, where some manufacturers reported "usable cargo capacity," which accounts for the spare tire or other consumers of space. Other manufacturers would report "total cargo capacity."

### *Notes on the Data*

It should be noted that the information contained herein concerning models, equipment, prices, production and other statistics, is presented as of the beginning of the model year, wherever possible. Many manufacturers prepared their sales literature and advertising months before they hit the showroom floors, and features of the car sometimes changed during that time. Generally pricing was set early on, but particularly in the late 1940s, price changes were common several times a year, so prices in various references may reflect the beginning of the calendar year or the end of the model year, and it is possible to find large differences among sources.

Finally, it should be noted that as with any reference work of this type and magnitude, there are occasional gaps when information cannot be found. These are most common in cases of companies that no longer exist, but there are also cases in which records were lost or destroyed for whatever reason, making some details impossible to verify

with 100 percent certainty. All information contained herein was cross-checked between sources included in the bibliography whenever possible, to be as accurate as possible. However, it must be considered that record keeping through the 1946–1959 period was generally a manual process, and was not always accurate or dependable, so variations in things such as pricing, production, and equipment will vary from source to source, even within a company's own documents and advertising.

### *Further Reading*

The intent of this book is to cover consumers' choices and compare these cars to each other as marketed by the industry. It also offers a historical look at the marketing em-

ployed by the manufacturers to get consumers to buy their cars. The author would recommend that anyone interested in more details about the industry look into books on the many notable personalities that influenced the automotive world during this time period. Names of importance during this time include Virgil Exner, Zora Arkus-Duntov, Semon "Bunkie" Knudsen, Preston Tucker, Henry Ford II, and Raymond Loewy, among many others. Books of this type can often give a contrasting view of how the automobile corporations worked, as many of these people came from the engineering or finance sides of the company as opposed to the sales and marketing side. Other resources include the various marque-specific histories and reference books that are also available, and automotive magazines from the era that can still be found fairly readily.

# Introduction

The early post-World War II period through the 1950s brought great technological advancement and truly American style to automobiles. This time period was to mid-20th century automotive history what the classic period of the late 1920s and early 1930s had been to earlier automotive history. And, as time goes by, the memories and views of the period have been romanticized, furthering the care-free perception of the period. Anytime a street scene of the fifties is depicted, it is almost certain to contain identifying elements such as a jukebox, a diner or a soda fountain, and one of the iconic cars of the period, like a 1955 Thunderbird or a 1957 Chevrolet. These cars are so recognizable as products of the fifties that the general population can often easily identify them. So popular are these times that many late 20th century and early 21st century advertising themes for new cars and trucks have attempted to recapture the idealism of the period. And the real proof of the enduring nostalgic appeal of the period is the “retro” cars and trucks created by Detroit around the turn of the new millennium — Chrysler’s PT Cruiser, Ford’s 2-seater Thunderbird, and Chevrolet’s SSR roadster pickup and HHR wagon, for example.

Times were good, the war and political troubles seemed to have subsided, and incomes and the economy were exploding. Consumers were demanding more, and manufacturers of all consumer goods were ready to fulfill those demands. Modern appliances, television sets, modern homes, the newly created affluent, suburban life-style ... America was on a roll! Outlandish styling, colorful paint combinations, tons of chrome, and powerful engines characterized the mid-fifties automotive market, and this theme carried over to other consumer goods. As often happens, all good things must come to an end, and the 1946 to 1959 period ended on a slightly less cheerful tone. A mild recession began in late 1957, and although it was brief in length, its effects caused long lasting changes in the automotive marketing landscape.

## *The Postwar Period*

As World War II was nearing an end, automotive manufacturers were beginning to shift their attention from military supply production to resumption of automotive production. Under government order, the auto manufacturers had stopped building automobiles for retail sale in February 1942. From that time until May 1945, there were no automobiles built for the American retail market. Production was halted for several reasons, the main one being that raw materials were in short supply, and all materials needed to be devoted to the war effort. One effect of this situation was that some of the last 1942 models built were devoid of any chrome trim, instead having painted trim. Even if a manufacturer had a supply of chrome trim, it could not sell vehicles with it as that provided an unfair advantage over the competition. Cars built with painted trim (and often sans whitewall tires) were known as “blackout” models. Another reason for the production halt was that the manufacturing facilities of the auto manufacturers could be easily converted or utilized for other wartime purposes, without having to construct new buildings and assembly lines. The automobile manufacturers would continue to build automotive type supplies for the war effort such as trucks, personnel carriers, transmissions, and engines, but they also were building torpedoes, airplanes and other weapons. Overall, it was a tremendous unified effort put forth by a highly competitive industry. Not only did their efforts bring about a successful result for the United States and its allies in World War II, but it also provided the automotive industry with a highly constructive proving ground for learning about new ideas for cars to be introduced after the war was over. General Motors’ Hydra-Matic automatic transmission, developed prior to the start of the war, was widely used in tanks during the war. Experience gained in field use and the application of appropriate design changes helped it become the most dependable and best selling automatic

transmission built during this period. Similarly, other lessons learned led to improvements in areas such as suspension design, engine cooling and engine performance. Military aircraft would influence postwar automotive styling as well.

Most of the major automobile companies spent the early postwar years putting their factories back in order and getting the work force reassembled and trained as needed. Not much effort was spent in the short term on getting new models designed and out the door, with a few exceptions. This is not to say that the manufacturers had spent the prior three years doing nothing with their future automotive plans. However, they were working with less time and money available than there would have been under normal circumstances. For most nameplates, the 1946 models were 1942 models wearing new grilles and trim. Most likely, had there not been a war, these would have been the models seen for a 1943 or 1944 model year. But by early 1945, most engineers and stylists whole-heartedly resumed their work on new models. Manufacturers such as Studebaker, which was using an outside firm for design projects (namely the famous Raymond Loewy and his consulting team), were able to get a jump on the competition with new models as early as the spring of 1946. Since most of the General Motors, Ford and Chrysler lines had been new designs in the early forties, they were not as far along in new model development as Studebaker. And, given the three to four year lead-time that was typical in the industry, there would not be significant quantities of new models from the Big Three on the market until the 1948 calendar year.

The postwar economy significantly affected the automotive industry and vice versa. The shortages of materials during the war had kept many manufactured goods in short supply for the entire period. Demand for products ranging from household appliances to automobiles was high. Troops returning from overseas were also looking to rebuild their lives, and often this meant purchasing new homes and cars and starting families. Meanwhile women had assumed a new role in the workforce. With so many of the young male population being in the war effort, women had taken over jobs long thought of as male-only roles. When men returned to the civilian labor force, many women did not want to give up their jobs. Since jobs were more plentiful than they had been prior to the war, the economy felt a rising tide of two-income families in the marketplace. This would eventually lead to a rise in sales for the mid-range and luxury car markets. The economic influence of the postwar recovery is discussed in more detail below.

The wartime break in production was actually welcomed by some of the smaller manufacturers, though it also spelled an end for some nameplates. Graham and Hupmobile were two disappearing nameplates that would survive the war effort financially stronger as companies than

they had been prior to the war. Both companies decided not to return to automotive production after the war, but rather to pursue more profitable ventures. Graham and Hupmobile had actually formed a joint venture in 1939 to build cars after Norman De Vaux, who at the time was Hupmobile's general manager (he had previously run his own auto manufacturing empire), bought the dies for the defunct front-wheel-drive Cord Beverly sedans of 1936 and 1937, intending to build a rear-drive version of the Cord using the Hupmobile engine. De Vaux approached Joseph Graham, company president of the Graham-Paige Corporation, with a plan to build the new cars from the Cord tooling. Graham agreed to build the bodies only if he could sell a version of the car with the supercharged Graham engine. De Vaux agreed, and this sharing of bodies helped to spread the cost of manufacturing and allowed each maker to reduce its selling price. Unfortunately, delays in Graham's setting up of the manufacturing facility depleted the early enthusiasm for the cars. Each manufacturer sold a few hundred cars before production was terminated during the 1941 model year.

This did not spell the end for these companies though. Graham-Paige Corporation had prosperous defense contracts during the war years and was bought by aristocrat Joseph W. Frazer in 1944. Frazer wanted to return to building cars after the war, but needed more funding for the project, so he teamed up with tycoon Henry J. Kaiser, a wartime builder of Liberty ships for the U.S. Navy. The newly formed Kaiser-Frazer Corporation would build Kaiser automobiles, and Graham-Paige Motors would build the Frazer at that company's Willow Run, Michigan, assembly plant. By early 1947, Graham-Paige found that it could no longer sustain investment in the automobile plant and sold its interest in the plant to Kaiser-Frazer Corporation. Graham-Paige continued in the farm products field until 1952, and then entered the investments field. It would later own several athletic teams and operate Madison Square Gardens for many years.

Financially, Hupmobile was able to recover during the war due to defense contracts, but in 1945 the management team decided to manufacture accessories for other automobile companies, and not return to its own automobile marketing and manufacturing efforts.

Prior to World War II, industrialist Powel Crosley Jr. of Cincinnati, Ohio, had ambitious plans to build a compact car and developed assembly plants at Richmond, Indiana, and Marion, Indiana. In May 1939, the first car was shown at the Indianapolis Speedway. It was a two-door convertible that weighed less than 1,000 lbs. and sold for \$250. Sales began slowly, but by 1941 more body styles were introduced, which helped to expand sales. The chassis had an 80" wheelbase, half elliptic springs with beam axle in front, and quarter elliptic springs in the rear. Power was



supplied by a two-cylinder Waukesha air-cooled engine that was connected to a three-speed manual transmission, and then via a torque tube to the rear axle. This arrangement eliminated the need for U-joints. During World War II, the Crosley became attractive because of gasoline rationing as the cars could achieve up to 50 miles per gallon.

Best known for radios and appliances, Crosley entered the postwar market with new styling and a new powerplant for their economical little cars. Power was upgraded from the prewar 2-cylinder air-cooled engine, to a water-cooled 4-cylinder engine. Exterior styling was updated to include streamlined fenders and an exterior chrome belt molding. The first and only model offered as production resumed was the 2-Door Sedan. The line was expanded for 1947 and 1948, with a sport Hot Shot Roadster added in the early 1950s. But despite some of the advanced thinking put into the small cars, the public was not buying it, and by 1952 the last Crosleys were built.

General Motors' LaSalle had already died before the United States entered World War II, finishing with the 1940 model year. The LaSalle nameplate had been conceived in the early years of the Depression to give the luxury Cadillac line a lower-priced, less ostentatious car in those hard times of the early 1930s. It succeeded in its mission, but by 1940, Buick offered models just as luxurious and priced similarly to the LaSalle. As a result, GM decided to incorporate a LaSalle priced car into the regular Cadillac line at the lower price-point of the LaSalle, and thus was born the Series 61 Cadillac.

The American Bantam was another nameplate that did not return after the war. Always a slow selling line of small economy cars, the American Bantam had originated from the American Austin company, which itself sold cars based on the English Austin designed automobiles. These were always high-quality, good-looking cars, but not exactly the type of transportation most Americans were clamoring for in better economic times. As sales faltered, the decision was made shortly after the start of the 1941 model year to cease production. At that time, the company then devoted its full attention on building its prototype military vehicle that eventually became the U.S. Military GP (General Purpose vehicle) or "Jeep." While American Austin got credit for the basic design, production was shared with Ford Motor Company and Willys-Overland, both of which built far greater quantities of the durable Jeep. By the end of the war, Willys-Overland had decided to concentrate its postwar production efforts on Jeep style vehicles based on the military vehicle. Thus Willys-Overland became a leading manufacturer of early four-wheel-drive civilian vehicles and the forerunner of the modern day sport utility vehicle. Ultimately, American Bantam would disappear from the American automotive scene.

## *Rise of the Imports and Fall of the Independents*

After World War II, many of the "independent" manufacturers would struggle with recovery efforts, but eventually mounted what appeared to be positive efforts at producing new models and garnering sales, even if only temporarily. Non-independent manufacturers were Chrysler Corporation, Ford Motor Company and General Motors, soon to be known as "The Big Three." Independents were generally considered those manufacturers who sold cars under one or two nameplates, had smaller dealer networks, and held relatively small market shares, typically under 10 percent. Also during this period, most other Allied countries and a few former Axis powers were trying to rebuild their economies and factories, many with U.S. aid. Once these factories were rebuilt, it was probably an obvious conclusion that the pent up demand for automobiles, combined with the wealth of the United States market, would make the United States a great choice for generating sales, and the resulting cash flow back into the countries where these cars originated. But first, a look at the "independents" in the American market.

In the immediate postwar period, "independents" in the market consisted of Crosley, Kaiser-Frazer, Hudson, Nash, Packard, Studebaker and Willys-Overland. By 1959, of these seven companies, there would be two weakened and one stronger corporation still standing. It is a tale of classic economic ideology that the strong were made stronger, and the weak either had to become stronger or fail.

The aforementioned Crosley could be purchased through hardware and appliance stores. Crosley was familiar with these marketing outlets, as he had designed refrigerators and radios in the twenties and thirties that were sold in similar stores. In the beginning, there was considerable demand for his type of transportation offering. A low cost, economical to operate, two-cylinder sedan was perfect for those struggling to recover from the Great Depression. During the war years, Crosley developed four-cylinder engines for use by the U.S. Navy, and after the war, a cast-iron version of this engine powered Crosley automobiles. This engine contract provided the income needed for Crosley to sustain postwar automotive production. While the marketing methods may not have been the most desirable for selling cars, the company did reach considerable success by selling nearly 20,000 cars in the 1947 seller's market. A restyling for the 1949 models and a pretty new "Hotshot" roadster model demonstrated signs of a promising future for the company.

Unfortunately, sales began to falter due to some missteps along the way. A reputation for engine problems had plagued the company early on. The first models used an air-

cooled two-cylinder engine, while later models used a copper-steel block four-cylinder (the previously mentioned engine developed for the Navy) that was subject to electrolysis in automotive applications. When this design was re-engineered into a cast-iron block, the quality was vastly improved, but only after significant damage had been done to the company image. Modern style disc brakes were installed on the Crosley in 1950, and were among the first uses of this technology, but production problems caused them not to function properly, and drum brakes were used on the cars shortly afterwards. By this time, the damage was done, and sales fell to such a low level that the decision was made to halt automotive production in 1952.

Preston Tucker hoped to make his radically designed Tucker automobile a new choice for the burgeoning postwar car market. The story has been told numerous times, in many forms, and will not be retold here as so many of the details are sketchy or unknown, making an accurate history nearly impossible. Engineer/designer Tucker hoped to make a difference in the automotive world. His car was based on the idea that safety, performance and style could be designed into an affordable automobile. He purchased a factory in the Chicago area, and began the design and pre-production processes. Questionable corporate financial activities and other problems with the Securities and Exchange Commission took his fledgling company down before it could get a chance at a good beginning. The Tucker automobile is covered in more detail in Appendix I.

All of the other independents would survive the 1946–1959 period although not in good condition, and not without casualty of nameplates along the way. By 1959, Frazer, Kaiser, Hudson, Nash, Packard, Willys and Overland were becoming distant memories. But remnants of their legacy lived on in one form or another.

Nash and Hudson had both been relatively strong companies throughout the pre-World War II period. Both had survived the Great Depression through creative marketing strategies, and they both fared quite well in the growing middle-price market class. Like other companies, both Nash and Hudson started in 1945 by offering slightly restyled versions of their prewar cars. Nash had always been known more for its styling, and it would definitely be the styling that got people talking when its first new postwar products were introduced. The rather controversial “bathtub” Nash, introduced for the 1949 model year, was deemed by many to be too radical a design. However, they did make efficient use of space, and were actually very well built automobiles for the time. Much of the credit for styling can go to Pinin Farina, as Nash had hired the Italian design company to work on the new models. Sales were okay initially, but quickly started to decline as funds that would have been used for restyling were instead devoted to a totally new concept with the compact Rambler introduced in

1950. The Rambler was a new concept for American automobile buyers, as it was over a foot shorter than the standard car in its price range. But what it lacked in size it made up for in comfort and style. Rambler sales were very good initially, but began to trail off after several years, and by 1955 the Rambler would disappear. It would return in similar form just in time for the 1958 recession as the AMC Rambler American.

Over at Hudson, things were not going quite so well. Sales were reasonably good in 1946 and 1947, and the newly-designed 1948 models were quite stunning cars. Featuring new “Step-Down” design, the 1948 Hudsons were some of the sleekest automobiles on the street. However, steep price increases on the new cars, approaching \$500 model-for-model, turned away some potential buyers. Sales gains through this period were not significant when compared to similar mid-range cars from other manufacturers. Hudson was cultivating a reputation for being among the most powerful in its class. Hudson had developed a reputation for quality engineering, and by the early fifties, their “Twin-H” powered models were turning heads on streets and racetracks. But, it was the V8 powered “Rocket” Oldsmobiles introduced in 1949, that would garner the most attention when they quickly began to win on the racetrack. Without a V8 to compete, Hudson would soon lose its winning reputation on the track. In fact every manufacturer was faced with the same dilemma during the early to mid-fifties, and there was only one option for success. They had to offer modern V8 powerplants, and styling had to be kept fresh and modern — in other words, restyle every two or three years. By 1953 it was becoming apparent that Hudson was losing ground and would need a major infusion of technology (i.e. V8 power), updated styling, and money to survive.

By 1954, concerns over shrinking market share and weakening financial performance brought the managers of Hudson and Nash together to discuss a possible merger. Nash was in good shape financially and had a fairly loyal dealer body. Hudson was beginning to suffer financially and its products were showing age by 1954. However, Hudson could offer good quality factories and labor and an engineering reputation. Nash leaders felt that the only way to compete with the Big Three in the future was to unite the remaining independents. Studebaker and Packard were considered to join this new union, but they opted for their own merger, one that ultimately could be termed a failed buyout.

The luxury-line Packard had been floundering since World War II, as it tried to sell mid-priced cars to make up for its lack of luxury-market sales. This strategy had worked in the thirties during the Depression, but with America’s newfound wealth, people weren’t buying the “lower-priced” Packard idea. By the early fifties, Packard had wised up to

this, and was actually making some money on their revived luxury car lines of the mid-fifties. Meanwhile, Studebaker was struggling with rising costs of materials and labor, yet trying to compete with the Big Three at the low end of the market. It had become a challenge that was costing Studebaker money on every car it sold. The time had come to try to spread out its fixed costs, and one way to do this was to add models to its existing production line. Packard felt that it could benefit in much the same way, by spreading out fixed costs over more vehicles, thus allowing higher profit margins. So, in mid-1954, the two companies decided to merge. Unfortunately for Packard, Studebaker quickly made some decisions that would spell its demise. The 1955 model Packards were set in their design, so they came to market as the “true” Packards that they were, and carried over to 1956. However, in an effort to quickly consolidate overhead expenses, the restyled 1957 Packards became nothing more than Studebakers with trim tacked on. At the same time Packard was taken from a true luxury car to a mid-priced car. Needless to say, the public saw through this, and sales plummeted. By 1958 the recession spelled the end for Packard. The Packard name carried on in the corporation as the Studebaker-Packard Corporation for another five years, then was dropped completely.

Studebaker’s own products had not been very successful in the market, the late forties Starlight coupes and mid-fifties “Loewy” styled coupes being notable exceptions. Fortunately, someone had the foresight to see that smaller cars were selling at American Motors and profits were being made with the numerous new imported cars coming ashore. This brought about the compact/mid-size Lark line. While sharing some components of the earlier Studebakers, such as body shells and engines, they were the right cars at the right time. Through the early sixties, the Lark sold well, but once again the smaller company faced a financial burden in trying to compete on cost with the larger companies. The early 1960s introduction of the Avanti did nothing for the bottom line but did a lot for the Studebaker image, at least temporarily. However, by the end of 1964, Studebaker had consolidated all of its production to a single plant in Canada, and by 1966, the last car rolled off the line. It was quite an unfortunate ending for a company with the colorful 100-year plus history of Studebaker Corporation.

Back to 1954, Hudson and Nash had merged to form American Motors Corporation, and Studebaker and Packard had merged to form Studebaker-Packard Corporation. The mergers of either party could only be as strong as their strongest part prior to the merger. Therefore, American Motors was doing quite well by the end of the decade. The company had totally abandoned products that the previous Hudson Motors had been selling, and concentrated on the more economical vehicles that Nash had offered. The timing could not have been better; with the recession of 1958

and the market shift towards smaller cars, the mid-price market was shrinking and crowded, so Hudson would likely not have survived on its own. American Motors had revived the compact Rambler just in time to help the company climb to an unprecedented number three position on the sales charts by the beginning of the 1960s.

Another issue affecting all American car manufacturers during the fifties was the growing market for smaller, more economical cars and the accompanying growth of imported car sales. At the end of World War II, there were very few foreign manufacturers with the resources to build cars to be imported to the United States. At best, they were able to build a few cars for their home markets. But after a few years several companies started to rebuild and get back on their feet. During the late forties there were approximately four or five companies offering substantial quantities of automobiles from outside the U.S. Most of these were British makes such as the Ford Anglia, Jaguar and Hillman Minx. But by the end of the fifties, there would be well over a dozen successful imported nameplates available in the U.S. Most of this growth came from German and Japanese companies looking for new market opportunities as they rebuilt. Among the new offerings that found steady and stable growth from the fifties into the sixties were Volkswagen, Toyoda (now Toyota), and Datsun (now Nissan).

Other well-known imported brands finding reasonable sales success during the fifties included MG, Morris, Sunbeam, Jaguar, Triumph, Citroën, Peugeot, Porsche, Renault, Mercedes-Benz, Volvo, and BMW among others. Though it is often said that the “Import Invasion” began in the seventies and actually overtook the American market in the early nineties, it is this author’s opinion that the groundwork was laid during the fifties. Obviously, any new manufacturer has a period of time in its infancy when the expense of establishing a marketing and dealer network will inhibit growth. This is true of any consumer good, and particularly automobiles. Hence, early import automotive manufacturers concentrated their efforts in marketing to areas where they could reach the most people for the least amount of money. So, in the 1950s, New York and Los Angeles tended to be the cities with the highest sales of imported vehicles. This marketing strategy also made sense for other reasons. Since both cities had ocean harbors and ports, delivery of new vehicles was made easier, and inland transporting was not required. With the large New York and Los Angeles markets, companies could establish centralized parts warehouses and marketing facilities locally. As sales grew, new dealerships could be established in other port cities such as Seattle, Miami and all along the eastern seaboard. With the growing sales, further expansion was made possible until eventually dealerships could be found nationwide. For most companies, this would be about a 10- to 15-year process. Even then, there were many areas of



the Midwest where import car dealerships were a rare sight. Improved dealer networks provided better service and parts accessibility and would further spur growth for the imported automobiles. By the late seventies, their growth would lead to establishing factories within the United States to build their most popular models as “domesticated imports.” But, during the fifties, owning an imported car would remain an unusual proposition. Some imported cars came to be seen as trendy purchases, such as the VW 1200 “Beetle.” Others were purchased because of their perceived status or exotic nature, such as the Porsche, Mercedes-Benz, Rolls-Royce or Ferrari.

Another component of the import market is the “captive” imports, so named because they provided auto manufacturers an outlet in the United States for cars built overseas to be sold alongside American built cars, with the U.S. company’s name on the car. One of the earliest examples of this is the Nash Metropolitan, which was designed and built in Italy by Pinin Farina and sold by Nash dealers, at its introduction in 1954. Due to the merger of Nash and Hudson, and subsequent creation of American Motors, a version of the Metropolitan was sold with the Hudson name for 1955. The cute little car was very popular in urban areas, and was sold relatively unchanged through the early 1960s as a separate American Motors line. The Metropolitan line is covered in further detail under the Nash section for 1954.

It should also be noted that there were “imported” cars sold through other U.S. manufacturers’ dealerships between 1946 and 1959 that were not considered “captive imports.” Among the most well known of these were the English-built Ford Anglia, Prefect and Consul, the English-built Vauxhall (sold by Pontiac dealers) and the German-built Opel (sold by Buick dealers) beginning in the late 1950s. These cars are not covered in this book.

### *The Burgeoning Middle Class and Mid-Price Market*

The end of World War II brought hopes of renewed lives for millions of families. Those in the military returned home to begin new families and households, or to pick up their lives where they had left off. Many of those who had stayed in the homeland had lives that were now drastically different than they had been in 1941. The workplace had changed dramatically, with a steadily climbing portion of the workforce now female, and not only in the “traditional” roles. The new, growing category of two-income families, which had more discretionary income, was bringing a demand for higher quality, modern design and new technology to all segments of the consumer markets.

One other factor controlling the prosperity and in-

come of the nation’s households was turmoil in the labor market. Immediately after the war, many labor unions felt that employees should be paid more fairly as inflation had increased costs of living for all Americans. The automobile corporations found themselves in a similar bind, as the materials shortages created by the war had increased their manufacturing costs, and the new labor requests were further increasing costs. At the same time they had to absorb the costs associated with retooling and restarting their plants. It was a never-ending spiral that drove up the price of nearly every car by as much as 10 to 15 percent a year through the late forties.

After the initial recovery period of 1945–1948, everything started to fall into place. As the job market eased and labor unions managed to get their agreements worked out, the nation’s inflationary pressures eased. Incomes began to rise, and the all-important “discretionary income” which Americans had not experienced for nearly twenty years was making a comeback. New products of all kinds began to flow from factories around the world. There was a boom in the new television market and in household appliances (dishwashers came into their own) just to name a few. Retailers found a new concept to take the goods to the consumers — the shopping mall. As U.S. cities expanded, the consumers were taken away from the traditional downtown shopping areas of the cities, and the newly born “suburbs” were in need of their own shopping area. Shopping centers sprang up around the country, and of course a trip to the “mall” would mean having to carry the family in comfort, with plenty of space to return home with their purchases. This helped to propel the success of the station wagon, a relatively new body style just prior to World War II.

Another side effect of the war was a technology boom, which resulted in a variety of new products. While the most obvious influence of the war on automobiles was in their styling and design, with the tailfin, bombsight hood ornaments, side molding “sweep-spears,” and the various rocket motifs, there were other effects. Safety issues were brought to the forefront during the period, and items like seat safety belts became more common, as did padded dashboards, and the beginnings of modern crash-testing programs were seen during this period. Durability was vastly improved due to the lessons learned from harsh wartime use, and extensive field use pointed out the areas needing engineering attention, so many postwar cars were among the most durable ever offered. Powertrain developments were spurred on by lessons learned, and the great horsepower race was in its infancy by 1948. But the beginnings of the electronics/computer era would leave the most long-lasting effect on the automotive landscape. While not much was done with actual electronics use in cars built up to 1959 for the consumer market, many “show cars” and prototypes of the period utilized the latest in electronic gadgetry. And a few

cars brought to market used some of the new-fangled wizardry, such as the Mercury Turnpike Cruiser, several high-end Chrysler models, and the Cadillac Broughams of the late fifties. Forty years later, nearly every component of any automobile was either designed or controlled by an electronic or computer device.

While the automotive landscape was changing in step with life-style changes, another effect of additional income was a change in the taste of the American consumer. While the automobile had often been viewed at prior times in history as either a luxury item, or a utilitarian vehicle, that attitude changed after World War II. The utilitarian types were often viewed as the Fords, Chevrolets and Plymouths of the market as they were the traditional “low-priced” value leader cars for their respective companies while Cadillac, Lincoln and Chrysler were the luxury lines. During the Depression era, the “mid-price” range cars came into their own success.

Buick, Oldsmobile, Nash and Dodge had been successful earlier in this price category, but for differing reasons. When the Depression hit, people who could afford a car but didn't want to appear pretentious would often buy a less-expensive car that looked more expensive. As the economy improved, people would move up from Chevrolet to a Pontiac, as an example, just as Alfred Sloan of General Motors had laid out in his grand marketing plan of the late 1920s. So there was groundwork laid early on for success in the mid-price range.

After World War II, the reasons for an automobile company moving into the mid-price range were changing. More often than not, the mid-price cars were now getting the innovations previously exclusive to the luxury brands: such features as air conditioning, power steering, and power windows, all of which the typical consumer had thought so novel just a few years prior. As the traditional mid-range cars were becoming more popular with the growing middle-income consumers, automobile manufacturers realized they needed to give consumers what they wanted. What happened next was a period of explosive growth in the mid-range market. First the traditional makes, Buick, Pontiac, Oldsmobile, Dodge, and Mercury, all expanded their line of models. They were also offering a full range of accessories for their cars. As their sales grew, the lower-priced makes began to see opportunity by moving up-market. Thus came models such as the Chevy Bel Air (later Impala), the Ford Fairlane (later Galaxie), and Plymouth Belvedere (later Fury). By the end of the 1959 model year, the middle-price market was the dominant force in the industry.

The 1958 recession slowed this middle-class growth, but only briefly. The 1958 model year introduction of the Edsel is the most well-known failure in the era. It was the right concept at the wrong time, a car that might have been more successful if introduced a few years earlier, or a few

years later when market conditions were better. Chrysler's DeSoto line was another casualty of the economic downturn, but in the end, the middle class would rule the automotive market. Throughout the sixties, Pontiac, Oldsmobile, Dodge and Buick would dominate the sales charts, right behind the always sales-leading Chevrolet and Ford. But, with a growing portion of Chevrolet and Ford sales coming from “loaded” higher priced models (Impala, Caprice, Galaxie and LTD), they were not exactly the bargain models they appeared to be at first glance.

Combining all of the factors mentioned above, one gets a feel for where the market was headed and can better understand why certain models succeeded and others failed. It is one goal of this book to explore these reasons, and to give the reader a better understanding of the market forces that contributed to the decisions manufacturers made during the time frame. It is also a goal to detail the reasons consumers made the choices they did based upon the information presented them at the time.

### *Standard and Optional Equipment Through the Period*

As 1946 models rolled off the line, many were carried over from 1942, and most of the 1942 models had been designed in the late 1930s. Features that by 1959 buyers could not imagine buying a car without were often extras in 1946. These include such things as door armrests, sun visors, turn signals, dual windshield wipers, ignition key starting, and floor coverings, whether rubber or carpet. Most cars came with at least a driver's side armrest and sun visor as standard equipment, but the other features varied greatly. Where accurate information could be found, some of these items are noted in the “Major Standard Equipment” or “Major Options” sections as appropriate. In general, most of the above listed items were standard equipment on all cars by the early to mid fifties, so after this time period any mention of them is dropped.

Most manufacturers made little effort to advertise what types of floor coverings were used, and as a result accurate information was difficult to obtain. In general, during the forties most cars were using black rubber floor mats front and rear, except for a few luxury makes. Later, some makes adopted colored simulated carpet made of rubber, and others turned to real carpet only for the front or rear compartments (depending on manufacturer), and finally to full floor carpeting by the late fifties. Where this information was found for a particular car it is included; otherwise use the above statements as a general guideline. Also, headliner materials tended to be mostly cloth early on, and switched to vinyls by the end of the fifties for many makes.

There is other equipment that should be considered as standard for most makes, with exceptions noted herein. Such things as shock absorbers and drum type brakes are an example. Several makes introduced disc brakes during the fifties, so this will be noted where applicable. In the case of engine filters, many manufacturers did not use engine oil filters and used “oil-bath” air filters through the beginning of this period, until the paper cartridge type of both became popular and readily available in the early fifties. However details of this type of equipment are beyond this book’s scope.

Another issue is whitewall tire options. Due to material shortages immediately following World War II, and during the Korean War, availability of whitewall tires was restricted during 1946, 1947, 1952 and early 1953. In 1946 and 1947, manufacturers compensated for the lack of available tires by creating metal or plastic rings which mounted onto the wheel and simulated a white sidewall. Many buyers found that they didn’t really create the desired effect, and by 1952, manufacturers did not even bother trying to fabricate a substitute, although there were aftermarket choices available.

## Technology

Many safety and comfort features rose to popularity after World War II as automakers struggled to keep up with consumer demand. All the while, their dream cars often had advanced features that consumers didn’t know they wanted until they appeared in their production automobiles. Below are features that became popular during the 1946–1959 model years, with notes on their introduction. It is interesting to note that many features viewed as modern technological advancements of the late 20th century and early 21st century actually had their beginnings during the post-war period. Some would be touted as “all-new” features fifty years later.

- **Air conditioning.** First introduced by Packard in 1940, this original system was expensive and had a lot of problems, and was quickly dropped. Then in 1953, General Motors introduced a lower-priced, more reliable system. This trunk-mounted unit worked well, and then in 1954 Pontiac introduced an underhood unit. The underhood unit proved the better alternative as it used no trunk space and fit well within the engine compartment, tying into the heater and defroster system.
- **Interior air filtration.** Introduced on the 1956 Rambler as an option.
- **Seat belts.** First offered as an option on 1950 Nash models and the 1948 Tucker. Seat belts were later put into more widespread use when Ford Motor Company introduced their safety campaign in 1956, which included seat belts, padded dashboards and deep-dish steering wheels as part of their safety package.
- **Electric window lifts (power windows).** Developed in 1948 by Daimler Benz, electric window lifts became a common optional feature by 1955 on most American cars, and would be standard on many of the luxury cars. Hydraulically operated window lifts, more appropriately hydro-electric lifts, had been used by many luxury makes through the 1940s, but they were prone to leaks in the system. The shift to electric systems began in 1953.
- **Rain-sensing convertible top lift.** This feature was developed by General Motors and first appeared in some of their Motorama show cars in the early 1950s, such as the LeSabre. It was later listed as an optional accessory in sales literature for 1955 Chevrolet Bel Air convertibles, but it is not believed that it actually made it into production.
- **Turning headlamps.** Headlamps that turn to light the road ahead on a curve have a history that goes back to the late 1920s, when large luxury cars sometimes used a system of driving lights that turned with the steering wheel. It was never used on a large scale, and the idea was first resurrected after the war by the 1948 Tucker. The Tucker used a third center-mounted headlamp with mechanical linkage that turned the headlamp as the steering wheel was turned.
- **Automatic dimming, light sensing rear view mirror.** Chrysler Corporation introduced the automatic dimming inside rear view mirror as an option on many of its 1959 models. Due to lack of interest by the public, it was dropped after a few years.
- **Disc brakes.** Chrysler and Crosley share honors of being the first automobile manufacturers to put disc brakes into mass production on their 1950 models. Chrysler put them into limited production on the massive Crown Imperials, while Crosley offered them on any model in its lineup. Crosley subsequently developed problems with their disc brakes, and had to go back to drum brakes. But the technology was not lost on Chrysler Corporation, which refined the idea and introduced them as optional equipment on many of its 1952 models.
- **High-compression, overhead valve, V8 engine.** Introduced by Oldsmobile on the 1949 line. Popularized in the lighter-weight 1949 Oldsmobile 88, the OHV V8 engine became an industry standard for many years after. Chevrolet’s introduction of the small block V8 engine in 1955 set the benchmark for future V8s, as evidenced by its basic design still being used fifty years later.
- **Self-adjusting brakes.** First introduced by Studebaker in

1950. It would take the Big Three several more years to make use of this feature.

- Memory seats. Mercury advertised this feature with its all-new 1957 models as the “Seat-O-Matic,” an electrically operated seat adjustment that would remember seating positions for several different drivers. The memory seat would soon appear in other makes such as Imperial and Lincoln.
- Cruise control. Introduced by Chrysler Corporation on the 1958 Imperial, and promptly followed by General Motors as an option on the 1959 Cadillac line.
- Speed sensitive radio volume adjustment. First appeared as a listed option for the 1957 Thunderbird. It is not known how many were actually produced, if any.
- Retractable hardtop. A manual version was first seen on the 1946 Playboy two-seat runabout. Ford later picked up on the idea and introduced an electro-hydraulically operated retractable hardtop for its 1957, 1958 and 1959 Fairlane 500 (Galaxie) Skyliner.
- Trip computer. Though a full-function trip computer would only be seen in later cars, the 1957 Mercury Turnpike Cruiser offered an average speed trip computer.
- Electronic fuel injection. Chrysler introduced the first successful electronic fuel injection on its high-performance 300 series during 1957 and 1958.
- Keyless entry and ignition starting. While this feature did not make it into production in the fifties, it made its first appearance on a concept car in the 1956 GM Firebird II.

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# 1946

*Victory!* After nearly four years of battles, sorrow, hard labor and strife, the United States, and most of the rest of the world, was about to return to some sense of normalcy. For the first time since the invention and introduction of the automobile, all U.S. civilian production and sales had ground to a halt in 1942 to support the country's war effort. For most automobile manufacturers, the past few years were spent busily producing the hardware of war. Most marketing efforts were trained toward building morale and company good will. Results of wartime production efforts were widely publicized in articles and advertisements. And, as the country's automotive fleet aged, it became important for the manufacturers to tout their reliability, longevity and service offerings to keep customers interested and ready to buy at the end of the war.

Of course, not all was left to rest. Many cars had been restyled or redesigned immediately prior to the cessation of production in early 1942, so there were few new products well underway during the war years. But the design and engineering departments were kept busy with small projects to prepare for the postwar period. Companies such as Studebaker had new designs underway that could be introduced by the end of the war. There were a few other changes caused by the war, such as the passage of nameplates like Graham-Paige and the creation of Kaiser-Frazer Corporation. The latter company's formation was at least in part a result of the former's passing.

Victory in Europe (V-E Day) was proclaimed on May 8, 1945, and Victory in Japan (V-J Day) followed on August 14, 1945. As the soldiers came home, family lives were beginning to be rebuilt. Two-income households became more commonplace, as women put to work during the war retained their jobs or found newly created ones. New communities of spacious "suburban" living with a new home, a garage, modern amenities, and a lawn offered the promise of better living. Technology had advanced during wartime, and as families and incomes grew, the opportunity to acquire

the new niceties of life presented itself. Life had changed. Now the stage was set for living the modern life-style.

Studebaker was among the first manufacturers to get a postwar model onto the market. Their wartime effort had been concentrated on production of military trucks. Studebaker had a worldwide reputation for dependable, rugged trucks. Construction of aircraft engines and short-track vehicles also kept the Studebaker factories humming. Realizing that the first company to introduce a new postwar car could gain a substantial benefit, Studebaker by 1943 had work well under way on an all-new model, which would be introduced in the summer of 1946, as an all-new 1947 model (tooling required for a new model could not be accomplished while the war continued; hence the delay). However, with inventory and capacity available to start production at the very end of 1945, a brief five-month run of 1946 models was introduced based upon the already tooled and production ready 1942 Champion models. The short-lived 1946 models were dubbed the Skyway Champion. Styling changes were typical of many 1946 models, generally amounting to new or revised grille and bodyside chrome trim.

Chrysler Corporation was also an early re-entrant to the market. Much of their wartime production had centered on a large tank contract and a full line of rugged military trucks which included the Dodge Power Wagon. All of the Chrysler line had been redesigned for the 1941 model year, save the Plymouth, which had been redesigned for 1940. Mechanically, Chrysler had introduced their popular line of semi-automatic transmissions in 1941, and as a result they were upholding their highly regarded engineering reputation as well. By the early spring of 1946, the lines were geared up for full production. Styling changes were minimal as expected.

General Motors' wartime efforts were varied, and included aircrafts and components, tanks, trucks, ammunition, shells, marine and diesel products. During 1943, GM was



able to acquire the Yellow Truck & Coach Corporation and proceeded to merge it with the General Motors Truck Company to form the GMC Truck & Coach Division. General Motors also took the break in production as an opportunity to reorganize its massive organization. As preparations began for resuming production, the Buick-Oldsmobile-Pontiac Assembly Division (aka B-O-P) was organized. For years, Cadillacs had been assembled exclusively in their own plants, and would continue to be for many more years. Chevrolet had been blessed with factories that consistently ran at or near capacity. But, with the mid-range cars sharing major body components and even some mechanical features, it became obvious that cost savings could be obtained by organizing plants that could build more than one line of car as needed. The creation of B-O-P aided this development strategy and would greatly benefit the company for another 25 years, but would eventually become a liability as the cars' identities became blurred.

As the recovery began to set in, General Motors became the lead target of a United Auto Workers strike in December of 1945. The wage issues were finally resolved in March 1946, with a resulting wage increase much higher than anticipated. The higher costs, combined with material shortages and ensuing higher material costs, resulted in significant price increases in the marketplace. Prices of new 1946 models were generally 30 to 40 percent higher than comparable 1942 models, and prices rose several times through the 1946 to 1948 period, despite government efforts to contain them. But it wasn't only a GM problem, it was industry-wide, even crossing all industries, and the result was a period of several years of inflation. As for products, the General's line was essentially carried over from 1942, although GM seemed to pay more attention to new grille styling and chrome trim changes than did other manufacturers. Perhaps the thinking was that first impressions are what matter, and a new front end could do more to say "new car" than any other change in the car.

Ford Motor Company was the earliest manufacturer to get production lines going, but they had so many factories that it was a relatively easy process as compared to smaller companies. They had spent the war years building B-24 bombers, aircraft engines and the famous general-purpose "GP" Jeep vehicle. Ford's postwar products were changed similarly to everyone else's, wearing small facelifts, but little in meaningful new style or engineering. The end result was still a great car, as Ford had just restyled the line in 1941, so their cars still looked modern. And, of course, Ford had the only low-priced V8 engine in the marketplace, so its bragging rights continued in that arena. When the Indianapolis 500 race was run in 1946 after a four year hiatus, a welcome sign of the resumption of the return to normal life, the pace car was Ford's ultimate luxury car, a Lincoln Continental Convertible.

Packard production during the war concentrated on aircraft and marine engines. While a small company, they were able to sustain profits during the war, but in 1945 they would face the same problems as all other manufacturers with labor problems, repairing and reinstating assembly lines and tooling. And of course, the reality of having to build cars that were now nearly four-year-old designs became an issue. Packard faced further problems as Briggs built most of their bodies, so Packard assembly lines were held up while Briggs resolved their own labor problems. Production finally resumed in the fall of 1945, but material shortages particularly overwhelmed Packard, as the Big Three seemed to get more of the available steel.

The remaining manufacturers' stories are detailed later, but suffice it to say, all the independent companies such as Nash, Hudson, and to a lesser extent Crosley were in the same situation as everyone else. Saddled with cars that were a minimum of four years old in design, and rising cost pressures, they scrambled to get everything back to normal and provide every car possible to a hungry public. For the most part, all were successful in their endeavor.

Most light-duty trucks had continued in production, on at least a small scale, throughout the wartime period for military and government purchases, and getting the production lines readied for civilian production was a much easier matter than it was for the cars. Chevrolet, GMC, Dodge, Ford, International, Crosley and Studebaker trucks were all on sale for the public by the early part of 1946. No major changes were made to the prewar designs, but most would be updated within the next few years. An interesting truck model came from Hudson, known as the Model 58 Pickup. This forerunner of the Ford Ranchero and Chevy El Camino blended a Hudson body, from the B-pillars forward, with a typically styled pickup bed. While trucks are not covered in this book, it is worth noting that these trucks were built on the regular Hudson car chassis stretched 7 inches to a 128 inch wheelbase, were powered by the Hudson 212 CID 6-cylinder, and carried a Gross Vehicle Weight Rating (GVWR) of 4800 lbs., in line with contemporary ½ ton pickups. Base price was \$1,154, which definitely put it at the higher end of the price range for light-duty trucks, being \$200 higher than a base Ford 6-cylinder pickup, and \$400 higher than the early 1946 model Chevy 6-cylinder pickups. However, for someone looking for a light-duty truck they could use around town, which looked nice and drove comfortably, this truck did the job.

Note that for all Chrysler Corporation divisions during this period, production records by model year were not maintained (with rare exception); rather only a total by body style was kept for 1946 through 1948. See the 1948 Chrysler section for body style breakouts. Totals listed for 1946 for each series are estimated based upon serial numbers and calendar year sales reporting.

## 1946 Overview and Changes from 1942

- **Total industry production:** 2,208,924, up 95.05%.
- **Number of manufacturers for model year:** 17, no change.
- **Number of models and body types offered:** 167, down from 276.
- **Industry average base price:** \$1,847, up 21.89%.
- **Industry price range:** \$749 for the Crosley 2-Door Sedan to \$4,609 for the Cadillac Series 75 Fleetwood 4-Door Imperial Sedan.

# BUICK

*“When better automobiles are built ... Buick will build them.”*

Production of Buicks resumed in late 1945. New Special models were among the last to return to the showrooms after the end of the war, and a smaller range of models was offered compared to 1942. The sporting Century, the A-bodied Special, and the luxurious Limited series were gone. The 1946 Special was the sole remaining B-body Buick from the prewar era, and it was trimmed down to one 2-Door and one 4-Door offering, while the Estate Wagon was moved up to the Super line. Estate Wagons used wooden upper body construction made by Ionia Manufacturing. The remainder of the Super and Roadmaster lines continued for 1946.

The easiest method of identifying a 1946 Buick from the front is to look for the small lateral openings at the top of the grille. Exterior trim on the Special continued as in 1942 with a set of dual chrome strips along the lower body from the front wheel opening to the back edge of the rear fender skirts. Front fender lines on the Special also continued the prewar design, stopping about a foot into the front door, then curving downward. Super models gained front

fender lines similar to those of the Roadmaster, which sloped downward back through the doors to the front of the rear fender, creating a flowing line. Supers and Roadmasters also wore a similar single piece of stainless trim down the lower bodyside.

Interiors continued in typical Buick high fashion. The Specials were treated to broadcloth upholstery with “sparkling chromium hardware.” Super models added Foamtex cushions, finer fabrics, rear seat center armrests and wood-grained trim. The top of the line Roadmasters used a plush gray fabric with darker gray trim giving it a very luxurious look and feel.

Under the hood, things continued as generally similar to the 1942 models. The Special’s 248 CID 8-cylinder engine was basically unchanged. However, the Super took a slight downgrade by using the Special’s 110 horsepower engine, whereas in 1942 it had used a dual-downdraft carburetor, which helped create 118 horsepower. The Roadmaster took a similar hit in horsepower, having 21 fewer than in 1942.



Roadmaster 2-Door Convertible



Special 2-Door Sedanet Coupe



Super 4-Door Estate Wagon



**Model year production:** 149,395, up 58.2% from 1942.  
**Domestic market share:** 6.76% (5th place).  
**Base price range:** \$1,522 to \$2,594.  
**Buick average base price:** \$1,975, up 27.49%.  
**Introduction date:** Super — October 1945; Roadmaster — July 1946; Special — November 1946.  
**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4).

**Serial number identification:** Eight digit code read as follow: 1st digit indicating assembly plant code from above, followed by sequential number by plant — Flint, 14364445 to 14524130; Southgate, 24380001 to 24511494; Linden, 34390001 to 34429256; Fairfax, 44415001 to 44419786. Style number can be found on body identification plate. “Ionia” denotes the builder of wagon bodies for Buick.

## Powertrains

Engine	Compression		Gross HP	Transmission	Special & Super	Roadmaster
	Ratio					
248 CID, 2-bbl., valve-in-head, 8-cyl.	6.3:1		110	3-speed manual	S	-
320.2 CID Fireball, 2-bbl., valve-in-head, 8-cyl.	6.6:1		144	3-speed manual	-	S

## Major Options

	Special	Super	Roadmaster
Weather-Warden heater/defroster	\$	\$	\$
Sonomatic AM radio	\$	\$	\$
Auxiliary driving lights	\$	\$	\$
Exterior spotlight	\$	\$	\$
E-Z-I non-glare rear view mirror	\$	\$	\$
Outside rear view mirror	\$	\$	\$
Vanity visor mirror	\$	\$	\$
White sidewall discs	\$	\$	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code
Black	01
Nightshade Blue Metallic	02
Canterbury Blue Metallic	03
Verde Green	04
Sherwood Green Metallic	05
Brunswick Green Metallic	06
Royal Maroon Metallic	07
Dusty Gray	08
Rivermist Gray	09
Rivermist Gray over Dusty Gray	10
Brunswick Green Metallic over Sherwood Green Metallic	11
Lehigh Gray Metallic	13
Sequoia Cream	14

## Special

*“It’s a Field-Pacing Beauty—The Buick Special.”*

**Nameplate year of origin:** 1935.  
**Current bodystyle lifespan:** 1941 through first series 1949.  
**Percentage of division’s sales volume:** 2.01%.  
**Primary competition:** DeSoto Custom, Hudson Super, Mercury, Nash Ambassador, and Oldsmobile 76/78 Series.  
**Notable changes:** Restyled grille, detail changes.  
**Major standard equipment:** Cloth seats, rubber floor mats, ash receiver, map light, glove compartment light, turn signals, trunk light, automatic choke, twin stainless moldings on front and rear fenders, and 6.50 × 16, 4-ply BSW tires.

## Measurements

Wheelbase	121.0"
Length	207.5"
Width	77.5"
Height	66.7"
Legroom — front	42.5"
Legroom — rear	42.5"
Headroom — front	38.0"
Headroom — rear	35.8"
Cargo capacity (cu. ft.)	17.5
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special 2-Door Sedanet, 6-p., Model 46S	4407	\$1,522	+31.70%	3670	1,350	-88.62%
Special 4-Door Sedan, 6-p., Model 41	4409	\$1,580	+31.30%	3720	1,649	-90.41%
TOTALS	<i>Avg. price</i>	\$1,551	+29.57%	<i>Production</i>	2,999	-90.84%

## Super

*"Super is the name ... and Superfine the quality."*

Nameplate year of origin: 1935.

Current bodystyle lifespan: 1941 through 1948.

Percentage of division's sales volume: 76.98%.

Primary competition: Chrysler Saratoga, Hudson Commodore, Packard Clipper Eight, and Oldsmobile 98.

Notable changes: Restyled grille, detail changes.

Major standard equipment: Cloth seats (cloth and leather trim in convertible), rubber floor mats, two-toned wood grained instrument panel, deluxe steering wheel, clock, turn signals, automatic choke, lower body full-length stainless trim, rear fender skirts, and 6.50 × 16, 4-ply BSW tires.

### Measurements

Wheelbase	124.0"
Length	212.4"
Width	78.6"
Height	64.9"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 2-Door Sedanet, 6-p., Model 56S	4507	\$1,741	+31.00%	3795	34,235	+114.25%
Super 2-Door Convertible, 6-p., Model 56C	4567	\$2,046	+31.21%	4050	5,931	+141.69%
Super 4-Door Sedan, 6-p., Model 51	4569	\$1,822	+31.89%	3935	74,045	+362.75%
Super 4-Door Estate Wagon, 6-p., Model 59	Ionia	\$2,594	NEW	4170	786	NEW
TOTALS	<i>Avg. price</i>	\$2,051	+44.13%	<i>Production</i>	114,997	+248.12%

## Roadmaster

*"Master of the road ... in Performance, Style and Beauty."*

Nameplate year of origin: 1936.

Current bodystyle lifespan: 1941 through 1948.

Percentage of division's sales volume: 21.02%.

Primary competition: Cadillac Series 61, Chrysler New Yorker, and Packard Clipper Eight.

Notable changes: Restyled grille, detail changes.

Major standard equipment: Finer grade cloth seats, two-toned wood grained instrument panel (body color on convertibles), rubber textured floor mats, deluxe steering wheel, clock, multiple ash receivers, turn signals, automatic choke, rear fender skirts, and 7.00 × 15 BSW tires.

### Measurements

Wheelbase	129.0"
Length	217.2"
Width	78.6"
Height	65.2"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Roadmaster 2-Door Sedanet, 6-p., Model 76S	4707	\$2,014	+32.82%	4095	8,226	+232.90%
Roadmaster 2-Dr. Convertible, 6-p., Model 76C	4767	\$2,347	+29.60%	4345	2,576	+406.09%
Roadmaster 4-Door Sedan, 6-p., Model 71	4769	\$2,110	+32.70%	4165	20,597	+280.16%
TOTALS	<i>Avg. price</i>	\$2,157	+31.60%	<i>Production</i>	31,399	+273.89%

# CADILLAC

*“America’s Finest Motor Car. New in Appearance ... New in Performance.”*

The 1946 model Cadillacs reflected little change from their prewar 1942 counterparts. New hood ornaments with a “V” and Cadillac crest replaced the winged Goddess hood ornament of the 1942 models. New emblems could be found on the rear deck also. Rectangular parking lights were used at the front instead of the earlier round units. Another distinguishing feature was the Cadillac name in block letters on the side of the front fenders. The first models built when production resumed were Series 62 4-Door Sedans, with the Series 61 line being the last to return to production. Not adhering to these changes was the Series 75 Fleetwood, which did not share its body with any other GM product. In general, the Series 75 continued with a prewar look, still carrying the “Turret-Top” roof and a grille similar to the 1942 Cadillac.

Sales came easily during this period, and as with most manufacturers, the only things holding Cadillac back from selling more cars were the continuing material shortages and union strikes. Even with prices increasing by \$500–\$900 on a model for model basis, demand existed since a new Cadillac had not been available in nearly four years. As for individual series, the Series 62 Deluxe was dropped, but the Convertible model moved to the regular Series 62 line. The Series 61, which had been essentially the LaSalle’s replacement, continued using General Motors’ B-body shared with the Buick Super, Oldsmobile 70 Series and Pontiac Streamliner series. Also continued were the Series 62, 60 Special and 75 Fleetwood. The slow-selling Series 63 and 67 were no longer in the model lineup.



Cadillac



Series 62 4-Door Sedan

**Model year production:** 27,900, up 68.9% from 1942.

**Domestic market share:** 1.26% (14th place).

**Base price range:** \$2,022 to \$4,609.

**Cadillac average base price:** \$3,269, up 18.98%.

**Introduction date:** Series 62 — October 1945; Series 61— May 1946; Series 60S and 75 — August 1946.

**Assembly plants:** Detroit, MI (1).

**Engine and serial number identification:** Seven-digit code for engine number (used as serial number). For all cars the number is stamped on front right cylinder block above water pump numbered at right angle to crankshaft. Series motors numbered as follows: 61— 5400001 to 5403001; 62 — 8400001 to 8418566; 60 Special — 6400001 to 6405700; 75 — 34000001 to 3401927.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All Models</i>
346 CID, 2-bbl., L-head, V8	7.25:1	150	3-speed Synchronesh manual Hydra-Matic Automatic	S \$166

## Major Options

	<i>61</i>	<i>62</i>	<i>60 Special</i>	<i>75 Fleetwood</i>
Heater	\$	\$	\$	\$
Radio and antenna	\$	\$	\$	\$
Fog lights	\$	\$	\$	\$
Exterior spotlight	\$	\$	\$	\$
Full-wheel covers	\$19	\$19	\$19	S
White sidewall discs	\$	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Black	1
Antoinette Blue	2
Cavern Green	3
Gunmetal Gray Metallic	4
Ivy Green Metallic	5
Sussex Gray Metallic	8
Madeira Maroon Metallic	9
Honey Beige Metallic	16
Belden Blue Metallic	17
London Gray	120
Seine Blue Metallic	121

## Series 61

*“Designed to bring Cadillac’s incomparable performance, comfort and safety to the widest group of owners.”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1941 through 1947.

**Percentage of division’s sales volume:** 10.75%.

**Primary competition:** Buick Roadmaster, Chrysler New Yorker and Packard Clipper.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Cloth interior trim, full floor covering, electric clock, black rubber rear fender gravel guards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, “Super-Safe” hydraulic brakes, small hubcaps, and 7.00 × 15 low pressure BSW tires.

## Measurements

Wheelbase	126.0"
Length	215.0"
Width	80.8"
Height	60.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 61 2-Door Club Coupe, 6-p.	6107	\$2,022	+29.60%	4065	800	-67.61%
Series 61 4-Door Sedan, 6-p.	6109	\$2,146	+30.30%	4145	2,200	-31.12%
TOTALS	<i>Avg. Price</i>	\$2,084	+29.93%	<i>Production</i>	3,000	-47.03%

## Series 62

*"A splendid blend of luxury and practicality."*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1941 through 1947.

**Percentage of division's sales volume:** 66.54%.

**Primary competition:** Lincoln V12, Packard Super Clipper.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Cloth interior trim, full floor covering, electric clock, black rubber rear fender gravel guards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, "Super-Safe" hydraulic brakes, small hubcaps, and 7.00 × 15 low pressure BSW tires. Convertible adds: Leather interior trim and Hydra-electric convertible top, front seat and front windows.

### Measurements

Wheelbase	129.0"
Length	220.0"
Width	80.8"
Height	66.7"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 62 2-Door Club Coupe, 6-p.	6207	\$2,249	+34.90%	4100	2,323	+351.07%
Series 62 2-Door Convertible, 6-p.	6267	\$2,521	+24.80%	4462	1,342	+335.71%
Series 62 4-Door Sedan, 6-p.	6269	\$2,324	+32.50%	4240	14,900	+737.08%
TOTALS	<i>Avg. Price</i>	\$2,365	+30.95%	<i>Production</i>	18,565	+280.74%

## Series 60 Special

*"Combining all of Cadillac's traditional luxury and performance, with the most advanced of ultra-smart styling."*

**Nameplate year of origin:** 1938.

**Current bodystyle lifespan:** 1941 through 1947.

**Percentage of division's sales volume:** 20.43%.

**Primary competition:** Lincoln Continental, and Packard Custom Super Clipper.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, Hydra-electric front seat, full floor carpeting, electric clock, chrome rear fender gravel guards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, "Super-Safe" hydraulic brakes, small hubcaps, and 7.00 × 15 low pressure BSW tires.

### Measurements

Wheelbase	133.0"
Length	224.0"
Width	80.8"
Height	66.7"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 60 Special 4-Door Sedan, 6-p.	6069	\$3,054	+25.40%	4348	5,700	+204.16%
TOTALS	<i>Avg. Price</i>	\$3,054	+21.58%*	<i>Production</i>	5,700	+204.16%

\*Difference in percentages due to Divided Sedan model being discontinued

# Series 75 Fleetwood

*"The world's most luxurious automotive creation."*

Nameplate year of origin: 1936.

Current bodystyle lifespan: 1941 through 1949.

Percentage of division's sales volume: 2.28%.

Primary competition: Chrysler Crown Imperial.

Notable changes: Trim and detail changes.

Major standard equipment: Broadcloth interior trim, full floor carpeting, electric clock, full-length lower body trim molding, hood, bodyside and beltline moldings, stainless steel enclosed running boards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, "Super-Safe" hydraulic brakes, large hubcaps, and 7.60 × 16 low pressure BSW tires. 7-passenger and 9-passenger Sedans add: auxiliary jump seats.

## Measurements

Wheelbase	136.0"
Length	227.0"
Width	82.3"
Height	71.7"
Legroom — front	42.0"
Legroom — rear	NA
Headroom — front	36.8"
Headroom — rear	35.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	24.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 75 Fleetwood 4-Door Sedan, 6-p.	7519	\$4,238	+28.19%	4848	150	-26.83%
Series 75 Fleetwood 4-Door Sedan, 7-p.	7523	\$4,415	+27.64%	4865	225	0.00%
Series 75 Fleetwood Imperial 4-Door Sedan, 7-p.	7533	\$4,609	+27.57%	4926	221	-48.60%
Series 75 Fleetwood Business 4-Door Sedan, 9-p.	7523L	\$4,093	+29.85%	4840	22	-24.14%
Series 75 Fleetwood Imperial Business 4-Door Sedan, 9-p.	7533L	\$4,286	+29.64%	4850	17	+183.33%
TOTALS	Avg. Price	\$4,328	+18.95%	Production	635	-42.27%

# CHEVROLET

*"The new 1946 Chevrolet brings you the proved features that have made Chevrolet the most popular of all low-priced cars."*

Nineteen-forty-six Chevrolet models arrived late in 1945 and received changes typical to General Motors' and other manufacturers' lines. A new grille featuring four horizontal bars under a top bar that curved down at each end to form a simple yet pleasing grille design was the primary change. Rectangular parking lights were relocated to each end of the grille and a new hood ornament was placed on the front of the hood. A decorative stainless steel trim piece ran front to back at door handle level on the bodyside of all models, except the Station Wagon, which was still wood bodied. Fleetmaster Fleetline models sported three chrome strips behind each wheel opening for added distinction. Front and rear bumpers, advertised as "Car-Saver" bumpers, were redesigned to provide more protection, in-

cluding a slight wraparound at the ends and a barely noticeable "V" point. Otherwise styling continued as on pre-war cars, including "Modern, Door-Action Fenders" (the front fenders extending onto the front doors).

The 1942 sub-series nameplates were promoted. Stylemaster replaced the Master DeLuxe Stylemaster, and Fleetmaster replaced the Special DeLuxe Fleetmaster. Technically the Fleetline models were the top line Chevrolets, but they were a sub-series of the Fleetmaster series, and therefore are included with the parent series in the listings below, as most important features were shared. The Fleetline model numbers are also numbered within the Fleetmaster series. Otherwise, the GM A-body Chevys continued with few changes from the 1942 models.

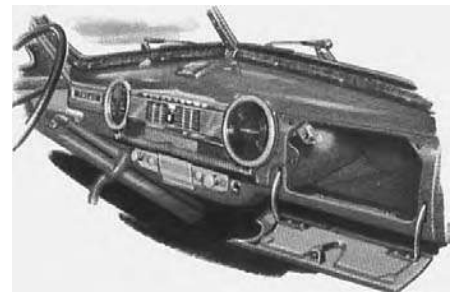




Fleetmaster 4-Door Sedan



Fleetmaster



Fleetmaster instrument panel

**Model year production:** 398,028, up 56.6% from 1942.

**Domestic market share:** 18.02% (2nd place).

**Base price range:** \$1,098 to \$1,712.

**Chevrolet average base price:** \$1,278, up 35.63%.

**Introduction date:** Stylemaster — November 1945; Fleetmaster — April 1946; Station wagons — May 23, 1946; Fleetmaster Fleetline — November 5, 1946.

**Assembly plants:** Atlanta, GA (8); Baltimore, MD (14); Buffalo, NY (12); Flint, MI (1); Janesville, WI (21); Kansas City, MO (5); Norwood, OH (9); Oakland, CA (6); St. Louis, MO (3); and Tarrytown, NY (2).

**Serial number identification:** Seven to nine digit codes located on right front door hinge pillar and read as follow: First number is assembly plant, followed by series designation of “DJ” for Stylemaster and “DK” for Fleetmaster; remaining digits are consecutive serial number, DJ-1001 through 56896 and DK-1001 through 58678. *Example:* 1DJ1001 is a 1946 Stylemaster built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
216.5 CID Thrift-Master, 1-bbl., valve-in-head, 6-cyl.	6.5:1	90	3-speed manual	S

### Major Options

	<i>All models</i>
Heater	\$
Heater and defroster	\$
Deluxe in-dash heater and defroster	\$
Windshield washer	\$
Deluxe steering wheel	\$
Radio	\$
Deluxe pushbutton radio	\$
Radio antenna	\$
Hubcaps	\$
Wheel trim rings	\$
White sidewall discs	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Maryland Black	336
Martial Maroon Metallic	337
Ensign Blue Metallic	338
Volunteer Green Metallic over Seafoam Green	339
Scout Brown over Sport Beige	340
Fleet Blue Metallic over Wing Blue Gray	341

## Stylemaster

*"New beauty-leader styling enhanced by sparkling colors distinguish every new 1946 Chevrolet."*

**Nameplate year of origin:** 1942.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 42.70%.

**Primary competition:** Ford DeLuxe, Plymouth DeLuxe and Studebaker Champion.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Cloth upholstered full-width cushion seats, adjustable front seat, front rubber floor mat, rubber covered safety-tread concealed running boards, rear compartment package shelf, driver-side sun visor, three-spoke steering wheel, trunk lock, electric luggage compartment light, lower body stainless trim, rubber rear fender gravel shield, and 6.00 × 16 BSW tires.

### Measurements

Wheelbase	116.0"
Length	197.8"
Width	73.4"
Height	66.1"
Legroom — front	41.0"
Legroom — rear	39.0"
Headroom — front	37.5"
Headroom — rear	35.8"
Cargo capacity (cu. ft.)	17.0
Fuel capacity (gals.)	16.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Stylemaster 2-Door Business Coupe, 2-p.	DJ-1504	\$1,098	+34.89%	3105	14,267	+76.38%
Stylemaster 2-Door Sport Coupe, 5-p.	DJ-1524	\$1,137	+39.40%	3130	19,243	+10.33%
Stylemaster 2-Door Town Sedan, 5-p.	DJ-1502	\$1,152	+34.42%	3170	61,104	+45.93%
Stylemaster 4-Door Sport Sedan, 5-p.	DJ-1503	\$1,205	+34.04%	3175	75,349	+434.66%
TOTALS	<i>Avg. price</i>	\$1,148	+34.43%	<i>Production</i>	169,963	+108.55%

## Fleetmaster

*"Outstandingly distinctive styling, which sets it apart, in a class by itself."*

**Nameplate year of origin:** 1942.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 57.30%.

**Primary competition:** Dodge DeLuxe, Ford Super Deluxe, Nash 600 and Plymouth Special Deluxe.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Cloth upholstered full-width cushion seats, adjustable front seat, assist straps, robe cords, front rubber floor mat with carpeted inserts, rubber covered safety-tread concealed running boards, front door armrests, rear compartment package shelf, dome light, clock, cigarette lighter with ashtray, dual sun visors, two-spoke steering wheel, trunk lock, electric luggage compartment light, window frame moldings, lower body stainless trim, rubber rear fender gravel shield, and 6.00 × 16 BSW tires. Station wagon adds: Steel cowl, windshield pillars and underbody with Mahogany and natural wood finish framework, reinforced leatherette top, single tail and stop light (as opposed to dual on cars), and bumperettes with guards on rear (as opposed to full bumper). Fleetline adds: "Fleetweave" broadcloth upholstery on full-width cushioned seats, and three stainless "Speed-line" trim pieces at each wheel opening.

### Measurements

	Cars	Wagon
Wheelbase	116.0"	116.0"
Length	197.8"	207.5"
Width	73.4"	73.4"
Height	66.1"	69.4"
Legroom — front	41.0"	NA
Legroom — rear	39.0"	NA
Headroom — front	37.5"	NA
Headroom — rear	35.8"	NA
Cargo capacity (cu. ft.)	17.0	NA
Fuel capacity (gals.)	16.0	16.0



## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fleetmaster 2-Door Sport Coupe, 5-p.	DK-2124	\$1,212	+34.07%	3145	27,036	+21.86%
Fleetmaster 2-Door Town Sedan, 5-p.	DK-2102	\$1,225	+34.03%	3190	56,538	+43.42%
Fleetmaster 2-Door Convertible, 5-p.	DK-2134	\$1,476	+28.24%	3445	4,508	+281.39%
Fleetmaster 4-Door Sport Sedan, 5-p.	DK-2103	\$1,280	+33.75%	3225	73,746	+134.55%
Fleetmaster 4-Door Station Wagon, 8-p.	DK-2109	\$1,712	+46.70%	3465	804	-23.94%
Fleetmaster Fleetline 2-Door Aero Sedan, 5-p.	DK-2144	\$1,249	+32.73%	3165	57,932	-6.34%
Fleetmaster Fleetline 4-Door Sportsman Sedan, 5-p.	DK-2113	\$1,309	+33.16%	3240	7,501	-48.38%
TOTALS	<i>Avg. price</i>	\$1,352	+37.12%	<i>Production</i>	228,065	+31.53%

# CHRYSLER

*"The Beautiful Chrysler."*

Chrysler stylists were busy as the war period was winding down, readying updated designs for resumption of production. While still based on the new-for-1942 body designs, the 1946 models featured new front fender lines that flowed back smoothly into the front doors. This was a styling trend that began in the immediate prewar period, and all manufacturers were scrambling to have the latest design statement. Other new styling elements were an intricate, die-cast egg-crate grille and redesigned bumpers, which were used through the 1948 season and into the 1949 first-series cars.

Chrysler engineers created a revised Prestomatic semi-automatic transmission for the postwar cars. Other new features included a gas tank filter and dual-cylinder front wheel brakes.

The Town & Country steel and wood bodied models

continued, but instead of the prewar station wagon model, the 1946 now came in 4-Door Sedan and 2-Door Convertible body styles. The Town & Country C-38 6-cylinder continued being Windsor-based, while the C-39 8-cylinder models were now New Yorker-based. The revised line gave Chrysler a unique car to distinguish it from its competitors. In an interesting side note to the Town & Country series, seven 2-Door Hardtops were built, making them the first of that body style. Being "hand-built prototypes," rather than production models, they are not included in the statistics that follow. Also, three other Town & Country body styles were listed, but did not reach production, a Roadster, Brougham Sedan and Custom Club Coupe. Other model changes from 1942 included the discontinuance of the 4-Door Town Sedan model in all series, and the dropping of Crown Imperial 4-Door Sedans.



Chrysler



New Yorker 4-Door Sedan

**Model year production:** 77,571, up 112.05% from 1942.

**Domestic market share:** 3.51% (11th place).

**Base price range:** \$1,431 to \$3,875.

**Chrysler average base price:** \$1,970, up 28.06%.

**Introduction date:** Royal, Windsor, Saratoga and New Yorker — January 16, 1946; Windsor Convertible — March 11, 1946; 8-passenger models — April 24, 1946; Town & Country — August 1946; Crown Imperial — November 1946.  
**Assembly plants:** Detroit, MI.

**Serial number identification:** Located on left front hinge pillar. C-38 series: Eight digit code as follows — Royal, 70011001 to 70023022; Windsor, 70515001 to 70564428; Town & Country 6, 71000001 to 71000127. C-39 series:

Seven digit code as follows — Saratoga, 6765001 to 6766545; New Yorker, 7025001 to 7037248; Town & Country 8, 7400001 to 7402036. C-40 series: Seven digit code as follows — Imperial, 7810001 to 7810166.

## Powertrains

Engine	Compression		Transmission	C-38 series	C-39 series	C-40 series
	Ratio	Gross HP				
250.6 CID, 1-bbl., L-head, 6-cyl.	6.6:1	114	3-speed manual	S	-	-
			Fluid Drive	\$33	-	-
			Prestomatic Transmission	\$52	-	-
323.5 CID, 1-bbl., L-head, 8-cyl.	6.7:1	135	Fluid Drive	-	S	-
			Prestomatic Transmission	-	\$52	S

## Major Options

	Royal	Windsor	Town & Country	Saratoga	New Yorker	Crown Imperial
All-Weather air control system	\$	\$	\$	\$	\$	\$
Comfort Master heater	\$	\$	\$	\$	\$	\$
6-tube radio	\$	\$	\$	\$	\$	\$
8-tube radio	\$	\$	\$	\$	\$	\$
Electric clock	\$	S	S	S	S	S
Radio antenna (basic)	\$	\$	\$	\$	\$	\$
White sidewall discs	\$15	\$15	\$15	\$15	\$15	S
Highlander interior upholstery	\$	\$	\$	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

Code	Code	Code
Military Blue 1	Meadow Green 6	Regal Maroon 16
St. Clair Blue 2	Dove Gray 7	Sumac Red 17
Newport Blue 3	Gunmetal 8	Palace Brick Brown 20
Heather Green 4	Catalina Tan 9	
Polo Green 5	Black 15	

# Royal

*“The Beautiful Chrysler Royal.”*

**Nameplate year of origin:** 1937. Also used on 1933 Royal Eight.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 15.50%.

**Primary competition:** Hudson Super, Nash Ambassador, Oldsmobile 76 and Packard Clipper 6.

## Measurements

	All but 8-pass. Sedan	8-pass. Sedans
Wheelbase	121.5"	139.5"

**Notable changes:** Restyled front end, trim and detail changes.

**Major standard equipment:** Pile fabric or broadcloth interior trim, rubber floor covering in front compartment, carpeted rear compartment (rubber covered in 3-passenger coupe), directional signals, two-speed electric windshield wipers, luggage compartment light, "Safe Guard" hydraulic brakes, small hubcaps, and 6.50 × 15 BSW tires. Club coupe and 8-passenger sedans add: Carpeted front compartment. Eight-passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 7.00 × 15 BSW tires.

### Measurements (cont.)

	<i>All but 8-pass. Sedan</i>	<i>8-pass. Sedans</i>
Length	208.3"	226.3"
Width	77.8"	77.8"
Height	NA	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Royal 2-Door Coupe, 3-p.	C-38S	\$1,431	+33.12%	3373	NA*	NA
Royal 2-Door Brougham Sedan, 6-p.	C-38S	\$1,526	+32.24%	3458	NA*	NA
Royal 2-Door Club Coupe, 6-p.	C-38S	\$1,551	+32.79%	3443	NA*	NA
Royal 4-Door Sedan, 6-p.	C-38S	\$1,561	+32.63%	3523	NA*	NA
Royal 4-Door Sedan, 8-p.	C-38S	\$1,943	+26.58%	3977	NA*	NA
Royal 4-Door Sedan Limousine, 8-p.	C-38S	\$2,063	+28.54%	4022	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,679	+31.54%	<i>Production</i>	12,020	+25.68%

\*For body style production totals for 1946–1948, see 1948 Chrysler section.

## Windsor

*"The Beautiful Chrysler Windsor."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 63.72%.

**Primary competition:** DeSoto Custom, Hudson Commodore, and Mercury.

**Notable changes:** Restyled front end, trim and detail changes.

**Major standard equipment:** Two-tone wool broadcloth interior trim, rear seat center folding armrest, carpeted floors, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, "Safe Guard" hydraulic brakes, small hubcaps, and 6.50 × 15 BSW tires. Convertible adds: Power top. Eight-passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 7.00 × 15 BSW tires.

### Measurements

	<i>All but 8-pass.</i>	<i>8-pass. Sedans</i>
Wheelbase	121.5"	139.5"
Length	208.3"	226.3"
Width	77.8"	77.8"
Height	NA	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor 2-Door Coupe, 3-p.	C-38W	\$1,481	+29.91%	3383	NA*	NA
Windsor 2-Door Brougham Sedan, 6-p.	C-38W	\$1,591	+30.41%	3468	NA*	NA
Windsor 2-Door Club Coupe, 6-p.	C-38W	\$1,601	+30.37%	3448	NA*	NA
Windsor 2-Door Convertible, 6-p.	C-38W	\$1,861	+31.06%	3693	NA*	NA

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Windsor 4-Door Sedan, 6-p.	C-38W	\$1,611	+28.37%	3528	NA*	NA
Windsor 4-Door Sedan, 8-p.	C-38W	\$1,993	+24.17%	3997	NA*	NA
Windsor 4-Door Sedan Limousine, 8-p.	C-38W	\$2,113	+25.40%	4052	NA*	NA
TOTALS		<i>Avg. Price</i> \$1,750	+29.07%	<i>Production</i> 49,426		+268.08%

\*For body style production totals for 1946–1948, see 1948 Chrysler section.

## Saratoga

*“The Beautiful Chrysler Saratoga.”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 1.99%.

**Primary competition:** Buick Super, Hudson Commodore, Oldsmobile 98, and Packard Clipper Eight.

**Notable changes:** Restyled front end, trim and detail changes.

**Major standard equipment:** Pile fabric or broadcloth interior trim, rubber floor covering in front compartment, carpeted rear compartment (rubber covered in 3-passenger coupe), directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, “Safe Guard” hydraulic brakes, small hubcaps, and 7.00 × 15 BSW tires. Club coupe adds: carpeted front compartment.

### Measurements

Wheelbase	127.5"
Length	214.3"
Width	77.8"
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Saratoga 2-Door Coupe, 3-p.	C-39K	\$1,753	+32.30%	3817	NA*	NA
Saratoga 2-Door Brougham Sedan, 6-p.	C-39K	\$1,838	+34.65%	3875	NA*	NA
Saratoga 2-Door Club Coupe, 6-p.	C-39K	\$1,848	+33.91%	3892	NA*	NA
Saratoga 4-Door Sedan, 6-p.	C-39K	\$1,863	+32.60%	3972	NA*	NA
TOTALS		<i>Avg. Price</i> \$1,826	+31.81%	<i>Production</i> 1,544		-3.14%

\*For body style production totals for 1946–1948, see 1948 Chrysler section.

## New Yorker

*“The Beautiful Chrysler New Yorker.”*

**Nameplate year of origin:** 1939 (altered from 1938 New York Special model).

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 15.79%.

**Primary competition:** Buick Roadmaster, Cadillac Series 61 and Packard Super Clipper.

**Notable changes:** Restyled front end, and trim and detail changes.

**Major standard equipment:** Two-tone wool broadcloth interior trim, rear seat center pull-down armrest, full floor carpeting, directional

### Measurements

Wheelbase	127.5"
Length	214.3"
Width	77.8"
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA

signals, electric clock, two-speed electric windshield wipers, luggage compartment light, "Safe Guard" hydraulic brakes, small hubcaps, and 7.00 × 15 BSW tires. Convertible adds: Power top and outside rear view mirror.

### Measurements (cont.)

Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
New Yorker 2-Door Coupe, 3-p.	C-39N	\$1,853	+33.79%	3837	NA*	NA
New Yorker 2-Door Brougham Sedan, 6-p.	C-39N	\$1,938	+34.58%	3932	NA*	NA
New Yorker 2-Door Club Coupe, 6-p.	C-39N	\$1,948	+34.34%	3897	NA*	NA
New Yorker 2-Door Convertible, 6-p.	C-39N	\$2,193	+33.72%	4132	NA*	NA
New Yorker 4-Door Sedan, 6-p.	C-39N	\$1,963	+33.08%	3987	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,979	+33.27%	<i>Production</i>	12,247	+16.11%

\*For body style production totals for 1946–1948, see 1948 Chrysler section.

## Town & Country

*"The Beautiful Chrysler Town & Country.  
A triumph in smart motor cars."*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1942 through first-series 1949.

Percentage of division's sales volume: 2.80%.

Primary competition: None.

Notable changes: All-new series. Formerly available only as a station wagon.

Major standard equipment: Two-tone wool broadcloth interior trim, full floor carpeting, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, "Safe Guard" hydraulic brakes, mahogany wood panels bonded to steel body surrounded by solid white ash framework, small hubcaps, and 7.00 × 15 BSW tires. Convertible adds: Power top and outside rear view mirror.

### Measurements

	<i>C-38</i>	<i>C-39</i>
Wheelbase	121.5"	127.5"
Length	208.3"	214.3"
Width	77.8"	77.8"
Height	NA	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Town & Country 2-Door Convertible, 6-p.	C-39N	\$2,743	NEW	4332	NA*	NA
Town & Country 4-Door Sedan, 6-p. (6-cyl.)	C-38W	\$2,366	NEW	3917	NA*	NA
Town & Country 4-Door Sedan, 6-p. (8-cyl.)	C-39N	\$2,718	NEW	4344	NA*	NA
TOTALS	<i>Avg. Price</i>	\$2,609	+59.09%	<i>Production</i>	2,169	+116.09%

\*For body style production totals for 1946–1948, see 1948 Chrysler section.

# Crown Imperial

*"The Beautiful Chrysler Crown Imperial."*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 0.21%.

**Primary competition:** Cadillac Series 75 Fleetwood, and Packard Custom Super Clipper.

**Notable changes:** Restyled front end, trim and detail changes.

**Major standard equipment:** Two-tone wool broadcloth interior trim with leather front seat upholstery, rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, divider window between driver and rear passenger compartment, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, reverse-hinged rear doors, "Safe Guard" hydraulic brakes, small hubcaps, white sidewall discs, and 7.50 × 15 BSW tires.

## Measurements

Wheelbase	145.5"
Length	235.0"
Width	77.8"
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Crown Imperial 4-Door Limousine, 8-p.	C-40	\$3,875	+32.18%	4814	165	-23.26%
TOTALS	<i>Avg. Price</i>	\$3,875	+32.18%	<i>Production</i>	165	-63.17%

# CROSLEY

*"The great new Crosley ... A FINE car."*

Crosley, best known for radios and appliances, entered the postwar market with new styling and a new powerplant for their economical little cars. Power was upgraded from the prewar 2-cylinder air-cooled engine to a water-cooled 4-cylinder engine. The CoBra (Copper Brazed — also known as "The Mighty Tin") was originally developed by Taylor Engines in California, for military use aboard PT boats and B-17 bombers. The engine was made from sheet-metal, rather than cast iron, to obtain a thin, uniform wall thickness and thus avoid the creation of hot spots around the combustion chamber that could ignite the fuel, causing pre-ignition (spark knock). It was a very lightweight engine, with the block weighing only 14.8 lb, and complete with accessories including a flywheel it still weighed only 133 lbs. The engine with one-barrel carburetor produced 26.5 hp at 5400 rpm.

Exterior styling was updated to include streamlined

fenders with a front to rear beltline crease. The grille for 1946 was a mesh type split grille, one on each side of the car's centerline. Each side dipped down below the closely mounted headlamps, which were actually set on the car's front panel, not on the fender end. Fender mounted vent openings provided fresh air to the passenger compartment. Doors continued to use externally mounted hinges.

The 4-passenger Crosley interior continued to be of a very basic design. A flat instrument panel contained the necessary gauges, including speedometer, fuel and voltmeter. Upholstery was also basic with combinations of cloth and vinyl usually in tan or gray color. The back seat was best suited only for children or shorter adults.

The first and only model offered after production resumed was the 2-Door Sedan. Convertible models would return by the end of 1946, and the Wagons would return for the 1948 season. There were 12 pre-production



convertibles built with 1946 serial numbers and they are included in the production figures below. However, they are not included within the pricing information. With the postwar period being a seller's market, sales soared even for the compact Crosley.

*Note:* Because the Crosley is an orphaned car, industry information of the time is not always accurate or reliable. Thus, there are a few differences between historical reports and the data presented here, and these will be pointed out as needed.



2-Door Sedan

**Model year production:** 4,999, up 385.81% from 1942.  
**Domestic market share:** 0.23% (17th place).  
**Base price range:** \$749.  
**Crosley average base price:** \$749, up 45.16%.  
**Introduction date:** June 1946. Convertible introduced December 1946.  
**Assembly plants:** Marian, IN.  
**Serial number identification:** Seven to eight digit codes lo-

cated on center of cowl, under the hood and read as follow: First two digits, "CC" for series designation; third and fourth digits indicate model year (46 = 1946); and serial numbers 100 to 5586. *Example:* CC46-100 is a Crosley with serial number 100 built in 1946. *Note:* Crosley did not build cars on a model year basis, so the serial number indicates the year in which the car was produced, and not its model year.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
44 CID CoBra 4, 1-bbl., valve-in-head, 4-cyl.	7.8:1	26.5	3-speed manual	S

### Major Options

	<i>All models</i>
Heater	\$
Seat covers	\$
Radio	\$
Radio antenna	\$
Bumper guards	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

Standard colors of black, white, gray, blue and green were offered. Customers could also choose from other colors as available.

## Crosley Series 4CC

*"America's newest, smartest automobile!"*

**Nameplate year of origin:** 1939.  
**Current bodystyle lifespan:** 1946 through 1952.  
**Percentage of division's sales volume:** 100.00%.

### Measurements

Wheelbase	80.0"
Length	145.0"



**Primary competition:** None.

**Notable changes:** Restyled and engine updated.

**Major standard equipment:** Broadcloth interior, drivers side windshield wiper, single horn, single taillight, and 4.50 × 12 BSW tires.

### Measurements (cont.)

Width	49.0"
Height	59.0"
Legroom — front	39.0"
Legroom — rear	37.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	6.5

### Models Available

	Style No.	Base FADP*	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crosley 4CC 2-Door Sedan, 4-p.	NA	\$749	+45.16%	1155	4,987	+386.06%
Crosley 4CC 2-Door Convertible Sedan, 4-p.*	NA	\$949	NEW	NA	12	NEW
TOTALS		<i>Avg. price</i> \$749	+51.54%	<i>Production</i>	4,999	+385.81%

\*Twelve convertibles were built and considered pre-production prototypes, so they are not included in price totals above. Full production began in 1947.

# DESOTO

*“The New DeSoto. America’s newest new car.”*

The 1946 model DeSotos were a continuation of the new line introduced for the abbreviated 1942 season. Numerous styling changes were made to update the look. The unique hidden headlights used in 1942 were replaced by traditional exposed units and were the most obvious change for the postwar cars. A new grille was composed of narrow vertical chrome strips. Other changes up front included new hood and wraparound bumpers, common to most Chrysler products this year. Also new were front fenders that faded into the doors and slightly revised rear fender lines. Interior trim was slightly upscale from the 1942 offerings, and included a larger steering wheel to allow the driver a full view of the instrument panel.

Throughout its lifespan DeSoto always suffered from an image of being just a cheaper Chrysler. The Chryslers always carried a larger engine and slightly more posh interior

to justify the price difference. To illustrate just how similar DeSoto models and low-end Chrysler models were in the postwar period, both cars were built on the same chassis, with similar body panels, and the Chrysler Royal and Windsor lines were priced exactly \$100 higher than the DeSoto DeLuxe and Custom, model for model. Between the two makes, the DeSoto DeLuxe was missing the long wheelbase models that the Chrysler Royal had, and the DeSoto Custom lacked an equivalent to the Chrysler Windsor 3-passenger Coupe, but they were otherwise identical in model makeup except for one unique model, the Suburban.

A cross between a car and a station wagon, which DeSoto did not have in the lineup, the unique fastback-styled Suburban could carry nine passengers in a 3-seat arrangement, and it proved to be somewhat popular with larger families and as taxis.



Custom 2-Door Convertible



DeLuxe 2-Door Club Coupe

<p><b>Model year production:</b> 63,952, up 166.30% from 1942.  <b>Domestic market share:</b> 2.90% (12th place).  <b>Base price range:</b> \$1,331 to \$2,193.  <b>DeSoto average base price:</b> \$1,639, up 35.02%.  <b>Introduction date:</b> February 1946.</p>	<p><b>Assembly plants:</b> Detroit, MI.  <b>Serial number identification:</b> Located on left front hinge pillar. Deluxe S-II series: Seven digit code as follows — 6154001 to 6172862. Custom S-II series: Seven digit code as follows — 5784001 to 5825784.</p>
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### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
236.6 CID, 1-bbl., L-head, 6-cyl.	6.6:1	109	3-speed manual Gyrol Fluid Drive w/Tip-Toe Transmission shift	S \$75

### Major Options

	DeLuxe	Custom
All-Weather air control system	\$	\$
Comfort Master heater	\$	\$
6-tube radio	\$	\$
8-tube radio	\$	\$
Electric clock	\$	S
Radio antenna (basic)	\$	\$
White sidewall discs	\$15	S

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Black	106, 107, 108
Carmel Blue	213, 214
Monterey Blue	216, 217
Gem Green	314, 315
Zircon Green	317, 318
Bermuda Beige	406, 407
Hawaiian Tan	409, 410
Pearl Gray	512, 513, 514
Gunmetal	516, 517
Royal Maroon	612

## DeLuxe

*“One look, and the fresh, radiant beauty of the smart new DeSoto captivates you.”*

**Nameplate year of origin:** 1939.  
**Current bodystyle lifespan:** 1942 through first-series 1949.  
**Percentage of division’s sales volume:** 29.50% (est.).  
**Primary competition:** Dodge Custom, Nash Ambassador, and Pontiac Torpedo.  
**Notable changes:** Restyled front end, trim and detail changes.  
**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, map light, dual sunvisors, two-speed electric windshield wipers, chrome trim surround on windshield and vent windows, luggage compartment light, counterbalanced trunk lid, small hubcaps, and 6.50 × 15 BSW tires.

### Measurements

Wheelbase	121.5"
Length	207.3"
Width	75.7"
Height	66.4"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	37.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe 2-Door Coupe, 3-p.	S11-S	\$1,331	+31.78%	3302	NA*	NA
DeLuxe 2-Door Sedan, 6-p.	S11-S	\$1,426	+32.65%	3397	NA*	NA
DeLuxe 2-Door Club Coupe, 6-p.	S11-S	\$1,451	+32.88%	3392	NA*	NA

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 4-Door Sedan, 6-p.	S11-S	\$1,461	+32.64%	3427	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,417	+22.00%	<i>Production</i>	14,716	+32.57%

\*For body style production totals for 1946–1948, see 1948 DeSoto section.

## Custom

*“New streamlined styling ... new driving ease ...  
new safety ... new performance.”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 70.50% (est.).

**Primary competition:** Chrysler Windsor, Hudson Commodore, and Mercury.

**Notable changes:** Restyled front end, trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, tailored front floor carpet and rubber rear floor covering, directional signals, plastic steering wheel, two-speed electric windshield wipers, luggage compartment light, chrome trim surround on all windows, large hubcaps, white plastic wheel trim rings, and 6.50 × 15 BSW tires. Convertible adds: Bedford cord and leather interior trim, and power top. Seven passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 6.50 × 16 BSW tires. Suburban adds: Delon plastic (vinyl) upholstery.

### Measurements

	<i>All but 7-pass. Sedans &amp; Suburban</i>	<i>7-pass. Sedans &amp; Suburban</i>
Wheelbase	121.5"	139.5"
Length	207.3"	225.3"
Width	75.7"	77.0"
Height	66.4"	NA
Legroom — front	41.8"	NA
Legroom — rear	41.5"	NA
Headroom — front	37.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Brougham Sedan, 6-p.	S11-C	\$1,491	+30.56%	3423	NA*	NA
Custom 2-Door Club Coupe, 6-p.	S11-C	\$1,501	+31.44%	3378	NA*	NA
Custom 2-Door Convertible, 5-p.	S11-C	\$1,761	+33.71%	3618	NA*	NA
Custom 4-Door Sedan, 6-p.	S11-C	\$1,511	+31.16%	3433	NA*	NA
Custom 4-Door Sedan, 7-p.	S11-C	\$1,893	+25.86%	3837	NA*	NA
Custom 4-Door Sedan Limousine, 7-p.	S11-C	\$2,013	+27.41%	3992	NA*	NA
Custom 4-Door Suburban, 9-p.	S11-C	\$2,193	NEW	4012	NA*	NEW
TOTALS	<i>Avg. Price</i>	\$1,766	+40.18%	<i>Production</i>	49,236	+281.23%

\*For body style production totals for 1946–1948, see 1948 DeSoto section.

# DODGE

*“The smoothest car afloat.”*

Postwar Dodge cars were very much like their “new-for-1942” counterparts in general terms. Closed-in running boards and rear fenders designed more closely into the body had been part of the last styling change. But a closer look revealed that there were many smaller changes.

For 1946, there were some exterior updates, most notable of which were body sides that featured a front fender line blended into the front door to give a more modern and aerodynamic look. Up front, a new egg-crate style grille appeared, made up of relatively large sections laid out in a grid pattern five rows high by eight columns wide. Parking lamps were mounted at the bottom rows off each end of the grille, below the headlights. Exterior chrome trim on Custom models included front fender and rear fender pieces, as well as beltline moldings and window surround trim. DeLuxe models carried only the front fender trim, windshield and vent window brightwork.

Powertrain choices continued as with the 1942 models, with the addition of “All-Fluid Drive” being available. “All-Fluid Drive” is the name Dodge gave to the corporate “Fluid-Drive” transmission during the postwar period.

Fluid Drive substantially reduced the amount of clutching and shifting under many circumstances. Other mechanical upgrades included pushbutton starter, dual front brake cylinders, improved electrical and lubrication systems, an “Oilite” fuel filter in the gas tank, new bumper jack, safety rim wheels, and improved body corrosion resistance.

Interiors received minor detail changes to distinguish the new cars. Those changes included widespread use of plastics, which had become more durable in the past few years. Plastics were used on instrument panel knobs, window cranks and even the steering wheel. Optional directional signals now had indicators on the instrument panel in front of the driver.

Models from 1942 that were discontinued included the DeLuxe 2-Door Club Coupe, Custom 2-Door Brougham Sedan and Custom 4-Door, 8-passenger Limousine. Also, some sources note production of Dodges began in San Leandro, California, this year, in addition to the Los Angeles facility. However, since serial numbers can only be confirmed at Los Angeles until 1948, they are listed as such in this reference.



Custom 2-Door Convertible Interior



Custom 4-Door Town Sedan



DeLuxe 2-Door Sedan

**Model year production:** 163,399, up 138.46% from 1942.  
**Domestic market share:** 7.40% (4th place).  
**Base price range:** \$1,229 to \$1,743.  
**Dodge average base price:** \$1,435, up 29.69%.  
**Introduction date:** March 1946.

**Assembly plants:** Detroit, MI, and Los Angeles, CA.  
**Serial number identification:** Located on left front hinge pillar. Deluxe and Custom D-24 series: Eight digit code as follows — Detroit, 30645001 to 30799737; Los Angeles, 45000001 to 45002145.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
230.2 CID, 1-bbl., L-head, 6-cyl.	6.7:1	102	3-speed manual All-Fluid Drive	S \$25

## Major Options

	DeLuxe	Custom
Heater	\$	\$
Radio	\$	\$
Electric clock	\$	\$
Electric windshield wipers	\$	S
Turn signal	\$	\$
White sidewall discs	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Black	103, 104
Patrol Blue	205, 206, 207
LaPlata Blue	209, 210, 211
Windward Green	305, 306
Orinoco Green	308, 309
Forest Green	311, 312
Gypsy Green	324
Stone Beige	403, 404, 412
Opal Gray	505, 506
Fortress Gray	508, 509, 510
Military Maroon	605, 606
Air Cruiser Red	608
Squad Red	610
Panama Sand	803

## DeLuxe

*“The smoothest car afloat by every test on trail or highway.”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 26.32% (est.).

**Primary competition:** Chevrolet Fleetmaster, Ford Super DeLuxe, Nash 600, and Plymouth Special DeLuxe.

**Notable changes:** Restyled front and bodysides, and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, chrome trim surround on windshield and vent windows, luggage compartment light, spring balanced trunk lid, small hubcaps, and 6.00 × 16 BSW tires.

## Measurements

Wheelbase	119.5"
Length	204.5"
Width	75.7"
Height	67.7"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe 2-Door Coupe, 3-p.	D-24	\$1,229	+37.32%	3146	NA*	NA

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 2-Door Sedan, 6-p.	D-24	\$1,299	+35.59%	3236	NA*	NA
DeLuxe 4-Door Sedan, 6-p.	D-24	\$1,339	+34.17%	3256	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,289	+34.06%	<i>Production</i>	43,003	+35.74%

\*For body style production totals for 1946–1948, see 1948 Dodge section.

## Custom

*“Luxurious big car comfort throughout makes the New Dodge pleasant to live with.”*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 73.68% (est.).

**Primary competition:** DeSoto Deluxe, Nash Ambassador, and Pontiac Torpedo.

**Notable changes:** Restyled front end, and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, tailored front floor carpet and rubber rear floor covering, directional signals, plastic steering wheel, two-speed electric windshield wipers, luggage compartment light, spring balanced trunk lid, small hubcaps, and 6.00 × 16 BSW tires. Convertible adds: Leather interior trim, and power top. Seven passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 7.00 × 15 BSW tires.

### Measurements

	<i>All but 7-pass. Sedan</i>	<i>7-pass. Sedan</i>
Wheelbase	119.5"	137.5"
Length	204.5"	222.5"
Width	75.7"	76.0"
Height	67.7"	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Club Coupe, 6-p.	D-24	\$1,384	+32.44%	3241	NA*	NA
Custom 2-Door Convertible, 5-p.	D-24	\$1,649	+32.45%	3461	NA*	NA
Custom 4-Door Sedan, 6-p.	D-24	\$1,389	+32.54%	3281	NA*	NA
Custom 4-Door Town Sedan, 6-p.	D-24	\$1,444	+30.68%	3331	NA*	NA
Custom 4-Door Sedan, 7-p.	D-24	\$1,743	+24.95%	3757	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,522	+28.02%	<i>Production</i>	120,396	+226.80%

\*For body style production totals for 1946–1948, see 1948 Dodge section.



# FORD

*“Swift, sturdy ... and more fun to drive. There’s a Ford in your future!”*

Ford resumed civilian automobile production on July 3, 1945, four years and five months after the last civilian Ford had been produced. During the wartime, Ford factories had turned out over 8,500 B-24 Liberator bombers, 275,000 “Jeeps” and more than 57,000 aircraft engines. Returning to civilian production meant that, like most other manufacturers, Ford’s 1946 cars were slightly updated versions of the 1942 models.

At the front, a new grille, consisting of four horizontal bars, was a new design for Ford. Prior Ford grilles had always been mounted flush with the actual sheetmetal opening. The top bar of the new grille had red vertical “stripes,” dividing it into four sections on each side of a large, upsweeping center section which carried the Ford script, and several smaller vertical stripes underneath the name. The three lower grille bars all had red pinstripe accents. Parking lights continued to be high mounted rectangular units, located between the headlight and the hood opening on the front fender. A new full-length bodyside stainless steel molding with a groove in it ran back from the front of the hood sides, passing just below the side windows, and followed the rear quarter panel curve down, ending just short of the point where the rear fender and trunk lid met. Front and rear fender moldings were seen. The rest of the car’s exterior styling and interior appointments remained essentially unchanged, with the exception of a greater use of plastics on interior trim. Powertrains also

were basically the same, although the V8 received a boost of about 10 percent in horsepower to 100 @ 3800 rpm.

One series did not return for 1946, the entry-level Special, which had been a 6-cylinder-only line, first introduced in 1941. Remaining were the DeLuxe and Super DeLuxe series. Model changes included the DeLuxe 2-Door, 6-passenger Coupe Sedan being discontinued, and the Convertible Coupe now being offered only with a V8 as standard equipment. All other Fords came in 6 or 8 cylinder models. An interesting model introduced after production had resumed was the Sportsman convertible. Featuring wood panels and trim on the doors and rear body sides, and a leather interior with hydraulically operated power top and window lifts, the Sportsman became popular as a more affordable alternative to the Chrysler Town & Country.

Ford continued their tradition of selling one of the world’s most popular cars, based on a foundation of being rugged, economical, safe and dependable transportation. In that same vein their intent was to build comfortable yet affordable cars. Some of the standard features on all ’46 Fords included bumper guards (two front and two rear), dual horns, dual windshield wipers, left front door armrest, rear seat vinyl armrests, rear seat footrests on sedans, and luggage compartment and glove box lights. Some of these features were still considered options on other low-priced cars, but Ford was striving to improve value for its customers.



Super DeLuxe 2-Door, 3-passenger Coupe



Super DeLuxe Fordor (4-Door) Sedan

**Model year production:** 467,413, up 182.02% from 1942.

**Domestic market share:** 21.16% (1st place).

**Base price range:** \$1,110 to \$2,041.

**Ford average base price:** \$1,358, up 39.85%.

**Introduction date:** September 1945.

**Assembly plants:** Atlanta, GA; Buffalo, NY; Chester, PA; Chicago, IL; Dallas, TX; Dearborn, MI; Edgewater, NJ; Kansas City, MO; Long Beach, CA; Louisville, KY; Memphis, TN; Norfolk, VA; Richmond, CA; Somerville, MA; and Twin Cities (St. Paul), MN. Note that a letter P pre-

fixing the assembly plant code indicates a 255 CID V8, 110-hp, special engine installed for law enforcement agencies.  
**Serial Number Identification:** Serial number and engine number are the same and consist of a ten to eleven digit code located on left front frame and on the transmission housing, read as follows: First through third digits are 1GA for a six-cylinder and 99A for an eight-cylinder. The remaining digits are sequential as follows: Six-cylinder models, 1GA-227524 to 1GA-326417; V8 models, 99A-650280 to 99A-1412707.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
226 CID, 1-bbl., L-head, 6-cyl.	6.7:1	90	3-speed manual	S
239.4 CID, 2-bbl., L-head, V8*	6.75:1	100	3-speed manual	\$52

\*Standard on convertible and Sportsman convertible models.

### Major Options

	<i>All models</i>
Heater	\$
Electric Clock	\$12
Radio	\$
Air Cleaner	\$8
Oil Filter	\$5
Hubcaps	\$
Wheel trim rings	\$10
White sidewall discs	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors\*

- Village Green
- Light Moonstone Gray
- Navy Blue
- Botsford Blue Gray
- Modern Blue
- Dynamic Maroon
- Greenfield Green
- Dark Slate Gray Metallic
- Silver Sand Metallic
- Willow Green
- Black

\*Paint codes not presently available.

## DeLuxe

*“Low in cost with a reputation for dependable service and economical operation.”*

**Nameplate year of origin:** 1930.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 20.30%.

**Primary competition:** Chevrolet Stylemaster, Plymouth DeLuxe and Studebaker Champion.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Tan broadcloth or mohair upholstery, tan interior moldings with brown plastic trim, tan metallic instrument panel, left front door armrest, rear seat vinyl armrests, front rubber floor mat, horn button, dual horns, dual windshield wipers, concealed running boards, dual sun visors, rubber window surround moldings, electric luggage compartment light, lower body stainless trim, rubber rear fender gravel shield, and 6.00 × 16 BSW tires.

### Measurements

Wheelbase	114.0"
Length	198.2"
Width	73.3"
Height	69.4"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	43.0"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	14.5
Fuel capacity (gals.)	17.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe 2-Door Coupe, 3-p.	77A	\$1,110	+29.67%	3033	10,670	+79.75%
DeLuxe 2-Door (Tudor) Sedan, 6-p.	70A	\$1,146	+28.33%	3183	74,954	+174.54%
DeLuxe 4-Door (Fordor) Sedan, 6-p.	73A	\$1,234	+32.69%	3213	9,246	+80.34%
TOTALS	<i>Avg. price</i>	\$1,163	+29.33%	<i>Production</i>	94,870	+113.91%

## Super DeLuxe

*"Modern style and lasting comfort."*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1941 through 1948.

Percentage of division's sales volume: 79.70%.

Primary competition: Chevrolet Fleetmaster, Nash 600 and Plymouth Special Deluxe.

Notable changes: Restyled grille, trim and detail changes.

Major standard equipment: Dawn-gray broadcloth or mohair upholstery, pearl gray plastic trim, blue-gray instrument panel with pearl gray plastic trim, left front door armrest, rear seat vinyl armrests, assist straps, clock, front rubber floor mat, horn ring, dual horns, dual windshield wipers, concealed running boards, dual sun visors, chrome window surround moldings, electric luggage compartment light, lower body stainless trim, rubber rear fender gravel shield, and 6.00 × 16 BSW tires. Station wagon adds: Metal spare tire cover and lock. Convertible adds: Hydraulic power top. Sportsman adds: Wood exterior door and rear quarter panel trim, and hydraulic power window lifts.

### Measurements

Wheelbase	114.0"
Length	198.2"
Width	73.3"
Height	69.4"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	43.0"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	14.5*
Fuel capacity (gals.)	17.0

\*NA for station wagon.

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special DeLuxe 2-Door Coupe, 3-p.	77B	\$1,203	+33.22%	3033	12,249	+126.37%
Special DeLuxe 2-Door (Tudor) Sedan, 6-p.	70B	\$1,214	+29.15%	3183	163,370	+339.18%
Special DeLuxe 2-Door Sedan Coupe, 6-p.	72B	\$1,261	+30.54%	3133	70,826	+422.97%
Special DeLuxe 2-Door Convertible, 6-p.	76	\$1,531	+33.71%	3266	16,359	+460.24%
Special DeLuxe 2-Door Sportsman Convertible, 6-p.	71	\$2,041	NEW	3366	723	NEW
Special DeLuxe 4-Door (Fordor) Sedan, 6-p.	73B	\$1,277	+30.71%	3233	92,056	+270.51%
Special DeLuxe 4-Door Station Wagon, 8-p.	79B	\$1,565	+32.29%	3487	16,960	+209.32%
TOTALS	<i>Avg. price</i>	\$1,442	+41.48%	<i>Production</i>	372,543	+316.71%

# HUDSON

*“The Fine Car of Low Price!”*

For Hudson, as for all of the other automobile manufacturers, the end of World War II signaled a rush to resume automotive production. Hudson began production in late August and about a month later was holding public introductions of their mildly facelifted cars. Official introductions were made in February 1946. Sales came quickly and easily, even though the 121 inch wheelbase Super and Commodore models were the only series sold for 1946. The smaller 116 inch wheelbase Traveler and DeLuxe series and the larger 128 inch wheelbase Commodore Custom series from 1942 were all dropped.

On the styling front, the big change was an all-new grille design. Hudson created a unique horizontal bar grille which had a large top bar along the hood and fender edge with a Hudson medallion centered on the hood. Another large chrome bar at the bottom ran below the new oval shaped headlamp bezels, ending at a point directly below the center of each headlight. In between the two larger bars were four smaller horizontal bars, which were indented for a large area below the prow of the hood. It gave the Hudson a tasteful and unique front-end treatment.

Most other features returned intact from 1942. Fea-

tures like covered running boards, full-length beltline trim, lower body trim moldings, and hood ornament were all on the new models with few changes. The same holds true for the interiors, where aside from a few trim pieces, and a slightly expanded use of plastics, there was not much new to be found.

Powertrains continued unchanged from 1942 also, except that the small wheelbase cars' 175 CID 6-cylinder was no longer in production. Hudson's "Vacumotive" drive, which automatically controlled the operation of the clutch through hydraulics, continued to be a popular option. Drivemaster, which was new for 1942, automatically controlled gear shifting and operation of the clutch, as it included Vacumotive drive, and would return to the option list for 1946.

Although Hudson production levels would increase over the next five years, 1946 would be a peak for its post-war market share with 4.20 percent, good for 9th place in the industry and the same standing as in 1942. Hudson would see a 9th place ranking two more times, in 1948 and 1949, but would never again reach more than 4 percent of total market production.



Commodore Eight 4-Door Sedan



Super Six 2-Door Convertible Brougham

**Model year production:** 92,667, up 127.93% from 1942.  
**Domestic market share:** 4.20% (9th place).  
**Base price range:** \$1,481 to \$2,050.  
**Hudson average base price:** \$1,678, up 42.82%.  
**Introduction date:** February 5, 1946. Six-cylinder Convertibles — March 8, 1946.  
**Assembly plants:** Detroit, MI.  
**Serial number identification:** Six to eight digit codes on plate located on right front door hinge pillar. First digit is

model year designation (3 = 1946). Second digit is equal to the second digit from series code as in chart below. Remaining digits are sequential serial numbers beginning with 101 and ending as follows in chart below. Serial numbers may have been skipped. *Examples:* 31101 is a 1946 Hudson Super Six, serial number 101; 3495100 is a 1946 Hudson Commodore Custom, serial number 95100. Being the highest serial number, 35195100 would have been the last 1946 Hudson built.

## Highest Serial Numbers, by Series

Series	Series Code	Ending
Super Six	51	95099
Commodore Six	52	95062
Super Eight	53	95085
Commodore Custom	54	95100

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Super Six &	Super Eight &
				Commodore Six <sup>†</sup>	Commodore Custom <sup>ff</sup>
212 CID Super-Six, 2-bbl., L-head, 6-cyl.	6.5:1	102	3-speed manual	S	-
			Vacumotive Drive	\$28	-
			Overdrive	\$60	-
			Drivemaster*	\$78	-
254 CID Super-Eight, 2-bbl., L-head, 8-cyl.	6.5:1	128	3-speed manual	-	S
			Vacumotive Drive	-	\$28
			Overdrive	-	\$60
			Drivemaster*	-	\$78

\*Includes Vacumotive Drive. <sup>†</sup>Models 51 and 52. <sup>ff</sup>Models 53 and 54.

## Major Options

	Super	Commodore
"Weather Master" heater	\$50	\$50
Radio and antenna	\$77	\$77
Electric clock	\$14	S
Right front door armrest	\$4	S
Horn ring with standard steering wheel	\$6	-
Custom steering wheel with horn ring	\$19	S
Dual windshield wipers	S	S
Directional signal	\$26	S
Large hubcaps	\$9	S
White sidewall discs	\$	\$

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Bar Harbor Blue Metallic	B
Gunmetal Metallic	G
Harvest Tan Metallic	H
Jamestown Blue Metallic	J
Black	K
Majestic Maroon Metallic	M
Peasant Green Metallic	P
Quaker Gray Metallic	Q
Saxon Green Metallic	S
Copper Red Metallic*	CC
Nepal Ivory <sup>†</sup>	RR
Bar Harbor Blue Metallic over Jamestown Blue Metallic	BJ
Quaker Gray Metallic over Gunmetal Metallic	QG
Majestic Maroon Metallic over Nepal Ivory	MRR
Peasant Green Metallic over Saxon Green Metallic	PS
Copper Red Metallic over Harvest Tan Metallic	CCH

Two-tone combinations available at \$18 extra. \*Available at \$23 extra. <sup>†</sup>Available at \$60 extra.

## Super

"Best way to go places!"

Nameplate year of origin: 1940.  
Current bodystyle lifespan: 1941 through 1947.

## Measurements

Wheelbase 121.0"

Percentage of division's sales volume: 72.07%.

Primary competition: Buick Special, DeSoto Custom, Nash Ambassador, and Oldsmobile Series 76/78.

Notable changes: Trim and detail changes.

Major standard equipment: Waffle weave cloth interior trim, gray rubber floor front floor covering and rear floor pile carpet, left-front door armrest, wind-up clock, driver side sun visor, wood-grain instrument panel, manual latch front door vent windows, dual windshield wipers, stainless steel front and rear window surrounds, stainless steel hood and beltline molding, chrome running board (rocker panel) molding, full-length lower bodyside stainless moldings, hood ornament, small hubcaps, and 6.00 × 16 BSW tires.

**Measurements (cont.)**

Length	207.0"
Width	72.8"
Height	68.0"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	16.5

**Models Available**

	Model No.	Base FADP*	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super Six 2-Door Coupe, 3-p.	51	\$1,481	+34.39%	2950	65,751 <sup>†</sup>	NA <sup>†</sup>
Super Six 2-Door Club Coupe, 6-p.	51/53	\$1,553*	+33.99%	3015	†	NA <sup>†</sup>
Super Six 2-Door Brougham Coupe, 6-p.	51	\$1,511	+33.48%	3030	†	NA <sup>†</sup>
Super Six 2-Door Brougham Convertible, 6-p.	51	\$1,879	+32.89%	3195	1,037	NA <sup>†</sup>
Super Six 4-Door Sedan, 6-p.	51/53	\$1,555*	+33.82%	3085	†	NA <sup>†</sup>
TOTALS		Avg. Price \$1,596	+28.43%	Production	66,788	+64.26%

\*Add \$111 for Super Eight, model 53, with 8-cylinder engine. <sup>†</sup>Production records not kept by body style, except for convertible models.

**Commodore**

*"Lap of luxury!"*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1941 through 1947.

Percentage of division's sales volume: 27.93%.

Primary competition: Buick Super, Chrysler Windsor, and Mercury.

Notable changes: Trim and detail changes.

Major standard equipment: Cloth interior trim, rubber floor front floor covering with carpet inserts and rear floor pile carpet, front door armrest, electric clock, dual sun visors, wood-grain instrument panel with gold trim, crank-type front door vent windows, dual windshield wipers, stainless steel front and rear window surrounds, stainless steel hood and beltline molding, chrome running board (rocker panel) molding, full-length lower bodyside stainless moldings, hood ornament, bumper guards, large hubcaps, and 6.50 × 15 BSW tires.

**Measurements**

Wheelbase	121.0"
Length	207.0"
Width	72.8"
Height	68.0"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	16.5

**Models Available**

	Model No.	Base FADP*	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commodore (Custom model 54) 2-Door Club Coupe, 6-p.	52/54	\$1,693*	+36.64%	3065	25,748 <sup>†</sup>	NA <sup>†</sup>
Commodore Custom 2-Door Brougham Convertible, 6-p.	54	\$2,050	+38.42%	3410	140	NA <sup>†</sup>
Commodore (Custom model 54) 4-Door Sedan, 6-p.	52/54	\$1,699*	+36.36%	3150	†	NA <sup>†</sup>
TOTALS		Avg. Price \$1,814	+42.65%	Production	25,889	NA <sup>†</sup>

\*Add \$67 for Commodore Custom Eight Coupe, model 54, with 8-cylinder engine, and add \$75 for Commodore Custom Eight Sedan, model 54, with 8-cylinder engine. <sup>†</sup>Production records not kept by body style, except for convertible models.



# LINCOLN

*“Nothing could be finer!”*

Lincolns were the last Ford Motor Company products to arrive in showrooms after the war ended, appearing in January 1946. As they were the highest priced, lowest volume products, there was apparently not a great rush to get them onto the market. Like all manufacturers, Lincoln would sell every car it could build for the time being.

All Lincolns continued to be powered by the smooth and quiet V12 engine. The 305 CID, 130 horsepower engine was a leftover from the classic 1930s period, but it was perfectly suited for the large, luxurious Lincoln. In fact, a 1946 Lincoln Continental Cabriolet was selected to serve as the pace car for the first Indianapolis 500 race run after World War II, on May 30, 1946.

Styling changes from the 1942 models were mostly limited to a new grille on all models, made up of an upper and lower section of chrome grids. The upper section, which was centered between the headlights and directly below the hood opening, consisted of four rows and three columns that followed the curvature of the front edge of the hood. The lower grille sat just above a larger bumper, and was made up of three rows and ten columns across. Turn signals and parking lamps were mounted in square bezels on each side of the headlamps. A hood emblem and hood ornament topped off the revisions.

Bodyside trim for Lincoln followed a minimalist approach, with a beltline molding, window surround moldings, and rocker panel moldings making up the bulk of the trim. Series designation of “Lincoln” or “Lincoln Continental” was in script on the side of the hood. All models continued the pushbutton style door openers, a unique Lincoln feature. The Continental continued to be a custom, handcrafted automobile that often was specifically built for the buyer. Distinguishing features for the Continental included the lack of running boards, a square, flat windshield, and formal roofline on the coupe. The Cabriolet, or convertible, continued to lack rear side windows, giving it a closed in, formal and private appeal with the top up. Running boards continued to be used on the Lincoln, but were enclosed by flared bodywork at the bottom of the doors. Also, the regular Lincoln line used more of a fastback style body, as this was the popular design of the period.

Interiors were similar to other luxury cars with broadcloth and leather combinations most commonly used. Open cars used all leather upholstery. Instrument panels were somewhat “Ford-like,” meaning relatively flat with gauges centered around the driver area, but carried slightly more trim than Ford or Mercury models.



2-Door Convertible



Continental 2-Door Convertible,  
Indianapolis 500 Pace Car

**Model year production:** 17,111, up 161.36% from 1942.  
**Domestic market share:** 0.77% (16th place).  
**Base price range:** \$2,318 to \$4,476.  
**Lincoln average base price:** \$3,051, up 29.20%.  
**Introduction date:** January 1946.  
**Assembly plants:** Detroit, MI.

**Serial number identification:** Serial number and engine number are the same and consists of a seven digit code located on right side of cowl, and read as follows: First digit indicates series, H. The remaining digits are sequential as follows: 136255 to 152839.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
305 CID, 2-bbl., L-head, V12	7.2:1	130	3-speed manual Overdrive	S \$52

### Major Options

	<i>Lincoln</i>	<i>Continental</i>
Heater and defroster	\$	\$
Radio	\$	\$
Power windows — hydraulic	S	S
Hubcaps	S	S
Wheel trim rings	S	S
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors\*

- Black
  - Lincoln Maroon
  - Sheldon Green Metallic
  - Skyline Blue Metallic
  - Surf Green Metallic
  - Willow Green
  - Marine Blue
  - Wing Gray
  - Pace Car Yellow
- \*Paint codes not presently available.*

# Lincoln

*“From any point of view, here is the finest of the fine car field.”*

**Nameplate year of origin:** 1921.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division’s sales volume:** 97.28%.

**Primary competition:** Cadillac Series 62, and Packard Super Clipper.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Cloth upholstery, rear seat center armrest, front rubber floor mat, rear carpeting, electric clock, dual horns, concealed running boards, chrome window surround moldings, electric luggage compartment light, full-length bodyside trim, lower body stainless trim, rubber rear fender gravel shield, and 7.00 × 15 BSW tires. Custom interior models add: Power windows. Convertible adds: Power windows and power top.

### Measurements

Wheelbase	125.0"
Length	218.0"
Width	77.8"
Height	68.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.5

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Lincoln 2-Door Club Coupe, 6-p.	77	\$2,318	+28.71%	3915	*	*
Lincoln 2-Door Club Coupe, 6-p. (Custom Interior)	77	\$2,467	+29.77%	3915	*	*
Lincoln 2-Door Convertible (Cabriolet), 6-p.	76	\$2,883	+26.78%	4245	*	*
Lincoln 4-Door Sedan, 6-p.	73	\$2,337	+29.76%	4015	*	*
Lincoln 4-Door Sedan, 6-p. (Custom Interior)	73	\$2,486	+30.77%	4015	*	*
TOTALS	<i>Avg. price</i>	\$2,498	+31.84%	<i>Production</i>	16,645	+172.97%

*\*Production by body style not available.*

# Continental

*"Your perfect introduction ... anywhere."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 2.72%.

**Primary competition:** Cadillac Series 60 Special, and Packard Custom Super Clipper (no direct competition; these are competitors in price range only).

**Notable changes:** Restyled grille, and trim and detail changes.

**Major standard equipment:** Cloth upholstery, rear seat center armrest, front rubber floor mat, rear carpeting, electric clock, power windows, dual horns, chrome window surround moldings, electric luggage compartment light, full-length bodyside trim, lower body stainless trim, rubber rear fender gravel shield, and 7.00 × 15 BSW tires. Convertible adds: Power top.

## Measurements

Wheelbase	125.0"
Length	218.0"
Width	77.8"
Height	68.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.5

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Continental 2-Door Coupe, 6-p.	57	\$4,392	+38.37%	4125	265	+32.50%
Continental 2-Door Convertible (Cabriolet), 6-p.	56	\$4,474	+40.96%	4135	201	+47.79%
TOTALS	<i>Avg. price</i>	\$4,433	+39.48%	<i>Production</i>	466	+3.79%

# MERCURY

*"Step out with Mercury!"*

Having been introduced as a mid-priced Ford Motor Corporation division for the 1939 model year, Mercury only had the chance to produce and sell cars for four seasons before World War II halted its production. By the end of the war, Ford decided to merge the Mercury division with the Lincoln, creating the Lincoln-Mercury division. This change was mainly a marketing move, but also an attempt to distance the Mercury from Ford, as the cars themselves were still based on the Ford, with greater length, room and more upscale features.

As expected, the 1946 Mercurys were carried over from the 1942 models, with a new grille being the main distinguishing feature. It consisted of four sections of thin vertical bars set on each side of a larger center vertical bar with the lettering "eight" on it. The grille was surrounded by a body colored bar. At the top center of this grille bar was a

plaque with red background, containing the name "Mercury" in block letters. Below the main grille were two secondary, horizontal grilles, one on each side of the centerline, with a chrome surround opening, and two horizontal chrome bars running across the opening. Parking lights were mounted above the grille between the hood and fenders.

Body ornamentation included a flat, grooved hood ornament, and fender top moldings. A belt line molding began towards the rear of the hood, and ran through the door handles, ending near the area where the rear quarter and the rear bumper and trunk edge came together. Both front and rear fenders carried twin horizontal chrome strips, with the lower stripe being slightly larger than the upper piece. A thin rocker panel molding and rubber rear fender gravel shield completed the bodyside trim. At the back, a

trunk lid ornament sat above the trunk handle, and rectangular taillamps were used, dual on cars, and a single unit on the station wagon.

Two Mercurys used wood in their body construction this year. The expected model was the station wagon, sharing its body construction with the Ford station wagon. The unexpected model was the Sportsman convertible. Transferring the Ford Sportsman wood body structure to Mercury resulted in a unique and rare car. It is somewhat surprising that it did not sell better than the 200 units built for 1946, as it was priced between the Ford Sportsman and Chrysler Town & Country convertibles, and in theory should have been more successful. Alas, it would only be

produced for the 1946 model year. The unique to Mercury rear-hinged rear doors on the 4-Door Town Sedan were continued for 1946.

Interiors for 1946 featured more chrome trim than in 1942, and also slightly different fabrics and materials. The Ford 239 CID Flathead V8 engine again provided power for Mercury. The new-for-'42 "Liquamatic" automatic transmission did not return, however, as it was not as reliable as other contemporary automatic transmissions. It would be several years before Ford would again develop and introduce their own automatic transmissions. Also not returning for 1946 was the 3-passenger Business Coupe.



2-Door Sedan



4-Door Station Wagon

**Model year production:** 86,592, up 250.63% from 1942.  
**Domestic market share:** 3.92% (10th place).  
**Base price range:** \$1,501 to \$2,263.  
**Mercury average base price:** \$1,738, up 48.46%.  
**Introduction date:** December 1945.  
**Assembly plants:** Dearborn, MI.

**Serial number identification:** Serial number and engine number are the same and consist of a nine to ten digit code located on left front frame, read as follows: First through third digits are 99A indicating eight-cylinder Ford engine. The remaining digits are sequential from 650280 to 1412707.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
239.4 CID, 2-bbl., L-head, V8	6.75:1	100	3-speed manual	S

### Major Options

	<i>All models</i>
Heater	\$
Heater and defroster	\$
Radio — foot controlled selector	\$
Radio antenna	\$
Fog lamps	\$
Hubcaps	S
Wheel trim rings	\$
Whitewall tires	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors\*

- Village Green
- Light Moonstone Gray
- Navy Blue
- Botsford Blue Gray
- Modern Blue
- Dynamic Maroon
- Greenfield Green
- Dark Slate Gray Metallic
- Silver Sand Metallic
- Willow Green
- Black

\*Paint codes not presently available.

# Mercury

*"Out in Front in Style! Out in Front in Value!  
Out in Front in Performance!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** Buick Special, DeSoto Custom, Hudson Super 6, Nash Ambassador, and Oldsmobile 76/78 Series.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Broadcloth upholstery, front door armrests, rear seat vinyl armrests, assist straps, electric clock, rubber floor mats, horn ring, dual horns, dual windshield wipers, concealed running boards, dual sun visors, chrome window surround moldings, electric luggage compartment light, lower body stainless trim, rubber rear fender gravel shield, and 6.50 × 15 BSW tires. Convertible adds: Leather interior and hydraulic power top. Sportsman adds: Wood exterior door and rear quarter panel trim, and hydraulic power window lifts. Station wagon adds: Wood exterior door and quarter panel construction, and metal spare tire cover and lock.

## Measurements

Wheelbase	118.0"
Length	201.8"
Width	73.3"
Height	69.1"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	43.0"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	14.5*
Fuel capacity (gals.)	17.0

\*NA for station wagon.

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Mercury 2-Door Sedan, 6-p.	70	\$1,501	+37.33%	3268	13,108	+165.29%
Mercury 2-Door Sedan Coupe, 6-p.	72	\$1,548	+38.21%	3218	24,163	+352.07%
Mercury 2-Door Club Convertible, 6-p.	76	\$1,764	+36.96%	3368	6,044	+523.74%
Mercury 2-Door Sportsman Convertible, 6-p.	71	\$2,263	NEW	3435	200	NEW
Mercury 4-Door Town Sedan, 6-p.	73	\$1,562	+38.23%	3298	40,280	+241.82%
Mercury 4-Door Station Wagon, 8-p.	79	\$1,788	+33.83%	3571	2,797	+226.37%
TOTALS	<i>Avg. price</i>	\$1,738	+48.46%	<i>Production</i>	86,592	+250.63%

# NASH

*"You'll be ahead with Nash!"*

Prior to World War II, Nash had quite a reputation for building dependable, reasonably priced cars that were roomy, nicely equipped and economical. That tradition continued for the 1946 model year with the economy-minded 600 and the larger Ambassador series, both of which were carry-over designs first introduced for the 1941 model year. Being a smaller manufacturer, Nash did not have as extensive a role in World War II as some of the other manufacturers, allowing them to get an early start to

production. Having two series of cars ready to produce, and the benefits of an early start, gave Nash a big boost in the model year production totals, putting them in eighth place for the first time in several years, and for the last time. It would be 1958 when the successor to Nash, the American Motors Rambler, would once again finish that high in production ranking.

When introduced in 1941, the 600 series was one of the first cars in volume production to have unitized body and



frame construction. It was also one of the first cars in the low priced field to offer coil springs both front and rear, giving it the best ride in its class. The larger Ambassador continued to use body-on-frame construction, but from the cowl rearward, it shared most of its sheetmetal with the 600 series. Four-door models were offered in both a notch-back (or “Trunk-Back”) and a fastback style. All coupes were of a notchback design. Nash also offered a Suburban sedan in the Ambassador series, which was a wood-paneled 4-Door Sedan built on the fastback body. This was Nash’s attempt to capture some of the Chrysler Town & Country market, but at a lower Nash Ambassador price.

Styling at the front end for all models consisted of a full-width horizontal bar grille, with a larger top bar, and four slightly thinner bars set below it. This lower grille wrapped around the front fenders, ending at the front wheel opening. Above this grille was a secondary grille made up of six horizontal bars that were centered below the small, front end of the hood opening. Rectangular parking lamps were placed inside of the fender mounted headlamps on a panel, which separated the hood and front fender. The hood carried a Nash crest emblem and a “bathing beauty” hood ornament. Over the years, Nash was famous for using a variety of female forms as hood ornaments, despite sometimes negative publicity surrounding some of the later designs. At the rear, the Nash crest and series script decorated the trunk lid, while rectangular taillamps were mounted on the rear fenders.

The Ambassador straight-eight engine did not return after the war, and the “big” six-cylinder engine was showing its age, having changed little since the mid-1930s, but

it was still a dependable powerplant. The 600 series ran a newer 6-cylinder engine introduced in 1941; however, it was also of an older design, being developed from the 1930s era 8-cylinder engine used in the Ambassadors of the time. Nash offered a “Cruising Gear” in all models, which was essentially a fourth gear, or overdrive gear, which helped provide its renowned fuel economy. At this time, it is unclear whether the “Cruising Gear” was standard on some or all models, as some references show it as optional on the 600 and standard on the Ambassador, while other sources refer to it as optional on all models, and still others state that it was standard on all models. Early Nash literature for 1946 shows it as optional on the Ambassador, and not available on the 600. It is presented below as optional on both models, with the price listed in some references.

Interiors were nicer than those of most cars in Nash’s price field, with dual armrests, dual sunvisors, assist straps, cigar lighter and ashtrays, interior door locks, glove compartment light and lock, and carpeted inserts in the front rubber floor mats. At the time, many or all of these features were typically optional on lower-priced cars, but they were standard on all Nash models. The instrument panel layout was typical of cars of the period with a flat-faced panel and gauges placed in front of the driver, while optional radio and heat controls were placed in the center.

Model changes from the 1942 model year included the discontinuation of the fastback 2-door models and the 3-passenger business coupes. As previously mentioned, the 8-cylinder Ambassador line did not return. In fact, Nash would not have an 8-cylinder engine again until the 1955 model year.



600 4-Door Slip Stream Sedan



Ambassador 4-Door Suburban Sedan

**Model year production:** 93,997, up 196.07% from 1942.

**Domestic market share:** 4.26% (8th place).

**Base price range:** \$1,293 to \$1,929.

**Nash average base price:** \$1,468, up 41.20%.

**Introduction date:** January 23, 1946; Trunk-Back sedans, May 22, 1946; Suburban — August 12, 1946.

**Assembly plants:** Kenosha, WI (K and R).

**Serial number identification:** Six to seven digit codes on plate located on right side of cowl under hood. First digit indicates assembly plant code from above. Remaining digits are sequential serial numbers as follows.



## Serial Numbers, by Series

Series	Series code	Beginning	Ending
600	K	77701	135800
Ambassador	R	393101	429000

## Powertrains

Engine	Compression		Transmission	600	Ambassador
	Ratio	Gross HP			
172.6 CID, 1-bbl., L-head, 6-cyl.	7.0:1	82	3-speed manual	S	-
			Overdrive (Cruising Gear)	\$30	-
234.8 CID, 1-bbl., L-head, 6-cyl.	7.0:1	112	3-speed manual	-	S
			Overdrive (Cruising Gear)	-	\$30

## Major Options

	600	Ambassador
Conditioned air system heater and defroster	\$	\$
Radio and antenna	\$	\$
"Convertible Bed" reclining front seats	\$	\$
Clock	S	S
Dual sunvisors	S	S
Dual windshield wipers	S	S
Turn signal	\$	\$
Full wheel covers	\$	\$
White sidewall discs	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Blue Black	F
Ghost Gray	H
Strato Blue	J
Whaler Green	L
Winchester Gunmetal	M
Spar Beige	O
Shoal Green	P
Marlin Blue	R
Sunset Maroon	S

## 600

*"The pattern of cars to come in the low price field!"*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 61.81%.

**Primary competition:** Chevrolet Fleetmaster, Ford Super DeLuxe, and Plymouth Special DeLuxe

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, assist straps and robe cord, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, dual sun visors and dual windshield wipers, stainless steel window surrounds, stainless steel hood, door and rear quarter molding, chrome running board (rocker panel) molding, hood ornament, small hubcaps, and 6.00 × 16 BSW tires.

## Measurements

Wheelbase	112.0"
Length	196.5"
Width	NA
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
600 2-Door Brougham Coupe, 6-p.	4643	\$1,293	+34.97%	2685	8,500	NA*
600 4-Door Sedan, 6-p.	4648	\$1,298	+34.09%	2780	42,300	NA*
600 4-Door Trunk-Back Sedan, 6-p.	4640	\$1,342	+35.15%	2740	7,300	NA*
TOTALS	<i>Avg. Price</i>	\$1,311	+36.99%	<i>Production</i>	58,100	+168.24%

\*Production comparisons to 1942 not available, as body style production was not kept.

## Ambassador

*“The Nash Ambassador for 1946.”*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 38.19%.

**Primary competition:** Buick Special, Chrysler Windsor, and Hudson Super.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, assist straps and robe cord, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, dual sun visors and dual windshield wipers, stainless steel window surrounds, stainless steel hood, door and rear quarter molding, chrome running board (rocker panel) molding, hood ornament, small hubcaps, and 6.00 × 15 BSW tires. Suburban adds: Wood body side paneling.

### Measurements

Wheelbase	121.0"
Length	205.5"
Width	NA
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Ambassador 2-Door Brougham Coupe, 6-p.	4663	\$1,453	+29.27%	3260	4,825	NA*
Ambassador 4-Door Sedan, 6-p.	4668	\$1,469	+28.13%	3360	26,925	NA*
Ambassador 4-Door Trunk-Back Sedan, 6-p.	4660	\$1,511	+30.37%	3335	3,875	NA*
Ambassador 4-Door Suburban Sedan, 6-p.	4664	\$1,929	NEW	3470	272	NEW
TOTALS	<i>Avg. Price</i>	\$1,587	+41.27%	<i>Production</i>	35,897	+255.84%

\*Production comparisons to 1942 not available, as body style production was not kept.

# OLDSMOBILE

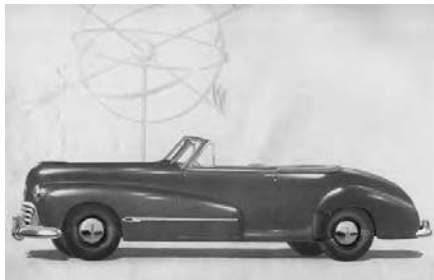
*“Newest product of America’s oldest motor car manufacturer.  
Look to OLDS for All That’s NEW!”*

Oldsmobile entered the postwar era with its three lines of cars, in three different sizes and price ranges, looking very different from their 1942 counterparts — at least from the front. Where the prewar car had used a strong horizontal theme, with several small bars set between two larger bars, and a larger hood bar, the new Olds models used a grille with four horizontal bars that turned downward at each end. It resembled a frown, but somehow it worked for Oldsmobile, as the basic look would be continued through the 1954 models.

For the most part, the remainder of the car was unchanged. Detail items were updated, and plastics were used more often as production techniques continued to improve. A choice of 6-cylinder and 8-cylinder engines continued to be offered in the 70 Series, but only sixes would be available in the 60 Series until the release of the 1947 models. The 60 Series 2-passenger Business Coupe, Club Coupe and Convertible were dropped along with the 2-Door

Sedan and 4-Door Town Sedan. In their place was a new 5-passenger Convertible and Club Coupe. Series 70 and 90 model lines continued unchanged.

Series designations became an interesting dilemma for Oldsmobile. Traditionally, Oldsmobile had used series numbers such as 60, 70 and 90, and in 1941 had started to integrate engine designations into the series numbers. For example, a Series 60 with a 6-cylinder engine was known as a Series 66, and a Series 70 with an 8-cylinder engine was a Series 78, and so on. With the new postwar models, marketing tried to push name designations to go with the series numbers, much as Buick had done successfully since the mid-thirties. For 1946, the Oldsmobile series were the Special Series 60, Dynamic Cruiser Series 70, and the Custom Cruiser Series 90. In the end, Buick had more success with their nameplates, and Oldsmobile did better with the series numbers.



Series 66 2-Door Convertible



Series 76 2-Door Club Sedan



Series 78 4-Door Sedan



Series 98 4-Door Sedan

<p><b>Model year production:</b> 117,633, up 77.42% from 1942.  <b>Domestic market share:</b> 5.33% (7th place).  <b>Base price range:</b> \$1,407 to \$2,089.  <b>Oldsmobile average base price:</b> \$1,671, up 40.18%.  <b>Introduction date:</b> Series 76 — October 1945; Series 78 and 98 — May 1946; Series 66 — June 1946; Series 66 Station Wagon — October 28, 1946.  <b>Assembly plants:</b> Lansing, MI (none); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); and Linden, NJ (L).</p>	<p><b>Serial number identification:</b> Located under the hood on front of cowl on left side. Up to eight digit code read as follows: 1st two digits indicate series (66, 76, 78 and 98). Third digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning and ending number as follows in the chart below:</p>
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### Serial Numbers by Series and Assembly Plants

Series	Lansing		Los Angeles		Kansas City		Linden	
	Beg.	End	Beg.	End	Beg.	End	Beg.	End
66	112001	131546	12001	14468	1001	2431	14001	18098
76	92001	133098	9001	12618	1001	2997	13001	18939
78	33001	48769	5001	6500	1001	2096	5001	7588
98	32001	42567	5001	6181	1001	1660	7001	8956

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Special Series	Dynamic Series	Custom
						Cruiser Series
238 CID Fire-Power, 1-bbl., L-head, 6-cyl.	6.5:1	100	3-speed manual Hydra-Matic Drive	S \$142	S \$142	- -
257 CID Fire-Power, 2-bbl., valve-in-head, 8-cyl.	6.5:1	110	3-speed manual Hydra-Matic Drive	- -	\$56 \$198	S \$142

### Major Options

	66	76/78	76/78 DeLuxe	98
Heater and defroster	\$32	\$32	\$32	\$32
Standard 6-tube radio	\$73	\$73	\$73	\$73
DeLuxe 7-tube radio	\$83	\$83	\$83	\$83
Electric clock	\$17	\$17	S	S
Plastic steering wheel	\$17	\$17	S	S
E-Z-I inside rear view mirror	\$	\$	S	S
Rear window wiper	\$15	\$15	\$15	\$15
Auxiliary driving lights	\$16	\$16	\$16	\$16
Rear fender skirts	\$17	\$17	S	S
Chrome wheel trim rings	\$11	\$11	S	S
White sidewall discs	\$12	\$12	\$12	\$12

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Black	60
Slate Green Metallic	61
Garnet Red Metallic	62
Pawnee Beige Metallic	
over New Ivory	63-A
New Ivory	63-C
Tunis Blue Metallic	64
Nightshade Blue Metallic	
over Tunis Blue Metallic	64-A
Nightshade Blue Metallic	65
Nightshade Blue Metallic	
over Pacific Blue Metallic	65-B
Pawnee Beige Metallic	66
Channel Gray over Eagle Gray	67-A
Eagle Gray	67-C
Channel Gray	68
Black over Channel Gray	68-A
Forest Green Metallic	69
Forest Green Metallic	
over Sea Foam Green Metallic	69-B
Sea Foam Green Metallic	69-C

## Special Series 60

*"Built for the owner who wants quality construction plus outstanding economy."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 24.53%.

**Primary competition:** DeSoto DeLuxe, Mercury, Nash Ambassador, and Pontiac Streamliner.

**Notable changes:** Restyled grille and detail changes.

**Major standard equipment:** Bedford cord or broadcloth upholstery, rubber floor mats, wood grained instrument panel, dual sun visors, dual windshield wipers, automatic choke, front fender stainless trim, and 6.00 × 16 BSW tires. Convertible adds: Leather or cloth and leather interior, and 6.50 × 15 BSW tires. Station wagon adds: Wood door and side body panels.

### Measurements

Wheelbase	119.0"
Length	204.0"
Width	75.5"
Height	65.2"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Special 66 2-Door Club Coupe, 6-p.	3527	\$1,407	+35.94%	3345	4,537	+8.72%
Special 66 2-Door Club Sedan, 6-p.	3507	\$1,433	+36.48%	3360	11,721	+8.87%
Special 66 2-Door Convertible, 6-p.	3567	\$1,681	+31.64%	3635	1,409	+66.16%
Special 66 4-Door Sedan, 6-p.	3519	\$1,471	+35.20%	3380	11,053	+37.25%
Special 66 4-Door Station Wagon, 6-p.	3581	\$2,089	+51.82%	3780	140	-82.39%
TOTALS	<i>Avg. price</i>	\$1,616	+44.53%	<i>Production</i>	28,860	-13.53%

## Dynamic Cruiser Series 70

*"The Dynamic Cruiser strikes a happy balance between 'big-car' and 'economy-car' advantages."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 63.26%.

**Primary competition:** Buick Special, DeSoto Custom, Hudson Super, and Nash Ambassador.

**Notable changes:** Restyled grille and detail changes.

**Major standard equipment:** Bedford cord or broadcloth upholstery, front seat armrests, rubber floor mats, wood grained instrument panel, dual sun visors, dual windshield wipers, automatic choke, front fender stainless trim, rear fender gravel guard, and 6.50 × 16 BSW tires. Deluxe series adds: Carpeted inserts in floor mats, deluxe instrument cluster, rear seat center armrest, E-Z-I rear view mirror, electric clock, rear fender skirts, wheel trim rings, and 7.00 × 15 BSW tires.

### Measurements

Wheelbase	125.0"
Length	214.0"
Width	76.0"
Height	65.2"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Dynamic 70 2-Door Club Sedan, 6-p.	3607	\$1,497	+36.71%	3490	39,652	+276.35%
Dynamic 70 4-Door Sedan, 6-p.	3609	\$1,568	+35.99%	3540	25,528	+178.51%
Dynamic 70 DeLuxe 2-Door Club Sedan, 6-p.	3607D	\$1,610	+35.86%	3540	4,111	+29.89%
Dynamic 70 DeLuxe 4-Door Sedan, 6-p.	3609D	\$1,678	+35.10%	3590	5,118	+50.53%
TOTALS	<i>Avg. price</i>	\$1,588	+35.89%	<i>Production</i>	74,409	+183.28%

## Custom Cruiser Series 90

*“Truly the finest Oldsmobile ever built, a car for the owner who demands the finest in styling, in comfort, and in performance.”*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1941 through 1947.

Percentage of division's sales volume: 12.21%.

Primary competition: Buick Super, Chrysler Saratoga, Hudson Commodore, and Packard Clipper.

Notable changes: Restyled grille and detail changes.

Major standard equipment: Broadcloth or Bedford cord upholstery, wood grained instrument panel (body color on convertibles), front and rear seat center armrests, carpeted inserts in floor mats, deluxe steering wheel, clock, E-Z-I rear view mirror, front and rear fender stainless trim, rear fender gravel guard, rear fender skirts, automatic choke, and 7.00 × 15 BSW tires. Convertible adds: Leather interior, and power top.

### Measurements

Wheelbase	127.0"
Length	216.0"
Width	77.5"
Height	65.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom Cruiser 98 2-Door Club Sedan, 6-p.	3907	\$1,762	+33.59%	3715	2,459	+38.85%
Custom Cruiser 98 2-Dr. Convertible, 6-p.	3957	\$2,040	+30.69%	4060	874	+304.63%
Custom Cruiser 98 4-Door Sedan, 6-p.	3969	\$1,812	+31.69%	3810	11,031	+136.11%
TOTALS	<i>Avg. price</i>	\$1,871	+31.91%	<i>Production</i>	14,364	+115.71%

# PACKARD

*“Ask the Man who owns one!”*

Packard resumed production after World War II in the fall of 1945, and began the 1946 model year with the introduction of the popular Clipper Eight in October. Packard had come through the war years in good financial

shape, having successfully completed valuable government contracts building V12 marine engines and Rolls-Royce Merlin aviation engines. Near the end of the war, the U.S. government asked, on behalf of the Russian government, if



Packard would be willing to sell its body dies to help get the country quickly back into automotive production. Packard agreed, further enhancing their financial position, but leaving the company with only the new-for-'41 Clipper bodies, which were a much more modern design than the body dies that they had sold. The corporation considered itself in a good position to maintain its leadership of the American luxury car market.

Since the designs were new in 1941, few styling changes were made to the 1946 models, although they were now designated Series 21 Packards. The quickest means of identifying a 1946 model was the larger and more widely spaced horizontal bars in the traditional upright center grille. The longer wheelbase Super Clipper and Custom Super Clipper models used the regular Clipper bodies, with front fender and hood extensions. The lower horizontal grille bars were continued, with the Clipper Six bars ending below the headlights, and all other models having bars that wrapped around the front fender edges to the front wheel opening. Wraparound bumpers were used on the front, and Clipper Eight and Super Clippers had their model identifi-

cations in script below the front door vent window. Body styles for two-door models were of a fastback style, and four door models were of a notchback design. Prewar convertible models were discontinued in all series.

Since all models were based on the Clipper body, Packard chose to rename the series. The Super Clipper replaced the former Series 160 as the mid-range model. The Custom Super Clipper replaced the former Series 180 as the top Packard model. Bodies of the extended-wheelbase Sedan and Limousine were custom-built by Henney coach-builders.

Powertrains were essentially the same as when introduced for the 1940 model year. Similarly, interiors were given only detail changes, and of course adopted some of the Clipper features such as its instrument panel and floor pans. Air conditioning, introduced as an option on Packard's 1940 models but phased out by the 1942 model year, did not return for 1946. While a great idea, it lacked refinement and was bulky and difficult to use, which turned off more customers than it attracted. Packard would not offer air conditioning again until the end of the 1953 model year.



Clipper DeLuxe 4-Door Touring Sedan



Custom Super Clipper 4-Door Touring Sedan

**Model year production:** 28,002, up 69.75% from 1942.  
**Domestic market share:** 1.27% (13th place).  
**Base price range:** \$1,680 to \$4,496.  
**Packard average base price:** \$2,565, up 5.51%.  
**Introduction date:** Clipper Eight — October 1945; Clipper Six — April 18, 1946; Super Clipper — May 1946.

**Assembly plants:** Detroit, MI.  
**Serial number identification:** Seven-digit code located on left side of cowl under hood, and read as follows: First digit is F; second through seventh digits are serial numbers as follows in chart below. Note that many numbers may be skipped in between beginning and ending numbers.

### Serial Numbers by Series

<i>Series</i>	<i>Beginning</i>	<i>Ending</i>
Clipper Six	1501	14999
Clipper Eight	300001	319999
Super Clipper and Custom Super Clipper	500001	505999

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Clipper Six</i>	<i>Clipper Eight</i>	<i>Super Clipper</i>	<i>Custom Super Clipper</i>
245.3 CID, 1-bbl., L-head, 6-cyl.	6.71:1	105	3-speed manual	S	-	-	-
			Overdrive	\$76	-	-	-
282 CID, 2-bbl., L-head, 8-cyl.	6.85:1	125	3-speed manual	-	S	-	-
			Overdrive	-	\$76	-	-

Engine	Compression Ratio	Gross HP	Transmission	Clipper Six	Clipper Eight	Super Clipper	Custom Super Clipper
356 CID, 2-bbl., L-head, 8-cyl.	6.85:1	165	3-speed manual Overdrive	-	-	S	S
				-	-	\$76	\$76

### Major Options

	Clipper Six	Clipper Eight	Super Clipper	Custom Super Clipper
Heater	\$	\$	\$	\$
Radio	\$	\$	\$	\$
Fender skirts	\$	\$	\$	\$
Electromatic Clutch	\$	\$	\$	\$
Full wheel covers	\$	\$	S	S
White sidewall discs	\$	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Lowell Gray Metallic	A
Coral Blue Metallic	B
Vanderbilt Gray Metallic	C
Vermont Green Metallic	N
Black	X
Vanderbilt Gray Metallic over Lowell Gray Metallic	CA
Vanderbilt Gray Metallic over Coral Blue Metallic	CB
Vanderbilt Gray Metallic over Vermont Green Metallic	CN
Vanderbilt Gray Metallic over Black	CX
Ruxton Brown Metallic over Doreen Yellow	Q
Arizona Beige over Rajah Maroon	TW
Arizona Beige over Burnt Orange	TZ

## Clipper Six

*“Traditional Clipper beauty in every detail.”*

**Nameplate year of origin:** 1941.  
**Current bodystyle lifespan:** 1941 through 1947.  
**Percentage of division’s sales volume:** 56.75%.  
**Primary competition:** Buick Super, Chrysler Saratoga, Hudson Commodore, and Oldsmobile 98.  
**Notable changes:** Restyled grille, trim and detail changes.  
**Major standard equipment:** Cloth interior trim, full floor covering, electric clock, stainless steel hood and beltline molding, rocker panel molding, small hubcaps, and 6.50 × 15 BSW tires.

### Measurements

Wheelbase	120.0"
Length	208.5"
Width	76.2"
Height	63.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Clipper Series 2100 2-Door Club Sedan, 6-p.	1685	\$1,680	+30.94%	3450	NA	NA
Clipper Series 2100 4-Door Touring Sedan, 6-p.	1682	\$1,730	+31.26%	3495	NA	NA
TOTALS	<i>Avg. Price</i>	\$1,705	+26.95%	<i>Production</i>	15,892 <sup>†</sup>	+40.33%

\*Production totals by body style are not available. <sup>†</sup>Includes bodies built for taxicab service.

# Clipper Eight

*"The No. 1 Glamour car in America."*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1941 through 1947.

Percentage of division's sales volume: 20.41%.

Primary competition: Buick Roadmaster, Cadillac Series 61, and Chrysler New Yorker.

Notable changes: Restyled grille, trim and detail changes.

Major standard equipment: Cloth interior trim, full floor covering, electric clock, stainless steel hood, side window and beltline molding, rocker panel molding, full wheel covers, and 6.50 × 15 BSW tires.

## Measurements

Wheelbase	120.0"
Length	208.5"
Width	76.2"
Height	63.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Clipper Series 2101						
4-Door Touring Sedan, 6-p.	1692	\$1,802	+31.25%	3630	NA	NA
Clipper DeLuxe Series 2111						
2-Door Club Sedan, 6-p.	1615	\$1,817	NEW	3625	NA	NEW
Clipper DeLuxe Series 2111						
4-Door Touring Sedan, 6-p.	1612	\$1,869	NEW	3670	NA	NEW
TOTALS	<i>Avg. Price</i>	\$1,829	+30.00%	<i>Production</i>	5,714	+197.76%

\*Production totals by body style are not available.

# Super Clipper

*"Introducing the new Packard Super Clipper."*

Nameplate year of origin: 1946.

Current bodystyle lifespan: 1941 through 1947.

Percentage of division's sales volume: 17.58%.

Primary competition: Cadillac Series 62 and Lincoln V12.

Notable changes: Restyled grille, trim and detail changes.

Major standard equipment: Broadcloth interior trim, full floor carpeting, electric clock, stainless steel hood, side window and beltline molding, rocker panel moldings, full wheel covers, and 7.00 × 15 BSW tires.

## Measurements

Wheelbase	127.0"
Length	215.5"
Width	76.2"
Height	64.0"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	Model No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production†	Change from LY
Super Clipper Series 2103						
2-Door Club Sedan, 6-p.	1675	\$2,241	+27.84%	3950	NA	NA

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY*</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production†</i>	<i>Change from LY</i>
Super Clipper Series 2103						
4-Door Touring Sedan, 6-p.	1672	\$2,290	+26.24%	3995	NA	NA
TOTALS	<i>Avg. Price</i>	\$2,266	+12.06%	<i>Production</i>	4,924	+90.85%

\*Comparisons made to equivalent 1942 Series 160 models. †Production totals by body style are not available.

## Custom Super Clipper

*“Introducing the new Packard Custom Super Clipper.”*

**Nameplate year of origin:** 1946.  
**Current bodystyle lifespan:** 1941 through 1947.  
**Percentage of division’s sales volume:** 5.26%.  
**Primary competition:** Cadillac Fleetwood Sixty-Special and Lincoln Continental.  
**Notable changes:** Restyled grille, trim and detail changes.  
**Major standard equipment:** Broadcloth interior trim, full floor carpeting, electric clock, stainless steel body trim molding, hood, side window and beltline moldings, full wheel covers, and 7.00 × 15 BSW tires. Series 2125 adds: Auxiliary jump seats, and 7.50 × 16 BSW tires. Limousine adds: Driver partition.

### Measurements

	<i>Series 2106</i>	<i>Series 2126</i>
Wheelbase	127.0"	148.0"
Length	215.5"	236.5"
Width	76.2"	76.2"
Height	64.0"	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY*</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production†</i>	<i>Change from LY</i>
Custom Super Clipper Series 2106						
2-Door Club Sedan, 6-p.	1625	\$2,913	+29.81%	4000	NA	NA
Custom Super Clipper Series 2106						
4-Door Touring Sedan, 6-p.	1622	\$3,047	+29.88%	4060	NA	NA
Custom Super Clipper Series 2126						
4-Door Sedan, 7-p.	1651	\$4,332	+61.10%	4870	NA	NA
Custom Super Clipper Series 2126						
4-Door Limousine, 7-p.	1650	\$4,496	+59.60%	4900	NA	NA
TOTALS	<i>Avg. Price</i>	\$3,697	-4.74%	<i>Production</i>	1,472	+119.05%

\*Comparisons made to equivalent 1942 Series 180 models. †Production totals by body style are not available.

# PLYMOUTH

*"Plymouth builds great cars!"*

The first postwar Plymouths were refined versions of their "new-for-1942" counterparts. Covered running boards and rear fenders designed more closely into the body had been a part of the last prewar cars' new styling. But as Plymouth advertising pointed out, the new Plymouth was "Four Years Better than Before..."

"...In style..." a new grille with wide, heavy, horizontal stainless steel bars and a new wraparound front bumper characterized the restyled front end. Also featured was a new "Mayflower" hood ornament created with chrome and plastic inserts. At the back, new rear fenders had a lower, square-style opening. And on the trunk lid was a *Mayflower* ship emblem that lit up with the taillights on.

"...In Performance and Economy" the L-head 6-cylinder engine, which had been updated in 1942, was continued relatively unchanged.

"...In Safety..." new Safety Hydraulic brakes were touted as the greatest improvement in automobile brakes since Chrysler first introduced hydraulic brakes in 1924.

The new brakes boasted less pedal-effort and increased stopping power. Also promoted were Safety Rim wheels that greatly reduced the chances of a tire blow-out.

"...In Comfort..." the Chrysler standard "chair-height" seats continued to be a contributor to a comfortable ride.

Overall, the changes were relatively few, but worthy of promoting in the postwar seller's market. Nameplates on the side of the hood near the cowl most readily distinguished the DeLuxe and Special DeLuxe series. Additionally, the Special DeLuxe could be identified from the outside by stainless trim around the windshield. Two models were discontinued, the DeLuxe 2-Door, 2-passenger Utility Sedan and the Special DeLuxe 4-Door Town Sedan. It is interesting to note that the Special DeLuxe Convertible continued as one of the very few remaining 5-passenger convertibles on the market that did not have rear quarter side windows. Most other makes added this feature to their convertibles during the 1940-1942 period.



DeLuxe 2-Door Club Coupe



Plymouth



Special DeLuxe 4-Door,  
8-passenger Station Wagon

<p><b>Model year production:</b> 263,323, up 72.77% from 1942.  <b>Domestic market share:</b> 11.92% (3rd place).  <b>Base price range:</b> \$1,089 to \$1,539.  <b>Plymouth average base price:</b> \$1,305, up 33.14%.  <b>Introduction date:</b> February 1946.  <b>Assembly plants:</b> Detroit, MI; Los Angeles, CA; and Evansville, IN.</p>	<p><b>Serial number identification:</b> Located on right front hinge pillar. DeLuxe series: Eight digit code as follows — Detroit, 15154001 to 15206935; Los Angeles, 26000001 to 26003588; Evansville, 22042001 to 22053039. Special DeLuxe series: Eight digit code as follows — Detroit, 11496001 to 11643103; Los Angeles, 25000001 to 25009752; Evansville, 20165001 to 20185186.</p>
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### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
217.8 CID, 1-bbl., L-head, 6-cyl.	6.6:1	95	3-speed manual	S

### Major Options

	<i>DeLuxe</i>	<i>Special DeLuxe</i>
Heater and defroster	\$	\$
Radio	\$	\$
Electric clock	\$	S
Dual sunvisors	\$	S
Dual windshield wipers	\$	S
Turn signal	\$	\$
Full wheel covers	\$	\$
White sidewall discs	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Black	1
Marine Blue	2
Chevron Blue	3
Airwing Gray	4
Cruiser Maroon	5
Balfour Green	6
Kenwood Green	7
Battalion Beige	8
Plymouth Gunmetal	9
Sumach Red	10
Charlotte Ivory	20

## DeLuxe

“The Plymouth DeLuxe.”

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division’s sales volume:** 27.62% (est.).

**Primary competition:** Chevrolet Stylemaster, Ford DeLuxe, and Studebaker Champion.

**Notable changes:** Restyled front end, rear quarters, and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, driver side sun visor and windshield wiper, rubber window surrounds, stainless steel front fender and beltline molding, chrome rocker panel molding, hood ornament, small hubcaps, and 6.00 × 16 BSW tires.

### Measurements

Wheelbase	117.0"
Length	196.8"
Width	73.6"
Height	67.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 2-Door Coupe, 3-p.	P15	\$1,152	+33.64%	2977	NA*	NA
DeLuxe 2-Door Club Coupe, 6-p.	P15	\$1,226	+30.56%	3037	NA*	NA
DeLuxe 2-Door Sedan, 6-p.	P15	\$1,189	+31.82%	3047	NA*	NA



	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe 4-Door Sedan, 6-p.	P15	\$1,231	+30.54%	3082	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,200	+32.13%	<i>Production</i>	72,730	+163.10%

\*For body style production totals for 1946–1948, see 1948 Plymouth section.

## Special DeLuxe

*“The Plymouth Special DeLuxe.”*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 72.38% (est.).

**Primary competition:** Chevrolet Fleetmaster, Dodge Deluxe, Ford Super DeLuxe, and Nash 600.

**Notable changes:** Restyled front end, rear quarters, and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, dual sun visors, electric clock, glove box lock, dual windshield wipers, stainless steel windshield surround, stainless steel front fender and beltline molding, chrome rocker panel molding, hood ornament, small hubcaps, and 6.00 × 16 BSW tires. Convertible adds: Leather interior trim and power top. Station Wagon adds: Vinyl interior and removable 2nd and 3rd row seats.

### Measurements

	Cars	Station Wagon
Wheelbase	117.0"	117.0"
Length	196.8"	195.6"
Width	73.6"	73.6"
Height	67.5"	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special DeLuxe 2-Door Coupe, 3-p.	P15	\$1,225	+35.21%	2982	NA*	NA
Special DeLuxe 2-Door Club Coupe, 6-p.	P15	\$1,304	+32.52%	3057	NA*	NA
Special DeLuxe 2-Door Sedan, 6-p.	P15	\$1,267	+33.51%	3062	NA*	NA
Special DeLuxe 2-Door Convertible, 5-p.	P15	\$1,520	+33.10%	3282	NA*	NA
Special DeLuxe 4-Door Sedan, 6-p.	P15	\$1,309	+32.09%	3107	NA*	NA
Special DeLuxe 4-Door Station Wagon, 8-p.	P15	\$1,626	+34.16%	3402	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,375	+33.29%	<i>Production</i>	190,593	+52.75%

\*For body style production totals for 1946–1948, see 1948 Plymouth section.

# PONTIAC

*“Finest of the famous Silver Streaks. The New Pontiac!”*

Having been the last automaker to cease production prior to the war in 1942, Pontiac was back into the game as quickly as any piece of the giant (GM) could move. Gen-

eral Motors' B-Bodied cars, including the smaller Buick and Oldsmobile series, had always been popular and profitable cars and were among the first to return production.

This meant that the B-bodied Streamliners would appear in showrooms first. The 2-Door fastback styled “Coupe Sedan” arrived first followed several months later by the 4-Door sedan and wood-bodied station wagons, then the Convertible and coupes. The A-bodied Torpedo followed later in June of ’46. It is important to note that the late arrival was most likely due to the A-body being shared with Chevrolet, and since it was the corporation’s top seller and most visible product, the factories were cranking them out as fast as possible.

Horsepower was up a fraction from prewar engines, and styling changes included the expected modifications. The grille continued to be in a similar format, made up of a heavy bar beginning under the headlights and across the front fender edge, then arching up to follow the leading edge of the hood. At the apex was a round medallion with a modernized “Chief Pontiac” grille emblem. Below the top bar were six full-width horizontal bars, the bottom of which wrapped around the front fender edge. The full-width bumper had a bottom skirt that jutted out slightly. Beneath the upper grille bars’ straight portions were four vertical bars, with the parking lamps being of a rectangular design set into the upper and outermost sections of this area. Atop the hood was a new Indianhead mascot hood ornament with feathers curving upwards. Of course, it wouldn’t be a Pontiac “Silver Streak” without chrome “streaks,” this year with body color paint between each of the five. Also, front fender tops carried a strip of chrome, longer on Streamliners than on Torpedos.

Body sides on Torpedo models were trimmed with a chrome beltline molding and rocker panel molding. Streamliners replaced the belt line molding with trim that

encompassed the entire side window area. Both front and rear fenders on carried bodyside “speed lines” consisting of three stripes running from the back edge of each wheel opening to the fender’s end. Streamliners used chrome trim on the front and rear speed lines. Hood side emblems designated whether a “Pontiac Eight” was under the hood or not. Around back horizontally mounted rectangular taillights complemented the “Silver Streaks” that were applied to the trunk lid of most models.

Interior styling was relatively sedate with instrument panels consisting of a round speedometer flanked by a full complement of smaller round gauges arranged horizontally in front of the driver. The passenger side had the glove box, with an optional round clock mounted on the door and horizontal chrome strips off each side of it, balancing the look. Radio and heater controls took their place in the center. All of this was trimmed in chrome, and set on an instrument panel with “Fiddleback Walnut” finish and a beige colored steering wheel. Upholstery choices were generally grey-tan “neutral” colored cloth fabrics in closed cars, cloth and leather combinations in convertibles and vinyl (imitation leather) in station wagons.

Pontiac continued the tradition begun in 1937 of most series being available in both 6-cylinder and 8-cylinder variations, each having a unique series number. They will be presented in this text as a single series, with the 6-cylinder standard, and the 8-cylinder as an option, and the different series number noted in the serial number identification section. Note that this would mean a Torpedo 2-Door Business Coupe, with style number 2527B and a 6-cylinder engine, would become style number 2727B when equipped with an 8-cylinder engine.



Pontiac (1942 and 1941 models  
in background)



Streamliner 2-Door Sedan Coupe



Streamliner 4-Door Sedan rear interior

**Model year production:** 137,640, up 64.73% from 1942.

**Domestic market share:** 6.23% (6th place).

**Base price range:** \$1,307 to \$2,019.

**Pontiac average base price:** \$1,539, up 36.85%.

**Introduction date:** Streamliner 2-Door Coupe Sedan — October 1945; Streamliner Sedans — January 1946; Streamliner Coupe, Convertible and Wagons — April 1946; Torpedo Series — June 1946.

**Assembly plants:** Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); and Pontiac, MI (P).

**Serial number identification:** Eight to nine digit code lo-

cated on left side of cowl under hood and read as follows: First digit indicates assembly plant code from above. The second digit indicates engine installation, 6 for 6-cylinder and 8 for 8-cylinder. The third and fourth digits indicate series code: LA = Series 25 (Torpedo 6) and Series 27 (Torpedo 8); LB = Series 26 (Streamliner 6) and Series 28 (Streamliner 8). (Series code consists of year code L and corporate body designation A or B). Remaining digits are sequential number by plant and series with beginning number of 1001 and ending number as follows in the chart below. Style number is located on body tag on cowl under

### Serial Numbers by Series and Assembly Plant

Series	Los Angeles	Kansas City	Linden	Pontiac
25 LA Torpedo 6	3314	2520	4721	17381
26 LB Streamliner 6	3696	2299	5357	35238
27 LA Torpedo 8	2786	2520	3738	13652
28 LB Streamliner 8	4257	2590	5357	39764

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Series 25 and 26	Series 27 and 28
239.2 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	93.5	3-speed manual	S	-
248.9 CID, 2-bbl., L-head, 8-cyl.	6.5:1*	107.5	3-speed manual	-	\$28

\*7.5:1 compression ratio is optional.

### Major Options

	Torpedo	Streamliner
Weather Chief heater	\$	\$
Defroster	\$	\$
Venti-heat, under seat heater and defroster	\$	\$
Windshield washer	\$	\$
Rear window wiper	\$	\$
Master 5-tube radio	\$	\$
Air Mate 7-tube radio	\$	\$
Air King 8-tube radio	\$	\$
Radio antenna	\$	\$
Rear fender skirts	\$	-
Rear fender skirts with "Silver Streak" trim	-	\$
Hubcaps	\$	\$
Wheel trim rings	\$	\$
White sidewall discs	\$	\$

Options common to most models. (— = Not Available) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Black	4600
Mariner Blue Metallic	4601
Parma Wine Metallic	4602
Silver Wing Gray Metallic	4604
Smoked Pearl Metallic	4607
Mariner Blue Metallic over Silver Wing Gray Metallic	4614
Silver Wing Gray Metallic over Smoked Pearl Metallic	4617

# Torpedo

*"Adding new luster to a fine old name."*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 32.63%.

**Primary competition:** DeSoto DeLuxe, Dodge Custom, and Nash Ambassador.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Grey cloth upholstered full-width cushion seats, front and rear rubber floor mat, rubber covered safety-tread concealed running boards, automatic interior lighting, dual windshield wipers, dual sun visors, trunk lock, stainless trim (as described in introduction), rubber rear fender gravel shield, and 6.00 × 16 BSW tires. Convertible adds: Cloth and leather upholstery.

## Measurements

Wheelbase	119.0"
Length	204.5"
Width	75.8"
Height	66.0"
Legroom — front	42.5"
Legroom — rear	41.5"
Headroom — front	36.8"
Headroom — rear	36.8"
Cargo capacity (cu. ft.)	17.5
Fuel capacity (gals.)	17.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Torpedo 2-Door Business Coupe, 3-p.	2527B	\$1,307	+35.16%	3261	NA	NA
Torpedo 2-Door Sport Coupe, 5-p.	2527	\$1,353	+34.09%	3311	NA	NA
Torpedo 2-Door Sedan Coupe, 5-p.	2507	\$1,399	+36.49%	3326	NA	NA
Torpedo 2-Door Sedan, 5-p.	2511	\$1,368	+34.78%	3326	NA	NA
Torpedo 2-Door Convertible Coupe, 5-p.	2567	\$1,631	+30.38%	3591	NA	NA
Torpedo 4-Door Sedan, 5-p.	2519	\$1,427	+34.37%	3361	NA	NA
TOTALS	<i>Avg. price</i>	\$1,414	+33.94%	<i>Production</i>	44,909	+1.36%

\*Production figures kept by series, not body style: Series 25 = 26,636 and Series 27 = 18,273.

# Streamliner

*"The new Pontiac. With all of its basic prewar quality ...  
Plus many notable improvements."*

**Nameplate year of origin:** 1942 (1941 as Streamliner Torpedo sub-series).

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 67.37%.

**Primary competition:** DeSoto Custom, Mercury, Nash Ambassador, and Oldsmobile 60 Series.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Striped, cloth upholstered full-width cushion seats, assist straps, robe cords, front and rear rubber floor mat, rubber covered safety-tread concealed running boards, front door armrests, dual sun visors, trunk lock, stainless trim (as described in introduction), rubber rear fender gravel shield, and 6.50 × 16 BSW tires. Station wagon adds: Leatherette (vinyl) upholstery, steel cowl, windshield pillars and underbody with mahogany and natural wood finish framework, reinforced leatherette top, and bumperettes with guards on rear (as opposed to full bumper).

## Measurements

	Cars	Wagon
Wheelbase	122.0"	122.0"
Length	210.3"	210.3"
Width	76.7"	76.7"
Height	65.3"	69.4"
Legroom — front	42.5"	42.5"
Legroom — rear	42.5"	NA
Headroom — front	36.5"	NA
Headroom — rear	36.0"	NA
Cargo capacity (cu. ft.)	20.5	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Streamliner 2-Door Sedan Coupe, 5-p.	2607	\$1,438	+35.66%	3435	NA	NA
Streamliner 4-Door Sedan, 5-p.	2609	\$1,510	+35.06%	3490	NA	NA
Streamliner 4-Door Station Wagon, 8-p.	STAWAG	\$1,942	+42.79%	3790	NA	NA
Streamliner 4-Door DeLuxe Station Wagon, 6-p.	STAWAG	\$2,019	+42.99%	3735	NA	NA
TOTALS	<i>Avg. price</i>	\$1,727	+43.30%	<i>Production</i>	92,731	+136.27%

\*Production figures kept by series not body style: Series 26 = 43,430 and Series 28 = 49,301.

# STUDEBAKER

*"Builder of cars worthy of America's homes."*

The first postwar Studebakers were only slightly revised 1942 models, as was the case with every other manufacturer. The big difference at Studebaker was that they were well on their way to new models when the war broke out and production was halted. This gave Studebaker the huge advantage of having an all-new car by the middle of 1946. For this reason the 1946 model year was a very short four-month production run. As could be expected, Studebaker was the only manufacturer to have lower model year production in 1946 than in 1942.

The model lineup consisted only of the Champion series, which had been the most popular series prior to the war. The model lineup continued with the same four body styles as in 1942, but Custom and Deluxstyle sub-series were not offered. For 1946, the Champion featured trim similar to that used on the 1942 Skyway sub-series of the Commander and President series. Thus the 1946 models were sometimes referred to as the Skyway Champion. The

Commander series would return for 1947, and the President series would return in 1955 for a four-year model run.

Changes for the 1946 Champion included a larger top grille bar, with the thin horizontal bar theme continuing below it. A few detail changes included a larger hood emblem at the leading edge of the hood, and the deletion of the beltline stainless steel molding, mainly because of the material shortages that followed World War II. Specific Skyway features added to the Champion included a wide rocker molding running the full length of the car, fender top ornaments that also carried the parking and turn signal lamps, and revised bumper guards. Under the hood, the same 6-cylinder engine found in the '42s continued, and inside there were not many changes to be found. Studebaker continued to offer an array of accessories, including their popular Hill-Holder clutch mechanism, which made startups on an incline easier.



Champion 2-Door Club Sedan



Champion 4-Door Cruising Sedan



**Model year production:** 19,275, down 61.97% from 1942.  
**Domestic market share:** 0.87% (15th place).  
**Base price range:** \$1,002 to \$1,097.  
**Studebaker average base price:** \$1,047, down 6.75%.  
**Introduction date:** January 1946.

**Assembly plants:** South Bend, IN.  
**Serial number identification:** Seven digit code located on left front door hinge pillar and read as follow: First digit is G, followed by six digit sequential serial number with beginning number of 193001 and ending number of 212279.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Champion</i>
169.6 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	80	3-speed manual Overdrive	S \$55

\*7.0:1 compression ratio is optional.

## Major Options

	<i>All</i>
Heater	\$
Heater and defroster	\$
Windshield washer	\$
Radio	\$
Radio antenna	\$
Hill Holder	\$
Hubcaps	\$
Wheel trim rings	\$
White sidewall discs	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Black	W-ND
Winetone Maroon	W-NB
Sagamore Green Dark	W-OI
Desert Tan Light	W-OJ
Desert Tan Dark	W-OK
Nassau Blue	W-OL
Berkshire Gray Light	W-PX
Berkshire Gray Dark	W-PY
Sagamore Green Light	W-RD
Smokey Mountain Gray Light	W-RG
Smokey Mountain Gray Dark	W-RF
Sierra Red	W-RH

# Champion

*"Studebaker craftsmanship ... Unchanged in a changing world."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1939 through 1946.

**Percentage of division's sales volume:** 100%.

**Primary competition:** Chevrolet Stylemaster, Ford DeLuxe and Plymouth DeLuxe.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Cloth upholstery, rubber floor mat, deluxe steering wheel and horn ring, front door armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights (except 3-passenger coupe), bumper guards, and 5.50 × 16 BSW tires.

## Measurements

Wheelbase	110.0"
Length	193.0"
Width	NA
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	15.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY*</i>
Champion 2-Door Coupe, 3-p.	—	\$1,002	+18.58%	2456	2,465	NA
Champion 2-Door Double Dater Coupe, 5-p.	—	\$1,044	+20.00%	2491	1,285	NA
Champion 2-Door Club Sedan, 5-p.	—	\$1,046	+19.54%	2541	5,000	NA
Champion 4-Door Cruising Sedan, 5-p.	—	\$1,097	+21.22%	2566	10,525	NA
TOTALS	<i>Avg. price</i>	\$1,047	+22.31%	<i>Production</i>	19,275	-35.05%

\*Production by body style not available for 1942 so comparison cannot be calculated.



# 1947

The 1947 model year saw a few new names enter the market, and also witnessed the introduction of the first all-new postwar car from an existing manufacturer. If it weren't for these new models, it would have been a boring year, as there were very few changes from any of the major manufacturers. However, as detailed later in this introduction, General Motors introduced new trucks that would be the first all-new postwar pickup trucks. Despite a relative dearth of new product and the nearly 10 percent price hikes seen during the year, total sales and production continued at a frenzied pace, increasing more than 50 percent from 1946 model year levels.

The former Graham-Paige Corporation, which had not resumed automotive production after World War II, was approached by the famed ship builder Henry J. Kaiser about merging efforts to create a new car. This eventually resulted in the creation of the Kaiser-Frazer Corporation as detailed in the introduction of this book. Their products would reach the market during 1946, as the first 1947 Kaiser and Frazer models. The cars themselves were the most modern available in appearance, yet they were very conventional cars with the dramatic postwar slab sided look. Initially both lines of cars sold well. The problem was that the cars were overpriced. For instance the Kaiser competed with the Oldsmobile-Buick-DeSoto market segment instead of the intended lower-priced Ford-Chevrolet-Plymouth market. Not helping Kaiser's situation was the fact that they had only a 6-cylinder engine offering, and it cost a lot more than a Ford with a flathead V8.

On the business side of things, during the year, the Graham-Paige Corporation and Kaiser-Frazer Corporation formally merged under the latter's name. While the former Graham-Paige plant at Willow Run, Michigan, was used as the new company's main production facility, Graham-Paige also had a plant on Warren Avenue in Detroit, Michigan. During 1947, this plant would be sold to Chrysler Corporation, which would integrate the plant into part of the DeSoto complex.

After acquiring the above-mentioned Warren Avenue plant, the Chrysler family sold the famous Chrysler building in New York City. That bit of news was about all that was worth talking about from Chrysler. All of the Chrysler family of cars including Plymouth, Dodge, DeSoto, Chrysler and Dodge Trucks were continued from 1946 with virtually no changes.

Upstart Crosley, which now had five successful years of automobile production under its belt, had a successful 1947 model year with sales nearly quadrupling the 1946 total. The public's appetite for new cars was so great that the compact Crosley would become popular in larger cities as a commuter vehicle. Crosley also had a popular line of trucks and sedan deliveries that gained in popularity. By the end of the 1947 model year, production for cars alone topped 19,000 units.

As with Chrysler, Ford Motor Company products entered 1947 with virtually no changes from the previous year. In fact, Ford changed very little in their advertising and marketing efforts; indeed most ads and literature were carried over from 1946 to 1947. The company did suffer a serious loss at the corporate level when Henry Ford passed away on April 7, 1947, at age 83, at his Dearborn, Michigan estate, Fair Lane. While many felt he had held back the company with some of his strictly held old-fashioned ideas, there is no doubt the automotive industry would not have progressed as quickly as it did without his ideas, including the development of the modern assembly line process, and his belief that everyone should be able to afford an automobile.

General Motors seemed to make more of an effort to make annual changes to keep its cars from getting too outdated. These revisions came mainly in the form of new grille designs and subtle trim changes for all of its cars. The only excitement generated on the car side of the business was that Oldsmobile celebrated its 50th anniversary in 1947. Oldsmobile would be the first of several companies to mark

50 years in business over the next seven seasons. On the truck side, late in the model year, all-new Chevrolet and GMC light-duty trucks would be introduced. GM's radically different "Advanced Design," as named by Chevrolet, represented a great change in light-duty pickup design and appearance. Front fender lines were raised and hood heights were lowered to give a modern car-like appearance. Chassis and suspension improvements allowed for a better ride and more cargo carrying capability. Together, the Chevy and GMC pickups would become the first big success in the postwar light-duty truck market.

Studebaker managed to stir the public's attention when it introduced the first all-new postwar cars in April 1946. Pronounced fender lines were gone, replaced by a streamlined body with wrap-around rear windows on some models. They were a hit with the public, and sales soared. Studebaker recorded a profit of \$9.1 million this year, giving the largest of the independent manufacturers a great boost in confidence. Studebaker trucks continued unchanged from 1946, being based on the same bodies introduced in 1941.

Nash, Hudson and Packard all had carry-over styling from 1946. Of these three independent manufacturers, Nash would have the highest production total, while Packard had the greatest increase in production. Nash also had the honor of being selected to pace the Indianapolis 500 race, held on May 30, 1947. This was the first and only time that Nash would be chosen for this duty. A Nash Ambassador 4-Door Sedan was selected as the official pace car,

since Nash did not have a convertible model in its current lineup. This was only the second time since the first race in 1911 that a closed model car had been used for pace car duties, the first being the 1940 Studebaker Champion 2-Door Sedan. Packard and Hudson models were virtually unchanged, and both were preparing for all-new postwar models to be introduced for 1948. At Hudson, the car-based pickup truck was continued with no changes, but this would be its final season.

Finally, again note that Chrysler divisions did not maintain production records by model year from 1946 through 1948 (with rare exception), but rather only a total by body style for the three-year span. See the 1948 Chrysler division sections for body style breakouts. Totals listed for 1947 for each series are estimated based upon serial numbers and calendar year sales reporting.

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### 1947 Overview and Changes from Prior Year

- Total industry production: 3,388,721, up 53.41%.
- Number of manufacturers for model year: 19, up from 17.
- Number of models and body types offered: 186, up from 167.
- Industry average base price: \$2,004, up 8.05%.
- Industry base price range: \$888 for the Crosley 2-Door Sedan, to \$4,887 for the Cadillac Series 75 Fleetwood 4-Door Imperial Sedan.

# BUICK

*"When better automobiles are built, Buick will build them."*

The 1947 Buick line was little changed this year except for a simpler grille design that featured a heavy perimeter bar. Prior Buicks had used an upper grille bar featuring a peaked center section which incorporated the Buick insignia under the bar, with vertical grille bars under that. For 1947, that grille bar was straightened out across the top, and a trim piece containing the Buick logo was mounted in a

winged bracket atop the grille, with vertical grille bars underneath. Otherwise, there were only minor trim variations to distinguish model years. A Roadmaster Estate Wagon was added to the lineup, as there was growing interest in the combination of style and utility that a station wagon could offer growing families and the growing postwar baby boom.



Roadmaster 4-Door Sedan



Roadmaster



Special 4-Door Sedan



Super 2-Door Sedanet

**Model year production:** 260,934, up 74.66% from 1946.  
**Domestic market share:** 7.70% (4th place).  
**Base price range:** \$1,611 to \$3,249.  
**Buick average base price:** \$2,259, up 14.38%.  
**Introduction date:** January 1947.  
**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4).

**Serial number identification:** Eight digit code read as follows: 1st digit indicating assembly plant code from above, followed by sequential number by plant — Flint, 14524131 to 14801264; Southgate, 24530001 to 24775798; Linden, 34542001 to 34776843; Fairfax, 44536001 to 44774870. Style number can be found on body identification plate. "Ionia" denotes the builder of wagon bodies for Buick.

**Powertrains**

Engine	Compression		Gross HP	Transmission	Special & Super	Roadmaster
	Ratio					
248 CID, valve-in-head, 8cyl.	6.3:1		110	3-speed manual	S	-
320.2 CID Fireball, valve-in-head, 8cyl.	6.6:1		144	3-speed manual	-	S

**Major Options**

	Special	Super	Roadmaster
Weather-Warden heater/defroster	\$	\$	\$
Sonomatic AM radio	\$	\$	\$
Auxiliary driving lights	\$	\$	\$
Exterior spotlight	\$	\$	\$
E-Z-I non-glare rear view mirror	\$	\$	\$
Outside rear view mirror	\$	\$	\$
Vanity visor mirror	\$	\$	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

**Paint Colors**

	Code
Black	1
Verde Green	4
Sherwood Green Metallic	5
Brunswick Green Metallic	6
Royal Maroon Metallic	7
Brunswick Green Metallic over Sherwood Green Metallic	11
Sequoia Cream	14
Seine Blue Metallic	15
Calvert Blue Metallic	17
Regency Blue Metallic	18
Catalina Gray	19
Lehigh Gray Metallic over Catalina Gray	20
Regency Blue Metallic over Catalina Gray	21

## Special

*"It's a Field-Pacing Beauty—The Buick Special."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1941 through first series 1949.

**Percentage of division's sales volume:** 12.04%.

**Primary competition:** DeSoto Custom, Hudson Super, Kaiser, Nash Ambassador, and Oldsmobile 76 & 78 Series.

**Notable changes:** Restyled grille and detail changes.

**Major standard equipment:** Cloth seats, rubber floor mats, ash receiver, turn signals, automatic choke, twin stainless moldings on front and rear fenders, rear fender skirts, and 6.50 × 16, 4-ply BSW tires.

### Measurements

Wheelbase	121.0"
Length	207.5"
Width	77.5"
Height	66.7"
Legroom — front	42.5"
Legroom — rear	42.5"
Headroom — front	38.0"
Headroom — rear	35.8"
Cargo capacity (cu. ft.)	17.5
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special 2-Door Sedanet, 6-p., Model 46S	4407	\$1,611	+5.85%	3670	14,278	+957.63%
Special 4-Door Sedan, 6-p., Model 41	4409	\$1,673	+5.89%	3720	17,136	+939.18%
TOTALS	<i>Avg. price</i>	\$1,642	+5.87%	<i>Production</i>	31,414	+947.48%

## Super

*"Super is the name ... and Superfine the quality."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 58.16%.

**Primary competition:** Cadillac Series 61, Chrysler New Yorker, Frazer, Kaiser Custom, Oldsmobile 98 and Packard Clipper.

**Notable changes:** Restyled grille and detail changes.

**Major standard equipment:** Cloth seats — cloth and leather trim in convertible, front rubber floor mats with rear floor carpet, two-toned instrument panel, ash receiver, turn signals, automatic choke, lower body full-length stainless trim, rear fender skirts, and 6.50 × 16, 4-ply BSW tires.

### Measurements

Wheelbase	124.0"
Length	212.4"
Width	78.6"
Height	64.9"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 2-Door Sedanet, 6-p., Model 56S	4507	\$1,843	+5.86%	3795	46,311	+35.27%
Super 2-Door Convertible, 6-p., Model 56C	4567	\$2,333	+14.03%	4050	27,796	+368.66%
Super 4-Door Sedan, 6-p., Model 51	4569	\$1,929	+5.87%	3935	76,866	+3.81%
Super 4-Door Estate Wagon, 6-p., Model 59	Ionia	\$2,940	+13.34%	4170	786	0.00%
TOTALS	<i>Avg. price</i>	\$2,261	+10.26%	<i>Production</i>	151,759	+31.97%

# Roadmaster

*"Master of the road ... in Performance, Style and Beauty."*

Nameplate year of origin: 1936.

Current bodystyle lifespan: 1941 through 1948.

Percentage of division's sales volume: 29.80%.

Primary competition: Cadillac Series 62, Chrysler Town & Country, Frazer Manhattan, Kaiser Custom, and Packard Super Clipper.

Notable changes: Restyled grille and detail changes.

Major standard equipment: Finer grade cloth seats, two-toned neutral-colored instrument panel (body color on convertibles), front rubber floor mats with rear floor carpet, multiple ash receivers, turn signals, automatic choke, rear fender skirts, and 7.00 × 15 BSW tires.

## Measurements

Wheelbase	129.0"
Length	217.2"
Width	78.6"
Height	65.2"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Roadmaster 2-Door Sedanet, 6-p., Model 76S	4707	\$2,131	+5.81%	4095	18,983	+130.77%
Roadmaster 2-Dr. Convertible, 6-p., Model 76C	4767	\$2,651	+12.95%	4345	11,947	+363.78%
Roadmaster 4-Door Sedan, 6-p., Model 71	4769	\$2,232	+5.78%	4165	46,531	+3.81%
Roadmaster 4-Door Estate Wagon, 6-p., Model 79	Ionia	\$3,249	NEW	4445	300	NEW
TOTALS	<i>Avg. price</i>	\$2,566	+18.95%	<i>Production</i>	77,761	+147.65%

# CADILLAC

*"A New Standard of the World."*

Nineteen forty-seven brought very little change to the Cadillac line. Like other GM divisions, they were struggling to meet the demand created by the wartime halt of manufacturing, so not much time or energy was spent on updates. Every effort was being poured into the forthcoming postwar new cars. For this year, Cadillacs sported a new grille with five horizontal bars, while still utilizing the familiar egg-crate design. The Cadillac name was now in script, replacing the previous block lettering on the front fenders, except for the Series 75 Fleetwood, and the Cadillac crest on the prow of the hood was expanded to fill the

"V." Since chrome-plating materials were becoming more plentiful, the rear fender gravel shield was now of chrome plated stainless steel, as opposed to the 1946 models' rubber gravel shield.

Inside there were only minor changes as well. Steering wheels changed to an ivory color, and upholstery weaves were changed on some models, but otherwise it all looked familiar. The powertrains and the model line continued as in 1946, and the Series 75 Fleetwood continued to use pre-war design.

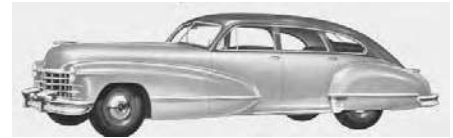




Series 75 Fleetwood 4-Door Touring Sedan



Series 61 2-Door Club Coupe



Series 61 4-Door Sedan



Series 62 2-Door Convertible



Series 60 Special 4-Door Sedan

**Model year production:** 59,299, up 112.54% from 1946.

**Domestic market share:** 1.75% (16th place).

**Base price range:** \$2,200 to \$4,887.

**Cadillac average base price:** \$3,506, up 7.24%.

**Introduction date:** January 1947.

**Assembly plants:** Detroit, MI (1).

**Engine and serial number identification:** Seven-digit code

for engine number (used as serial number). For all cars the number is stamped on front right cylinder block above water pump numbered at right angle to crankshaft. Series motors numbered as follows: 61— 5420001 to 5428555; 62 — 8420001 to 8459835; 60 Special — 6420001 to 6428500; 75 — 34200001 to 3425036.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All Models</i>
346 CID, 2-bbl., L-head, V8	7.25:1	150	3-speed Synchronesh manual Hydra-Matic Automatic	S \$186

### Major Options

	<i>61</i>	<i>62</i>	<i>60 Special</i>	<i>75 Fleetwood</i>
Heater — automatic under seat	\$76	\$76	\$76	\$85
Radio	\$74	\$74	\$74	\$74
Vacuum operated antenna	\$13	\$13	\$13	\$13
Fog lights	\$30	\$30	\$30	\$30
Exterior spotlight	-	-	\$	\$
Full-wheel covers	\$25	\$25	\$25	S
White sidewall discs	\$	\$	\$	\$

Options common to most models. (—= Not Available, S = Standard equipment)  
Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Black	1
Antoinette Blue	2
Cavern Green	3
Gunmetal Gray Metallic	4
El Paso Beige Metallic	6
Madeira Maroon Metallic	9
French Gray	10
Seine Blue Metallic	11
Camden Green Metallic	14
Lucerne Green Metallic	16
Belden Blue Metallic	17
Dover Gray Metallic	18
Pinehurst Green Metallic over Camden Green Metallic	22
Gunmetal Gray Metallic over Dover Gray Metallic	23
Lucerne Green Metallic over French Gray	24
Vista Gray Metallic over French Gray	25
French Gray over Seine Blue Metallic	27



## Series 61

*“Designed to bring Cadillac’s incomparable performance, comfort and safety to the widest group of owners.”*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1941 through 1947.

Percentage of division’s sales volume: 14.43%.

Primary competition: Buick Super, Chrysler New Yorker, Frazer and Packard Deluxe Clipper.

Notable changes: Restyled grille, trim and detail changes.

Major standard equipment: Cloth interior trim, full floor covering, chrome rear fender gravel guards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, “Super-Safe” hydraulic brakes, small hubcaps, and 7.00 × 15 low pressure BSW tires.

### Measurements

Wheelbase	126.0"
Length	215.0"
Width	80.8"
Height	60.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 61 2-Door Club Coupe, 6-p.	6107	\$2,200	+8.80%	4082	3,395	+324.38%
Series 61 4-Door Sedan, 6-p.	6109	\$2,324	+8.29%	4138	5,160	+134.55%
TOTALS	<i>Avg. Price</i>	\$2,262	+8.54%	<i>Production</i>	8,555	+185.17%

## Series 62

*“A splendid blend of luxury and practicality.”*

Nameplate year of origin: 1940.

Current bodystyle lifespan: 1941 through 1947.

Percentage of division’s sales volume: 67.17%.

Primary competition: Frazer Manhattan, Lincoln, and Packard Super Clipper.

Notable changes: Restyled grille, trim and detail changes.

Major standard equipment: Cloth interior trim, full floor covering, chrome rear fender gravel guards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, “Super-Safe” hydraulic brakes, small hubcaps, and 7.00 × 15 low pressure BSW tires. Convertible adds: Leather interior trim and Hydra-electric convertible top, front seat and windows.

### Measurements

Wheelbase	129.0"
Length	220.0"
Width	80.8"
Height	66.7"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 62 2-Door Club Coupe, 6-p.	6207	\$2,446	+8.76%	4117	7,245	+211.88%
Series 62 2-Door Convertible, 6-p.	6267	\$2,902	+15.11%	4450	6,755	+403.35%
Series 62 4-Door Sedan, 6-p.	6269	\$2,523	+8.56%	4201	25,834	+73.38%
TOTALS	<i>Avg. Price</i>	\$2,624	+10.95%	<i>Production</i>	39,834	+114.57%

## Series 60 Special

*“Combining all of Cadillac’s traditional luxury and performance, with the most advanced of ultra-smart styling.”*

**Nameplate year of origin:** 1938.

**Current bodystyle lifespan:** 1941 through 1947.

**Percentage of division’s sales volume:** 14.33%.

**Primary competition:** Lincoln Continental and Packard Custom Super Clipper.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, Hydra-electric front seat, full floor carpeting, chrome rear fender gravel guards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, “Super-Safe” hydraulic brakes, small hubcaps, and 7.00 × 15 low pressure BSW tires.

### Measurements

Wheelbase	133.0"
Length	224.0"
Width	80.8"
Height	66.7"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 60 Special 4-Door Sedan, 6-p.	6069	\$3,195	+4.62%	4351	8,500	+49.12%
TOTALS	<i>Avg. Price</i>	\$3,195	+4.62%	<i>Production</i>	8,500	+49.12%

## Series 75 Fleetwood

*“The leader from every conceivable standpoint.”*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1941 through 1949.

**Percentage of division’s sales volume:** 4.06%.

**Primary competition:** Chrysler Crown Imperial and Packard Custom Super Clipper.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, full floor carpeting, full-length lower body trim molding, hood, bodyside and beltline moldings, stainless steel enclosed running boards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, “Super-Safe” hydraulic brakes, large hubcaps, and 7.50 × 16 low pressure BSW tires. 7-passenger and 9-passenger sedans add: auxiliary jump seats.

### Measurements

Wheelbase	136.0"
Length	227.0"
Width	82.3"
Height	71.7"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	24.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 75 Fleetwood 4-Door Sedan, 6-p.	7519	\$4,471	+5.50%	4836	300	+100.00%
Series 75 Fleetwood 4-Door Sedan, 7-p.	7523	\$4,686	+6.14%	4861	890	+295.56%
Series 75 Fleetwood Imperial 4-Door Sedan, 7-p.	7533	\$4,887	+6.03%	4939	1,005	+354.75%
Series 75 Fleetwood Business 4-Door Sedan, 9-p.	7523L	\$4,368	+6.72%	4762	135	+513.64%
Series 75 Fleetwood Imperial Business 4-Door Sedan, 9-p.	7533L	\$4,560	+6.39%	4822	80	+370.59%
TOTALS	<i>Avg. Price</i>	\$4,594	+6.15%	<i>Production</i>	2,410	+279.53%

# CHEVROLET

*“Leadership—The reward of quality.”*

Minimal change sums up the 1947 Chevrolet. Grille changes included a slightly larger top grille bar, with “Chevrolet” in block letters across the top center. The 1946 vertical style hood emblem was changed to a horizontal layout, with the Chevrolet symbol in the center. The stainless steel body side trim from 1946 was removed and replaced by a thin stainless beltline molding, which greatly cleaned up the car’s appearance. Both Fleetline models continued to use three chrome strips behind each wheel opening. There were no changes to engine or transmission either, as most of Chevrolet’s energy this year went into creating the new line of light-duty trucks.

“Knee-Action” type front shocks, first used in the mid-thirties, were now more refined and continued to be a Chevrolet standard. The industry was still learning about

suspension and shocks, so a variety of arrangements were seen across all the different makes, even within General Motors. Most manufacturers were using coil springs up front and semi-elliptical leaf springs at the back. While this was an acceptable choice, shock absorbers of various types were needed to deal with the harsh ride and lack of cornering abilities most drivers endured. “Knee-Action” was General Motors’ answer to this problem. However, as cars gained weight and power, a better solution would be needed in the future.

As in 1946, technically the Fleetline models were the top line Chevrolets, but they were a sub-series of the Fleetmaster series, and therefore are included with the parent series in the listings below, as most features remained similar.



Fleetline 2-Door Aero Sedan



Fleetmaster 4-Door Station Wagon

**Model year production:** 671,543, up 68.72% from 1946.

**Domestic market share:** 19.82% (1st place).

**Base price range:** \$1,160 to \$1,893.

**Chevrolet average base price:** \$1,361, up 6.54%.

**Introduction date:** January 1947.

**Assembly plants:** Atlanta, GA (8); Baltimore, MD (14); Buffalo, NY (12); Flint, MI (1); Janesville, WI (21); Kansas City, MO (5); Norwood, OH (9); Oakland, CA (6); St. Louis, MO (3); and Tarrytown, NY (2).

**Serial number identification:** Seven to nine digit codes located on right front door hinge pillar and read as follow:

First number is assembly plant, followed by series designation of EJ for Stylemaster and EK for Fleetmaster; remaining digits are consecutive serial number, EJ-1001 through 33745; and EK-1001 through 72404. *Example:* 1EJ1001 is a 1947 Stylemaster built at Flint, MI, serial number 1001.

Body style is determined from plate affixed to firewall.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
216.5 CID Thrift-Master, 1-bbl., valve-in-head, 6-cyl.	6.5:1	90	3-speed manual	S

## Major Options

	<i>All models</i>
Heater	\$
Heater and defroster	\$

## Paint Colors

	<i>Code</i>
Black	344
Oxford Maroon Metallic	345

**Major Options (cont.)**

	<i>All models</i>
Heater	\$
Heater and defroster	\$
Deluxe in-dash heater and defroster	\$
Windshield washer	\$
Deluxe steering wheel	\$
Radio	\$
Deluxe pushbutton radio	\$
Radio antenna	\$
Hubcaps	\$
Wheel trim rings	\$
White sidewall discs	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

**Paint Colors (cont.)**

	<i>Code</i>
Black	344
Oxford Maroon Metallic	345
Lullwater Green Metallic	346
Battleship Gray Metallic	347
Sport Beige	348
Freedom Blue	349
Lullwater Green Metallic over Sport Beige	350
Lullwater Green Metallic over Lakeside Green Metallic	351
Freedom Blue over Ozone Blue Metallic	352
Scout Brown over Sport Beige	353
Oxford Maroon Metallic	354
Maple Brown Metallic	355

# Stylemaster

*“The popular Stylemaster.”*

**Nameplate year of origin:** 1942.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 28.74%.

**Primary competition:** Ford DeLuxe, Plymouth DeLuxe and Studebaker Champion.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Pile fabric upholstered cushioned seats, adjustable front seat, front rubber floor mat, rubber covered safety-tread concealed running boards, rear compartment package shelf, driver-side sun visor, three-spoke steering wheel, trunk lock, electric luggage compartment light, lower body stainless trim, rubber rear fender gravel shield, and 6.00 × 16 BSW tires.

**Measurements**

Wheelbase	116.0"
Length	197.8"
Width	73.4"
Height	66.1"
Legroom — front	41.0"
Legroom — rear	39.0"
Headroom — front	37.5"
Headroom — rear	35.8"
Cargo capacity (cu. ft.)	17.0
Fuel capacity (gals.)	16.0

**Models Available**

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Stylemaster 2-Door Business Coupe, 3-p.	EJ-1504	\$1,160	+5.65%	3050	27,403	+92.07%
Stylemaster 2-Door Sport Coupe, 6-p.	EJ-1524	\$1,202	+5.72%	3060	34,513	+79.35%
Stylemaster 2-Door Town Sedan, 6-p.	EJ-1502	\$1,219	+5.82%	3075	88,534	+44.89%
Stylemaster 4-Door Sport Sedan, 6-p.	EJ-1503	\$1,276	+5.89%	3130	42,571	-43.50%
<b>TOTALS</b>	<i>Avg. price</i>	\$1,214	+5.77%	<i>Production</i>	193,021	+13.57%

# Fleetmaster

*"The handsomely styled Fleetmaster and ultra-distinctive Fleetline."*

**Nameplate year of origin:** 1942.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 71.26%.

**Primary competition:** Ford Super DeLuxe, Nash 600 and Plymouth Special DeLuxe.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Pile fabric upholstered cushioned seats (Bedford cord upholstery optional), adjustable front seat, assist straps, robe cords, front rubber floor mat with carpeted inserts, rubber covered safety-tread concealed running boards, front door armrests, rear compartment package shelf, dome light, clock, cigarette lighter with ashtray, dual sun visors, two-spoke steering wheel, trunk lock, electric luggage compartment light, window frame and beltline moldings, lower body stainless trim, rubber rear fender gravel shield, and 6.00 × 16 BSW tires. Station wagon adds: Steel cowl, windshield pillars and underbody with mahogany and natural wood finish framework, reinforced leatherette top, single tail and stop light (as opposed to dual on cars), and bumperettes with guards on rear (as opposed to full bumper). Fleetline models add: "Fleetweave" broadcloth upholstery on full-width cushion seats, three stainless "Speed-line" trim pieces at each wheel opening, and trunk lid ornamentation.

## Measurements

	Cars	Wagon
Wheelbase	116.0"	116.0"
Length	197.8"	207.5"
Width	73.4"	73.4"
Height	66.1"	69.4"
Legroom — front	41.0"	NA
Legroom — rear	39.0"	NA
Headroom — front	37.5"	NA
Headroom — rear	35.8"	NA
Cargo capacity (cu. ft.)	17.0	NA
Fuel capacity (gals.)	16.0	16.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fleetmaster 2-Door Sport Coupe, 6-p.	EK-2124	\$1,281	+5.69%	3090	59,661	+120.67%
Fleetmaster 2-Door Town Sedan, 6-p.	EK-2102	\$1,286	+4.98%	3125	80,128	+41.72%
Fleetmaster 2-Door Convertible, 6-p.	EK-2134	\$1,628	+10.30%	3390	28,443	+530.94%
Fleetmaster 4-Door Sport Sedan, 5-p.	EK-2103	\$1,345	+5.08%	3185	91,440	+23.99%
Fleetmaster 4-Door Station Wagon, 8-p.	EK-2109	\$1,893	+10.57%	3440	4,912	+510.95%
Fleetmaster Fleetline 2-Door Aero Sedan, 5-p.	EK-2144	\$1,313	+5.12%	3125	159,407	+175.16%
Fleetmaster Fleetline 4-Door Sportsman Sedan, 6-p.	EK-2113	\$1,371	+4.74%	3150	54,531	+626.98%
TOTALS	<i>Avg. price</i>	\$1,445	+6.91%	<i>Production</i>	478,522	+109.82%

# CHRYSLER

*"The Beautiful Chrysler."*

The 1947 Chrysler models were basically identical to their 1946 counterparts. Detail changes for the year included a slightly larger wheelhouse opening, rearrangement of turn signal and high beam headlamp indicators, and revised taillight lenses. Also a broadened array of exterior

color choices was available, now including a few two-tone options. Midway through the year sufficient supplies of whitewall tires became available, and they were added to the option list. Of course, in a seller's market, Chrysler, as well as every other manufacturer, could sell every car that it

could build, so all design and engineering efforts were spent on creating their new postwar cars.

Model changes were limited to the addition of a Windsor 4-Door Traveler Sedan, which featured a semi-fastback roofline and a rooftop luggage carrier, and the

elimination of the Town & Country 8-cylinder model. The Traveler was not well received and only about 4,100 were sold over its short two-year life span. Note that the production totals by series are estimated based on serial numbers.



Town & Country 2-Door Convertible



Windsor 4-Door Sedan



Windsor 4-Door Sedan

<p><b>Model year production:</b> 109,053, up 40.58% from 1946.  <b>Domestic market share:</b> 3.22% (9th place).  <b>Base price range:</b> \$1,561 to \$4,305.  <b>Chrysler average base price:</b> \$2,156, up 9.44%.  <b>Introduction date:</b> January 2, 1947. Windsor Traveler sedan — May 19, 1947.  <b>Assembly plants:</b> Detroit, MI.  <b>Serial number identification:</b> Located on left front hinge pil-</p>	<p>lar. C-38 series: Eight digit code as follows — Royal, 70023022 to 70029673; Windsor, 70564429 to 70633016; Town &amp; Country Sedan, 71000128 to 71002879. C-39 series: Seven digit code as follows — Saratoga, 6766546 to 6768485; New Yorker, 7037249 to 7062597; Town &amp; Country Convertible, 7402037 to 7405173. C-40 series: Seven digit code as follows — Imperial, 7810167 to 7810907.</p>
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### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	C-38 series	C-39 series	C-40 series
250.6 CID, 1-bbl., L-head, 6-cyl.	6.6:1	114	3-speed manual	S	-	-
			Fluid Drive	\$33	-	-
			Prestomatic Transmission	\$52	-	-
323.5 CID, 1-bbl., L-head, 8-cyl.	6.7:1	135	Fluid Drive	-	S	-
			Prestomatic Transmission	-	\$75	S

### Major Options

	Royal	Windsor	Town & Country	Saratoga	New Yorker	Crown Imperial
All-Weather air control system	\$	\$	\$	\$	\$	\$
Comfort Master heater	\$	\$	\$	\$	\$	\$
6-tube radio	\$	\$	\$	\$	\$	\$
8-tube radio	\$	\$	\$	\$	\$	\$
Electric clock	\$	S	S	S	S	S
Radio antenna — basic	\$	\$	\$	\$	\$	\$
White sidewall discs	\$15	\$15	\$15	\$15	\$15	S
Highlander interior upholstery	\$	\$	\$	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code		Code
Catalina Tan	9	Black	15
Seacrest Green	11	Regal Maroon	16
Yellow Lustre	12	Sumac Red	17



## Paint Colors (cont.)

	<i>Code</i>		<i>Code</i>
Melody Blue Metallic	22	Noel Green Metallic	30
Ballet Taupe Metallic	23	Pacific Green Metallic	32
Rossini Brown Metallic	25	Palomino Cream	41
Trumpet Gold Metallic	27	Blue Gray Metallic	43
Pastorale Green Metallic	28	Catalina Tan over Rossini Brown Metallic	44
Andante Green Metallic	29	Rossini Brown Metallic over Catalina Tan	46

## Royal

*"The Beautiful Chrysler Royal."*

**Nameplate year of origin:** 1937. Also used on 1933 Royal Eight.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 6.10%.

**Primary competition:** Buick Special, Hudson Super, Nash Ambassador, and Oldsmobile 76.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Pile fabric or broadcloth interior trim, rubber floor covering in front compartment, carpeted rear compartment (rubber covered in 3-passenger coupe), directional signals, two-speed electric windshield wipers, luggage compartment light, "Safe Guard" hydraulic brakes, small hubcaps, and 6.50 × 15 BSW tires. Club coupe and 8-passenger sedans add: Carpeted front compartment. Eight passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 7.00 × 15 BSW tires.

### Measurements

	<i>Except 8-pass.</i>	<i>8-pass. Sedans</i>
Wheelbase	121.5"	139.5"
Length	208.3"	226.3"
Width	77.8"	77.8"
Height	NA	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Royal 2-Door Coupe, 3-p.	C-38S	\$1,561	+9.08%	3373	NA*	NA
Royal 2-Door Brougham Sedan, 6-p.	C-38S	\$1,626	+6.55%	3458	NA*	NA
Royal 2-Door Club Coupe, 6-p.	C-38S	\$1,651	+6.45%	3443	NA*	NA
Royal 4-Door Sedan, 6-p.	C-38S	\$1,661	+6.41%	3523	NA*	NA
Royal 4-Door Sedan, 8-p.	C-38S	\$2,043	+5.15%	3977	NA*	NA
Royal 4-Door Sedan Limousine, 8-p.	C-38S	\$2,163	+4.85%	4022	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,784	+6.25%	<i>Production</i>	6,650	-44.68%

\*For body style production totals for 1946–1948, see 1948 Chrysler section.

# Windsor

*"The Beautiful Chrysler Windsor."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 62.90%.

**Primary competition:** DeSoto Custom, Hudson Commodore, and Mercury.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Two-tone wool broadcloth interior trim, rear seat center folding armrest, carpeted floors, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, "Safe Guard" hydraulic brakes, small hubcaps, and 6.50 × 15 BSW tires. Convertible adds: Power top. Eight-passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 7.00 × 15 BSW tires.

## Measurements

	<i>Except 8-pass.</i>	<i>8-pass. Sedans</i>
Wheelbase	121.5"	139.5"
Length	208.3"	226.3"
Width	77.8"	77.8"
Height	NA	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor 2-Door Coupe, 3-p.	C-38W	\$1,611	+8.78%	3383	NA*	NA
Windsor 2-Door Brougham Sedan, 6-p.	C-38W	\$1,691	+6.29%	3468	NA*	NA
Windsor 2-Door Club Coupe, 6-p.	C-38W	\$1,701	+6.25%	3448	NA*	NA
Windsor 2-Door Convertible, 6-p.	C-38W	\$2,075	+11.50%	3693	NA*	NA
Windsor 4-Door Sedan, 6-p.	C-38W	\$1,711	+6.21%	3528	NA*	NA
Windsor 4-Door Traveler Sedan, 6-p.	C-38W	\$1,846	NEW	3610	NA*	NA
Windsor 4-Door Sedan, 8-p.	C-38W	\$2,093	+5.02%	3997	NA*	NA
Windsor 4-Door Sedan Limousine, 8-p.	C-38W	\$2,213	+4.73%	4052	NA*	NA
<b>TOTALS</b>	<i>Avg. Price</i>	\$1,868	+6.71%	<i>Production</i>	68,596	+38.79%

\*For body style production totals for 1946–1948, see 1948 Chrysler section.

# Saratoga

*"The Beautiful Chrysler Saratoga."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 1.78%.

**Primary competition:** Hudson Commodore, Kaiser, Oldsmobile 98, and Packard Deluxe Clipper.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Pile fabric or broadcloth interior trim, rubber floor covering in front compartment, carpeted rear compartment (rubber covered in 3-passenger coupe), directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, "Safe Guard" hydraulic brakes, small hubcaps, and 8.20 × 15 BSW tires. Club coupe adds: carpeted front compartment.

## Measurements

Wheelbase	127.5"
Length	214.3"
Width	77.8"
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Saratoga 2-Door Coupe, 3-p.	C-39K	\$1,873	+6.85%	3817	NA*	NA
Saratoga 2-Door Brougham Sedan, 6-p.	C-39K	\$1,948	+5.98%	3900	NA*	NA
Saratoga 2-Door Club Coupe, 6-p.	C-39K	\$1,958	+5.95%	3930	NA*	NA
Saratoga 4-Door Sedan, 6-p.	C-39K	\$1,973	+5.90%	3972	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,938	+6.16%	<i>Production</i>	1,940	+25.65%

\*For body style production totals for 1946–1948, see 1948 Chrysler section.

## New Yorker

*“The Beautiful Chrysler New Yorker.”*

**Nameplate year of origin:** 1939 (altered from 1938 New York Special model).

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 23.24%.

**Primary competition:** Buick Roadmaster, Cadillac Series 61, Frazer and Packard Super Clipper.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Two-tone wool broadcloth interior trim, rear seat center pull-down armrest, full floor carpeting, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, “Safe Guard” hydraulic brakes, small hubcaps, and 8.20 × 15 BSW tires. Convertible adds: Power top and outside rear view mirror.

### Measurements

Wheelbase	127.5"
Length	214.3"
Width	77.8"
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
New Yorker 2-Door Coupe, 3-p.	C-39N	\$1,973	+6.48%	3837	NA*	NA
New Yorker 2-Door Brougham Sedan, 6-p.	C-39N	\$2,048	+5.68%	3932	NA*	NA
New Yorker 2-Door Club Coupe, 6-p.	C-39N	\$2,058	+5.65%	3940	NA*	NA
New Yorker 2-Door Convertible, 6-p.	C-39N	\$2,447	+11.58%	4132	NA*	NA
New Yorker 4-Door Sedan, 6-p.	C-39N	\$2,073	+5.60%	3987	NA*	NA
TOTALS	<i>Avg. Price</i>	\$2,120	+7.11%	<i>Production</i>	25,340	+106.91%

\*For body style production totals for 1946–1948, see 1948 Chrysler section.

## Town & Country

*“The Beautiful Chrysler Town & Country.”*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 5.31%.

**Primary competition:** None.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Two-tone wool broadcloth interior trim, full floor carpeting, directional signals, electric

### Measurements

	4-Door Sedan	Convertible
Wheelbase	121.5"	127.5"
Length	208.3"	214.3"
Width	77.8"	77.8"
Height	NA	NA

clock, two-speed electric windshield wipers, luggage compartment light, "Safe Guard" hydraulic brakes, mahogany wood panels bonded to steel body surrounded by solid white ash framework, small hubcaps, and 8.20 × 15 BSW tires. Convertible adds: Power top and outside rear view mirror.

## Measurements

	4-Door Sedan	Convertible
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Town & Country 2-Door Convertible, 6-p.	C-39N	\$2,998	+9.30%	4332	NA*	NA
Town & Country 4-Door Sedan, 6-p.	C-38W	\$2,713	+14.67%	3955	NA*	NA
TOTALS	<i>Avg. Price</i>	\$2,856	+9.45%	<i>Production</i>	5,758	+166.80%

\*For body style production totals for 1946–1948, see 1948 Chrysler section.

# Crown Imperial

*"The Beautiful Chrysler Crown Imperial."*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 0.68%.

**Primary competition:** Cadillac Series 75 and Packard Custom Super Clipper.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Two-tone wool broadcloth interior trim with leather front seat upholstery, rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, divider window between driver and rear passenger compartment, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, reverse-hinged rear doors, "Safe Guard" hydraulic brakes, small hubcaps, white sidewall discs, and 8.20 × 15 BSW tires.

## Measurements

Wheelbase	145.5"
Length	235.0"
Width	77.8"
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crown Imperial 4-Door Sedan, 8-p.	C-40	\$4,205	NEW	4865	390	NEW
Crown Imperial 4-Door Limousine, 8-p.	C-40	\$4,305	+11.10%	4875	350	+112.12%
TOTALS	<i>Avg. Price</i>	\$4,255	+9.81%	<i>Production</i>	740	+348.48%

# CROSLLEY

“A FINE car.”

The Crosley for 1947 was essentially unchanged in terms of power and styling. There were, however, additions to the model line. The Convertible with fixed side rails began production at the end of the 1946 model year and became a regular fixture of the line beginning in 1947. A new two-door station wagon model was added late in the model year, and like the convertible last year, it would be considered a 1948 model. It featured the same front-end styling of the sedan and convertible, but added a steel station wagon body with wood paneled sides. The wagon also featured a beltline stainless steel molding. Because of its late introduction, its production is included with the 1947 totals, but pricing information is not included within the 1947 reporting. A Sedan Delivery, virtual twin to the station wagon, was also available this season, and is pictured

below. The only visual difference is the metal covering where the rear side windows would be otherwise. The Sedan Delivery is not covered here as it is technically a commercial vehicle, not a passenger automobile.

The CoBra sheetmetal engine continued to be the standard engine. It had quickly become famous for its fuel economy, with typical results of 30 miles per gallon. Many owners claimed to get anywhere from 35 to 50 miles per gallon from the compact Crosley. However, a problem was beginning to crop up that would cause a serious problem to Crosley and its owners. Holes began to develop in the sheetmetal block, a problem caused by electrolysis. To remedy the situation, Crosley began development of a cast-iron block, but it would not be ready for production until late 1948.



2-Door Convertible



2-Door Panel Delivery

**Model year production:** 19,344, up 286.96% from 1946.  
**Domestic market share:** 0.57% (19th place).  
**Base price range:** \$888 to \$949.  
**Crosley average base price:** \$919, up 22.63%.  
**Introduction date:** January 1947; Convertible introduced December 1946; Wagon introduced November 1947.  
**Assembly plants:** Marian, IN.  
**Serial number identification:** From January 1947 through October 10, 1947, nine digit code located on center of cowl under the hood and read as follows: First two digits CC for

series designation; third and fourth digits indicate model year (47 = 1947); remaining five digits are serial numbers 10000 to 26999. Commencing October 10, 1947, through December 1947, seven digit code located on center of cowl under the hood and read as follows: First two digits CC for series designation; serial numbers 27000 to 31999. *Note:* Crosley did not build cars on a model year basis, so the serial numbers indicate the year the car was produced in, and not its model year.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
44 CID CoBra 4, 1-bbl., valve-in-head, 4-cyl.	7.8:1	26.5	3-speed manual	S

### Major Options

	<i>All models</i>
Heater	\$
Seat covers	\$
Radio	\$
Radio antenna	\$
Bumper guards	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

Standard colors of black, white, gray, blue and green were offered. Customers could also choose from other colors as available.

## Crosley Series 4CC

*"America's newest, smartest automobile!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1946 through 1952.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** None.

**Notable changes:** None.

**Major standard equipment:** Fabric interior, driver's side windshield wiper, single horn, single taillight, and 4.50 × 12 BSW tires. Wagon and Convertible add: Plastic coated upholstery.

### Measurements

Wheelbase	80.0"
Length	145.0"
Width	49.0"
Height	59.0"
Legroom — front	39.0"
Legroom — rear	37.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	6.5

### Models Available

	<i>Style No.</i>	<i>Base FADP*</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Crosley 4CC 2-Door Sedan, 4-p.	NA	\$888	+18.56%	1155	14,090	+182.53%
Crosley 4CC 2-Door Convertible Sedan, 4-p.	NA	\$949	NEW	1150	4,005	NEW
Crosley 4CC 2-Door Station Wagon, 4-p.*	NA	\$929	NEW	NA	1,249	NEW
<b>TOTALS</b>		<i>Avg. price</i> \$919	+22.63%	<i>Production</i>	19,344	+286.96%

\*Station wagon production began late in the year, and they are generally considered to be 1948 models; therefore station wagons are excluded from the pricing average.

# DESOTO

*"The New DeSoto. America's newest new car."*

New exterior paint colors brightened DeSotos for 1947, but otherwise they were virtually identical to the 1946 model. Early in the model run regular wheelbase models gained a wider tire, going from a 6.50 to a 7.60 series 15 inch tire. Any other changes made were indiscernible, and most likely running changes due to material availability.

Like those at most of the other manufacturers, DeSoto's factory lines were busy as long as they could get the needed materials to build the cars. Finally, white sidewall tires began to be available as optional equipment by the summer of 1947.





Custom 4-Door Suburban Sedan



DeLuxe 4-Door Sedan

**Model year production:** 83,016, up 29.81% from 1946.  
**Domestic market share:** 2.45% (13th place).  
**Base price range:** \$1,451 to \$2,283.  
**DeSoto average base price:** \$1,742, up 6.92%.  
**Introduction date:** January 1947.

**Assembly plants:** Detroit, MI.  
**Serial number identification:** Located on left front hinge pillar. DeLuxe S-11 series: Seven digit code, 6172863 to 6190369. Custom S-11 series: Seven digit code, 5825785 to 5885815.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
236.6 CID, 1-bbl., L-head, 6-cyl.	6.6:1	109	3-speed manual Gyrol Fluid Drive w/Tip-Toe Transmission shift	S \$95

## Major Options

	DeLuxe	Custom
All-Weather air control system	\$	\$
Comfort Master heater	\$	\$
6-tube radio	\$	\$
8-tube radio	\$	\$
Electric clock	\$	S
Radio antenna — basic	\$	\$
White sidewall discs	\$15	S

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Black	106, 107, 108
Butterfly Blue Metallic	219
Regal Blue Metallic	227
Noel Green	320
Andante Green	322
Surf Green	326
Trumpet Gold	416
Trinidad Brown	418
Rhythm Brown over Trumpet Gold	940
Crystal Gray over Butterfly Blue Metallic	942
Andante Green over Noel Green	944
Gershwin Blue over Butterfly Blue Metallic	946

## DeLuxe

*“One look, and the fresh, radiant beauty of the smart new DeSoto captivates you.”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 21.00% (est.).

**Primary competition:** Dodge Custom, Nash Ambassador, and Pontiac Torpedo.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, map light, dual sunvisors, two-speed electric windshield wipers, chrome trim surround on windshield and vent windows, luggage compartment light, counterbalanced trunk lid, small hubcaps, and 7.60 × 15 BSW tires.

## Measurements

Wheelbase	121.5"
Length	207.3"
Width	75.7"
Height	66.4"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	37.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 2-Door Coupe, 3-p.	S11-S	\$1,451	+9.02%	3323	NA*	NA
DeLuxe 2-Door Sedan, 6-p.	S11-S	\$1,516	+6.31%	3418	NA*	NA
DeLuxe 2-Door Club Coupe, 6-p.	S11-S	\$1,541	+6.20%	3413	NA*	NA
DeLuxe 4-Door Sedan, 6-p.	S11-S	\$1,551	+6.16%	3448	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,515	+6.88%	<i>Production</i>	19,103	+29.81%

\*For body style production totals for 1946–1948, see 1948 DeSoto section.

## Custom

*“New streamlined styling ... new driving ease ...  
new safety ... new performance.”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 79.00% (est.).

**Primary competition:** Chrysler Windsor, Hudson Commodore, and Mercury.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Broadcloth interior trim, tailored front floor carpet and rubber rear floor covering, directional signals, plastic steering wheel, two-speed electric windshield wipers, luggage compartment light, chrome trim surround on all windows, large hubcaps, white plastic wheel trim rings, and 7.60 × 15 BSW tires. Convertible adds: Bedford cord and leather interior trim, and power top. Seven passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 7.00 × 15 BSW tires. Suburban adds: Delon plastic (vinyl) upholstery.

## Measurements

	<i>All but 7-pass. Sedans &amp; Suburban</i>	<i>7-pass. Sedans &amp; Suburban</i>
Wheelbase	121.5"	139.5"
Length	207.3"	225.3"
Width	75.7"	77.0"
Height	66.4"	NA
Legroom — front	41.8"	NA
Legroom — rear	41.5"	NA
Headroom — front	37.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Brougham Sedan, 6-p.	S11-C	\$1,581	+6.04%	3443	NA*	NA
Custom 2-Door Club Coupe, 6-p.	S11-C	\$1,591	+6.00%	3398	NA*	NA
Custom 2-Door Convertible, 5-p.	S11-C	\$1,965	+11.58%	3618	NA*	NA
Custom 4-Door Sedan, 6-p.	S11-C	\$1,601	+5.96%	3453	NA*	NA
Custom 4-Door Sedan, 7-p.	S11-C	\$1,983	+4.75%	3837	NA*	NA
Custom 4-Door Sedan Limousine, 7-p.	S11-C	\$2,103	+4.47%	3995	NA*	NA
Custom 4-Door Suburban, 9-p.	S11-C	\$2,283	+4.10%	4012	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,872	+6.02%	<i>Production</i>	63,914	+29.81%

\*For body style production totals for 1946–1948, see 1948 DeSoto section.

# DODGE

*"The smoothest car afloat."*

There were no changes for Dodge cars this season. Like all Chrysler divisions and many other manufacturers, Dodge was selling every car that could be built. The only

certain way to distinguish a 1947 from a 1946 or 1948 is by its serial number. Serial numbers for 1947 are listed below.



Custom 2-Door Sedan interior



DeLuxe 2-Door Business Coupe



DeLuxe 4-Door Sedan

**Model year production:** 243,050, up 48.75% from 1946.

**Domestic market share:** 7.17% (5th place).

**Base price range:** \$1,347 to \$1,871.

**Dodge average base price:** \$1,567, up 9.26%.

**Introduction date:** January 1947.

**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front hinge pillar. Deluxe and Custom D-24 series, eight digit code as follows — Detroit, 30799738 to 31011765; Los Angeles, 45002146 to 45022452.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
230.2 CID, 1-bbl., L-head, 6-cyl.	6.7:1	102	3-speed manual All-Fluid Drive	S \$25

## Major Options

	DeLuxe	Custom
Heater	\$	\$
Radio	\$	\$
Electric clock	\$	\$
Electric windshield wipers	\$	S
Turn signal	\$	\$
White sidewall discs	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Black	103, 104
Patrol Blue	205, 206, 207
LaPlata Blue	209, 210, 211
Windward Green	305, 306
Orinoco Green	308, 309
Forest Green	311, 312
Gypsy Green	324
Stone Beige	403, 404, 412
Opal Gray	505, 506
Fortress Gray	508, 509, 510
Military Maroon	605, 606
Air Cruiser Red	608
Squad Red	610
Panama Sand	803

## DeLuxe

*"The smoothest car afloat by every test on trail or highway."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 26.32% (est.).

**Primary competition:** Chevrolet Fleetmaster, Ford Super DeLuxe, Nash 600, and Plymouth Special DeLuxe.

**Notable changes:** No significant changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, chrome trim surround on windshield and vent windows, luggage compartment light, spring balanced trunk lid, small hubcaps, and 6.00 × 16 BSW tires.

### Measurements

Wheelbase	119.5"
Length	204.5"
Width	75.7"
Height	67.7"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 2-Door Coupe, 3-p.	D-24	\$1,347	+9.06%	3146	NA*	NA
DeLuxe 2-Door Sedan, 6-p.	D-24	\$1,417	+9.08%	3236	NA*	NA
DeLuxe 4-Door Sedan, 6-p.	D-24	\$1,457	+8.81%	3256	NA*	NA
<b>TOTALS</b>	<i>Avg. Price</i>	\$1,407	+9.15%	<i>Production</i>	63,965	+48.75%

\*For body style production totals for 1946–1948, see 1948 Dodge section.

## Custom

*"Luxurious big car comfort throughout makes the New Dodge pleasant to live with."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 73.68% (est.).

**Primary competition:** DeSoto Deluxe, Nash Ambassador, and Pontiac Torpedo.

**Notable changes:** No significant changes.

**Major standard equipment:** Broadcloth interior trim, tailored front floor carpet and rubber rear floor covering, directional signals, plastic steering wheel, two-speed electric windshield wipers, luggage compartment light, spring balanced trunk lid, small hubcaps, and 6.00 × 16 BSW tires. Convertible adds: Leather interior trim, and power top. Seven passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 7.00 × 15 BSW tires.

### Measurements

	<i>All but 7-pass. Sedan</i>	<i>7-pass. Sedan</i>
Wheelbase	119.5"	137.5"
Length	204.5"	222.5"
Width	75.7"	76.0"
Height	67.7"	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Club Coupe, 6-p.	D-24	\$1,502	+8.53%	3241	NA*	NA

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Convertible, 5-p.	D-24	\$1,871	+13.46%	3461	NA*	NA
Custom 4-Door Sedan, 6-p.	D-24	\$1,507	+8.50%	3281	NA*	NA
Custom 4-Door Town Sedan, 6-p.	D-24	\$1,577	+9.21%	3331	NA*	NA
Custom 4-Door Sedan, 7-p.	D-24	\$1,861	+6.77%	3757	NA*	NA
<b>TOTALS</b>	<i>Avg. Price</i>	<b>\$1,664</b>	<b>+9.32%</b>	<i>Production</i>	<b>179,085</b>	<b>+48.75%</b>

\*For body style production totals for 1946-1948, see 1948 Dodge section.

# FORD

*“There’s a Ford in your future!”*

Ford, like most major manufacturers, made very few changes for the 1947 model year. The most noticeable change was that the parking lights were moved to just under the headlights, and were now round as opposed to the previous rectangular units. Other changes included the grille losing its red pinstripe embossed bars and smooth, rather than grooved, bodyside trim on many cars built after introduction. At mid-year the advertised horsepower of the 6-cylinder engine was boosted to 95, but it is not known how this was accomplished, as the engine specifications did not change.

Having few changes did not mean that the Ford name was out of the spotlight. In fact, the opposite was unfor-

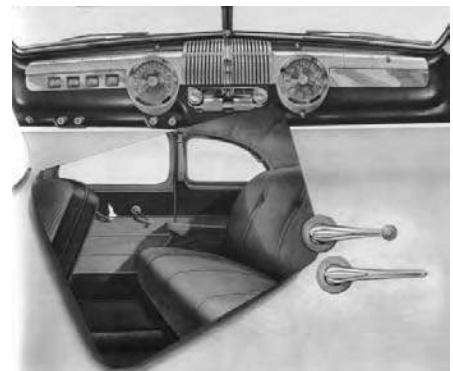
tunately true, because on April 7, 1947, the company’s founder and namesake, Henry Ford, died at the age of 83. It was a sad passing for the entire automotive industry, for Ford was the creator of the modern, mass-production automotive assembly techniques, as well as a man of many brilliant engineering feats and outstanding business expertise. In his later years, many speculate that his strict control of the company was causing it to falter under outdated designs and engineering ideas. However, with his death, moves were quickly set in place to revamp the design of the upcoming 1949 line, moves that would most certainly save the company.



Super DeLuxe Tudor (2-Door) Sedan



Super DeLuxe 4-Door Station Wagon



Super DeLuxe interior features

**Model year production:** 481,067, up 2.92% from 1946.

**Domestic market share:** 14.20% (2nd place).

**Base price range:** \$1,154 to \$2,282.

**Ford average base price:** \$1,481, up 9.06%.

**Introduction date:** January 1947.

**Assembly plants:** Atlanta, GA; Buffalo, NY; Chester, PA; Chicago, IL; Dallas, TX; Dearborn, MI; Edgewater, NJ; Kansas City, MO; Long Beach, CA; Louisville, KY; Memphis, TN; Norfolk, VA; Richmond, CA; Somerville, MA; and Twin Cities (St. Paul), MN. Note that a letter P prefixing the assembly plant code indicates a 255 CID V8, 110-

hp, special engine installed for law enforcement agencies.

**Serial Number Identification:** Serial number and engine number are the same and consist of a ten to eleven digit code located on left front frame and on the transmission housing. First digit indicates year (7 = 1947); second through fourth digits are 1GA for 90hp six-cylinders, 7HA for 95hp six-cylinders, and 99A for an eight-cylinder. The remaining digits are sequential as follows: Six-cylinder models, 71GA-326418 to 71GA-414366 and 77HA-0512 to 77HA-9038; V8 models, 799A-1412708 to 799A-2071231.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
226 CID, 1-bbl., L-head, 6-cyl.*	6.7:1	90	3-speed manual	S
226 CID, 1-bbl., L-head, 6-cyl.†	6.7:1	95	3-speed manual	S
239.4 CID, 2-bbl., L-head, V8‡	6.75:1	100	3-speed manual	\$75

\*Standard in series 1GA cars. †Standard in series 7HA cars. ‡Standard on convertible and Sportsman convertible models.

### Major Options

	<i>All models</i>
Heater	\$
Electric Clock	\$12
Radio	\$
Air Cleaner	\$8
Oil Filter	\$5
Hubcaps	\$
Wheel trim rings	\$10
White sidewall discs	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Rotunda Gray	M14220
Barcelona Blue	M14221
Monsoon Maroon	M14222
Parrot Green Metallic	M14226
Taffy Tan	M14242
Glade Green	M14233
Feather Gray	M14224
Blue Gray Metallic	M14225
Tucson Tan	M14227
Maize Yellow	M14229
Pheasant Red	M14330
Midland Maroon Metallic	M14202
Shoal Green Gray Metallic	M14228
Strato Blue	M14301
Black	M1724

## DeLuxe

*“Ford’s out front in the low-priced field!”*

**Nameplate year of origin:** 1930.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division’s sales volume:** 20.78%.

**Primary competition:** Chevrolet Stylemaster, Plymouth Deluxe and Studebaker Champion.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Tan broadcloth or mohair upholstery, tan interior moldings with brown plastic trim, tan metallic instrument panel, left front door armrest, rear seat vinyl armrests, front rubber

### Measurements

Wheelbase	114.0"
Length	198.2"
Width	73.3"
Height	69.4"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	43.0"
Headroom — rear	36.0"



floor mat, horn button, dual horns, dual windshield wipers, concealed running boards, driver side sun visor, rubber window surround moldings, electric luggage compartment light, lower body stainless trim, rubber rear fender gravel shield, and 6.00 × 16 BSW tires.

### Measurements (cont.)

Cargo capacity (cu. ft.)	14.5
Fuel capacity (gals.)	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe 2-Door Coupe, 3-p.	77A	\$1,154	+3.96%	3033	10,872	+1.89%
DeLuxe 2-Door (Tudor) Sedan, 6-p.	70A	\$1,212	+5.76%	3183	44,523	-40.60%
DeLuxe 4-Door (Fordor) Sedan, 6-p.	73A	\$1,270	+2.92%	3213	44,563	+381.97%
TOTALS	<i>Avg. price</i>	\$1,212	+4.18%	<i>Production</i>	99,958	+5.36%

## Super DeLuxe

*"In Beauty ... In Comfort ... In Performance ... Ford's out front!"*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1941 through 1948.

Percentage of division's sales volume: 79.22%.

Primary competition: Chevrolet Fleetmaster, Nash 600 and Plymouth Special Deluxe.

Notable changes: Minor trim and detail changes.

Major standard equipment: Dawn-gray broadcloth or mohair upholstery, pearl gray plastic trim, blue-gray instrument panel with pearl gray plastic trim, left front door armrest, rear seat vinyl armrests, assist straps, clock, front rubber floor mat, horn ring, dual horns, dual windshield wipers, concealed running boards, dual sun visors, chrome window surround moldings, electric luggage compartment light, lower body stainless trim, rubber rear fender gravel shield, and 6.00 × 16 BSW tires. Station wagon adds: Metal spare tire cover and lock. Convertible adds: Hydraulic power top. Sportsman adds: Wood exterior door and rear quarter panel trim, and hydraulic power window lifts.

### Measurements

Wheelbase	114.0"
Length	198.2"
Width	73.3"
Height	69.4"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	43.0"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	14.5*
Fuel capacity (gals.)	17.0

\*NA for station wagon.

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special DeLuxe 2-Door Coupe, 3-p.	77B	\$1,251	+3.99%	3033	10,872*	-11.24%
Special DeLuxe 2-Door (Tudor) Sedan, 6-p.	70B	\$1,309	+7.83%	3183	132,126	-19.12%
Special DeLuxe 2-Door Sedan Coupe, 6-p.	72B	\$1,330	+5.47%	3133	80,830	+14.12%
Special DeLuxe 2-Door Convertible, 6-p.	76	\$1,740	+13.65%	3266	22,159	+35.45%
Special DeLuxe 2-Door Sportsman Convertible, 6-p.	71	\$2,282	+11.81%	3366	2,274	+214.52%
Special DeLuxe 4-Door (Fordor) Sedan, 6-p.	73B	\$1,372	+7.44%	3233	116,744	+26.82%
Special DeLuxe 4-Door Station Wagon, 8-p.	79B	\$1,893	+20.96%	3487	16,104	-5.05%
TOTALS	<i>Avg. price</i>	\$1,597	+10.75%	<i>Production</i>	381,109	+2.30%

\*Production of 3-passenger coupe is estimated based on serial numbers.

# FRAZER

*“Presenting the Sensational New 1947 Frazer.”*

The first new automotive brands since 1939 were introduced in late 1946 for the 1947 model year. In a somewhat unusual arrangement, famed Liberty ship builder Henry J. Kaiser, of Kaiser Industries, and Joseph W. Frazer, formerly CEO of Graham-Paige Motors Corporation, teamed up to introduce two all-new car lines, the Kaiser and the Frazer. While the new Kaiser would be sold and marketed under the Kaiser-Frazer Corporation name, the Frazer would be sold and marketed under the Graham-Paige Motors Corporation name until February 1, 1947, when the automotive assets of Graham-Paige were sold to Kaiser-Frazer.

Exterior styling of the new Frazer was very modern with seamless fender lines, no running boards, and lower hood and raised fender lines. Designed by Howard “Dutch” Darrin, this was the first true slab-sided modern body design on the market, with smooth, flowing lines from headlight to taillight, and not even a bodyside feature line to be seen. Trim was used sparingly, with vent windows and windshield dividers covered in stainless, chrome door handles on the doors, and a thin rocker panel molding. Otherwise, the only chrome was on the nameplates and medallions for the hood and trunk, the grille, and the front and rear bumpers. This gave an understated look that was elegant, yet practical.

From the front end the Frazer grille consisted of a very simple six bar horizontal grille, with the top bar being slightly larger and extending outside the open grille area a few inches. The full wraparound front bumper had a unique three bar look and was bumped out slightly in the center to follow the hood and grille line, which jutted out slightly in the middle of the car. Standard bumper guards were placed below the line of the hood opening, and rectangular parking lamps were set directly below the headlamps. The front of the hood carried the Frazer crest and the name Frazer spelled in block letters. The back end featured small low-mounted rectangular taillamps, a recessed area to accommodate the license plate within the trunk lid, and appropriate name identification on the trunk lid. Oddly, for all of its modern styling and features, Frazer chose to use external trunk lid hinges. This characteristic would be used for the entire five-year life of the Frazer automobile.

Frazer’s engine was a 226.2 CID, L-head 6-cylinder engine that put out 100 horsepower and was shared with

Kaiser. Original plans called for the Kaiser to use a 187 CID, L-head 6-cylinder engine that produced 85 horsepower, when it was to be a front-wheel-drive car. This would have given the more upscale Frazer a benefit over the lower-priced Kaiser. With the last minute decision to give Kaiser the same rear-wheel-drive setup as the Frazer, the two cars had to share engines.

Other powertrain and chassis features included a three-speed manual, column shift transmission as standard, with overdrive available as an extra cost option. Front knee-action springs and rear semi-elliptic springs were used, giving a soft luxury ride, although not necessarily with great handling. Other basic features were shared with Kaiser such as double-acting hydraulic brakes and box-section chassis.

Inside, the new Frazer boasted one of the roomiest interiors on the market in any price range. As with the Kaiser, advertisements frequently touted that the rear seat would “hold four people easily, three in supreme luxury.” The instrument panel design followed the exterior in its simplicity, with a horizontal theme. A horizontal strip on the upper face carried the speedometer and gauges on the driver’s side, radio controls in the center, and the Frazer name on the passenger side above the glove box. Below this were assorted ventilation and driver controls on the left side, chrome radio speaker grille in the center, and the glovebox on the right side. Interior appointments were luxurious for the time with two-tone effects created through the use of fabrics and trim, with automatic dome lights, dash mounted starter button, and dual sun visors as standard equipment.

The model lineup consisted of two 4-Door sedans. The initial model was the base Frazer F-47 series. Later in the model run, on March 23, 1947, the top-line Manhattan series was added. Manhattan features included broadcloth upholstery choices in at least six different colors, rear seat center armrest, full-floor carpeting, deluxe steering wheel, chrome instrument panel trim, stainless steel exterior window and drip moldings, wide rocker panel moldings, full chrome wheel covers, and four front bumper guards.

No doubt the Graham-Paige connection added clout to the new car and reinforced the notion that the car would be dependable and of high quality. However, with the Frazer being an unknown name in the marketplace, and being placed in the rather limited mid-to-upper price field,

it is somewhat surprising that it sold well. But the immediate postwar era was a seller's market, and anything new would sell, proven by the fact that Frazer production for the

1947 model year nearly matched the lower-priced Kaiser's first year production.



Frazer 4-Door Sedan

**Model year production:** 68,775.  
**Domestic market share:** 2.03% (15th place).  
**Base price range:** \$2,294 to \$2,711.  
**Frazer average base price:** \$2,503.  
**Introduction date:** October 1946. Manhattan introduced March 23, 1947.

**Assembly plants:** Willow Run, MI.  
**Serial number identification:** Seven to eleven-digit code on plate located on left front door hinge pillar. First digit is F for Frazer. Next three digits denote series number: 47 is Frazer and 47C is Manhattan. Remaining digits are sequential serial numbers as follow in chart below.

Series	Series code	Beginning	Ending
Frazer	F47	1001	37121
Manhattan	F47C	1000001	1032655

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Frazer	Manhattan
226.2 CID, 1-bbl., L-head, 6-cyl.	6.86:1*	100	3-speed manual Overdrive	S \$80	S \$80
226.2 CID, 2-bbl., L-head, 6-cyl.	7.3:1	112	3-speed manual Overdrive	- -	\$ \$

\*Early models only. Later models had 7.3:1 compression ratio.

### Major Options

	Frazer	Manhattan
Heater and defroster	\$48	\$48
Radio and antenna	\$	\$
Clock	\$	\$
Dual sunvisors	S	S
Dual windshield wipers	S	S
Fog lamps	\$	\$
Stainless steel wheel trim rings	\$	-
Full wheel covers	\$	S
White sidewall discs	\$	\$

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Onyx Black	101, 102
Airway Blue	111
Turf Green	121, 122
Crystal Green	131
Lambswool Cream	141
Buckeye Maroon	151
Gunmetal Metallic	162
Teal Blue	171
Doeskin	181
Speedwing Gray	191, 192
Wedgewood Blue	201
Academy Blue	211
Linden Green	221
Clay Pipe Gray	231, 234
Saddle Bronze Metallic	241
Coral Sand	251
Horizon Blue	261
Hickory Brown Metallic	271
Hickory Brown Metallic over Doeskin	501
Turf Green over Linden Green	511

## Paint Colors (cont.)

	Code
Buckeye Maroon over Doeskin	521
Airway Blue over Speedwing Gray	532
Gunmetal Metallic over Clay Pipe Gray	542
Academy Blue over Wedgewood Blue	551
Green Spray Metallic over Green Spray	561

## Frazer

*“Designed, tested and perfected to give you an entirely new conception of modern motoring pleasure!”*

**Nameplate year of origin:** 1947.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 52.52%.

**Primary competition:** Buick Roadmaster, Cadillac Series 61, Kaiser Custom, and Packard Deluxe Clipper.

**Notable changes:** New manufacturer.

**Major standard equipment:** Cloth and leather interior trim, robe, automatic dome lights, rubber floor covering with carpeted inserts, custom dashboard and window control knobs/handles, door armrests, dual sun visors, dual windshield wipers, stainless steel exterior window divider trim, rocker panel molding, hood emblem, front bumper guards, small hubcaps with wheel trim rings, and 6.50 × 15 BSW tires.

### Measurements

Wheelbase	123.5"
Length	203.0"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	16.5
Fuel capacity (gals.)	21.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Frazer 4-Door Sedan, 6-p.	F47	\$2,294	NEW	3340	36,120	NEW
TOTALS	<i>Avg. Price</i>	\$2,294	NEW	<i>Production</i>	36,120	NEW

## Manhattan

*“Power ... Quality ... Luxury ... Style!”*

**Nameplate year of origin:** 1947.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 47.48%.

**Primary competition:** Cadillac Series 62, Chrysler Town & Country, Lincoln, and Packard Super Clipper.

**Notable changes:** New manufacturer.

**Major standard equipment:** Broadcloth interior trim, robe cord, rear seat center armrest, full floor carpeting, automatic dome lights, deluxe steering wheel, custom chrome instrument panel trim, door armrests, dual sun visors, dual windshield wipers, stainless steel exterior window trim, wide rocker panel molding, hood emblem, four front bumper guards, full wheel covers, and 6.50 × 15 BSW tires.

### Measurements

Wheelbase	123.5"
Length	203.0"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	16.5
Fuel capacity (gals.)	21.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Manhattan 4-Door Sedan, 6-p.	F47C	\$2,711	NEW	3375	32,655	NEW
TOTALS	<i>Avg. Price</i>	\$2,711	NEW	<i>Production</i>	32,655	NEW

# HUDSON

*"The Fine Car of Low Price!"*

Only minor changes were made to Hudson automobiles for the new model year. Typical changes were new exterior ornaments and script, a slightly larger grille emblem on the upper bar, and slight interior differences. Inside, slight trim differences were seen with a few new upholstery patterns, but otherwise they remained the same. Also, powertrains would remain unchanged.

Prices again increased this year only slightly above the industry average, after the previous year's price hikes that more than doubled the industry average increase. It should

be noted that all manufacturers had to raise prices, as material and labor costs were rising quickly during the immediate postwar period. The price increases would continue even more drastically with the all-new 1948 models, and the higher prices would gradually put Hudson into competition with medium- and upper-medium priced cars, and eventually into the lower end of the upper price range. Full coverage of the medium-price market was historically something in which Hudson excelled.



Commodore Eight 2-Door Convertible  
with 1909 Hudson



Commodore Eight 4-Door Sedan

**Model year production:** 93,910, up 1.33% from 1946.

**Domestic market share:** 2.77% (11th place).

**Base price range:** \$1,628 to \$2,196.

**Hudson average base price:** \$1,853, up 10.46%.

**Introduction date:** December 1946.

**Assembly plants:** Detroit, MI.

**Serial number identification:** Six to eight digit codes on plate located on right front door hinge pillar. First two digits are model year designation (17 = 1947). Third digit is

equal to the second digit from series code as in chart below. Remaining digits are sequential serial numbers beginning with 101 and ending as follows in chart below. Serial numbers may have been skipped. *Examples:* 171101 is a 1947 Hudson Super Six, serial number 101; 17495088 is a 1947 Hudson Commodore Eight, serial number 95100. Being the highest serial number, 17195100 would have been the last 1947 Hudson built.

## Highest Serial Numbers by Series

Series	Series code	Ending
Super Six	71	95100
Commodore Six	72	95099
Super Eight	73	94992
Commodore Eight	74	95088

## Powertrains

Engine	Compression		Transmission	Super Six &†	Super Eight &†
	Ratio	Gross HP		Commodore Six†	Commodore Custom <sup>ff</sup>
212 CID Super-Six, 2-bbl., L-head, 6-cyl.	6.5:1	102	3-speed manual	S	-
			Vacumotive Drive	\$28	-
			Overdrive	\$60	-
			Drivemaster*	\$78	-
254 CID Super-Eight, 2-bbl., L-head, 8-cyl.	6.5:1	128	3-speed manual	-	S
			Vacumotive Drive	-	\$28
			Overdrive	-	\$60
			Drivemaster*	-	\$78

\*Includes Vacumotive Drive. †Models 171 and 172. <sup>ff</sup>Models 173 and 174.

## Major Options

	Super	Commodore
"Weather Master" heater	\$50	\$50
Radio and antenna	\$77	\$77
Electric clock	\$14	S
Right front door armrest	\$4	S
Horn ring with standard steering wheel	\$6	-
Custom steering wheel with horn ring	\$19	S
Dual windshield wipers	S	S
Directional signal	\$26	S
Large hubcaps	\$9	S
White sidewall discs	\$	\$

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Bar Harbor Blue Metallic	B
Belvidere Blue Metallic	B
Gunmetal Metallic	G
Harvest Tan Metallic	H
Jamestown Blue Metallic	J
Jefferson Blue Metallic	J
Black	K
Majestic Maroon Metallic	M
Peasant Green Metallic	P
Palace Green Metallic	P
Quaker Gray Metallic	Q
Saxon Green Metallic	S
Sherwood Green Metallic	S
Copper Red Metallic	CC
Royal Red Metallic*	CC
Nepal Ivory†	RR
Belvidere Blue Metallic over Jefferson Blue Metallic	JB

Two-tone combinations available at \$18 extra.  
\*Available at \$23 extra. †Available at \$60 extra.

# Super

"Best way to go places!"

Nameplate year of origin: 1940.

Current bodystyle lifespan: 1941 through 1947.

Percentage of division's sales volume: 59.44%.

Primary competition: Buick Special, Chrysler Windsor, Nash Ambassador, and Oldsmobile Series 76/78.

## Measurements

Wheelbase	121.0"
Length	207.0"
Width	72.8"
Height	68.0"



**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Diagonal weave cloth interior trim, gray rubber floor front floor covering and rear floor pile carpet, left-front door armrest, wind-up clock, driver side sun visor, wood-grain instrument panel, manual latch front door vent windows, dual windshield wipers, stainless steel front and rear window surrounds, stainless steel hood and beltline molding, chrome running board (rocker panel) molding, full-length lower bodyside stainless moldings, hood ornament, small hubcaps, and 6.00 × 16 BSW tires.

Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	16.5

## Models Available

	Model No.	Base FADP*	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super Six 2-Door Coupe, 3-p.	171	\$1,628	+9.93%	2975	54,355 <sup>†</sup>	-17.34% <sup>†</sup>
Super Six 2-Door Club Coupe, 6-p.	171/173	\$1,744*	+12.77%	3040	†	NA <sup>†</sup>
Super Six 2-Door Brougham Coupe, 6-p.	171	\$1,704	+12.30%	3055	†	NA <sup>†</sup>
Super Six 2-Door Brougham Convertible, 6-p.	171	\$2,021	+7.56%	3220	1,462	+40.98% <sup>†</sup>
Super Six 4-Door Sedan, 6-p.	171/173	\$1,749*	+12.48%	3110	†	NA <sup>†</sup>
TOTALS		Avg. Price \$1,769	+10.87%	Production	55,817	-16.43%

\*Add \$111 for Super Eight Club Coupe, model 173, with 8-cylinder engine, and add \$113 for Super Eight Sedan, model 173, with 8-cylinder engine. <sup>†</sup>Production records not kept by body style, except for convertible models.

## Commodore

*"Lap of luxury!"*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1941 through 1947.

**Percentage of division's sales volume:** 40.56%.

**Primary competition:** Buick Super, DeSoto Custom, and Kaiser.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth interior trim, rubber floor front floor covering with carpet inserts and rear floor pile carpet, front door armrest, electric clock, dual sun visors, wood-grain instrument panel with gold trim, crank-type front door vent windows, dual windshield wipers, stainless steel front and rear window surrounds, stainless steel hood and beltline molding, chrome running board (rocker panel) molding, full-length lower bodyside stainless moldings, hood ornament, bumper guards, large hubcaps, and 6.50 × 15 BSW tires.

### Measurements

Wheelbase	121.0"
Length	207.0"
Width	72.8"
Height	68.0"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	16.5

## Models Available

	Model No.	Base FADP*	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commodore Six 2-Door Club Coupe, 6-p.	172/174	\$1,887*	+11.46%	3090	37,732 <sup>†</sup>	+46.54% <sup>†</sup>
Commodore Eight 2-Door Brougham Convertible, 6-p.	174	\$2,196	+7.12%	3435	361	+157.86%
Commodore Six 4-Door Sedan, 6-p.	172/174	\$1,896*	+11.60%	3175	NA <sup>†</sup>	NA <sup>†</sup>
TOTALS		Avg. Price \$1,993	+9.87%	Production	38,093	+47.14%

\*Add \$68 for Commodore Eight Coupe, model 174, with 8-cylinder engine, and add \$76 for Commodore Eight Sedan, model 174, with 8-cylinder engine. <sup>†</sup>Production records not kept by body style, except for convertible models.

# KAISER

*“Presenting the Amazing New 1947 Kaiser.”*

The first new automotive brands since 1939 were introduced in late 1946 for the 1947 model year. In a somewhat unusual arrangement, famed Liberty ship builder Henry J. Kaiser, of Kaiser Industries, and Joseph W. Frazer, formerly CEO of Graham-Paige Motors Corporation, teamed up to introduce two all-new car lines, the Kaiser and the Frazer. While the new Kaiser would be sold and marketed under the Kaiser-Frazer Corporation name, the Frazer would be sold and marketed under the Graham-Paige Motors Corporation name until February 1, 1947, when the automotive assets of Graham-Paige were sold to Kaiser-Frazer. Refer to the 1947 Frazer section for more details on this model.

Initially designed as a front-wheel-drive car, known as the K-85, the Kaiser would have been the most innovative car on the market, had the concept survived. Ultimately engineering problems and high costs forced Kaiser to go with the Frazer's rear-wheel-drive design, and essentially become a lower-priced Frazer. Introductory literature from the factory gives the full list of specifications for the front-wheel-drive Kaiser model, of which six were built, and these are included in the tables below where pertinent differences between the prototypes and production models exist.

Outward appearance of the new Kaiser was definitely modern. Designed by Howard “Dutch” Darrin, this was the first true slab-side modern body design on the market, with smooth, flowing lines from headlight to taillight, and not a bodyside fender line or running board in sight. Trim was used sparingly, with vent windows and windshield dividers covered in stainless, and chrome door handles on the doors. Otherwise, the only chrome was on the nameplates and medallions for the hood and trunk, and the front and rear bumpers. This gave an understated look that was elegant, yet practical.

At the front was a somewhat small but busy grille. Filling the area below the front hood edge, and between the headlamps, fifteen vertical bars were set immediately below the domed area of the hood, with three horizontal bars placed atop the vertical bars. On each side of the vertical bars were three horizontal bars. Above and below all of this were a slightly larger upper and lower grille bar, with the upper bar arching over the taller mid-section that was created by the horizontal bars being atop the vertical bars. It was a pleasing grille to look at, and different from any-

thing else on the road.

Other features on the front of the car included painted headlamp bezels and small rectangular parking lamps mounted below the headlamps. The front of the hood carried the Kaiser logo, basically a shield with a large “K” on top, and a side-view of a buffalo below it. Below the logo was the name Kaiser spelled in block letters. At the rear, small rectangular taillamps were used, and there was an inset area on the trunk lid to accommodate the license plate, plus appropriate name identification on the trunk lid. The use of externally mounted trunk lid hinges was just one of the unique Kaiser features to be seen over the years.

Under the hood, Kaiser production models used a 226.2 CID, L-head 6-cylinder engine, shared with Frazer, that put out 100 horsepower. The prototype front-wheel-drive cars used a 187 CID, L-head 6-cylinder engine that produced 85 horsepower, hence the original K-85 designation. Production models would be known as the K-100. A three-speed, column shift manual transmission was standard, with overdrive as an extra cost option. In the original prototype front-wheel-drive cars, the rear suspension was to be a “Torsionetic Springing,” or torsion bar, design to provide a smooth ride. Actual production models, however, utilized more conventional leaf spring systems.

Inside the new Kaiser was one of the roomiest interiors on the market in any price range. Advertisements frequently boasted that the rear seat would “hold four people easily, three in supreme luxury.” The instrument panel design followed the exterior in being simple, yet tasteful. A horizontal strip on the upper face carried the speedometer and gauges on the driver's side, radio controls in the center, and the Kaiser name on the passenger side. Below this were assorted ventilation and driver controls on the left side, chrome radio speaker grille in the center, and a glove-box on the right side. Interior appointments matched or exceeded those of other cars in its field, with automatic dome lights, dash mounted starter button, dual sun visors and colorful upholstery materials (in the Custom model) all as standard equipment.

As for the models available, all were 4-Door sedans, and initially there was only one series, the Special or K-100 series. The Special name was dropped early in the production run, and this name designation was taken off the cars. Late in the model run, September 25, 1947, to be exact, the

Custom was added. The Custom filled the gap between the base Kaiser and the luxury-imagined Frazer base model. Custom features included a leather trimmed dashboard, cloth and leather upholstery choices in at least six different colors, robe cord and special seatback designs, custom dashboard and window control knobs/handles, additional interior chrome trim, front fender "Custom" script, stainless steel exterior window trim, rocker panel moldings, wheel trim rings and four front bumper guards.

Given that the Kaiser was an unknown in the marketplace, it is somewhat surprising that it sold well. One of the main problems was that Kaiser wanted to compete in the low-price field, but ended up competing in the mid-to upper-mid-price market. However, remembering that the immediate postwar era was a seller's market and that both the Kaiser name and the Graham-Paige connection added clout to the new car makes the Kaiser automobile's initial success more understandable.



Special 4-Door Sedan

**Model year production:** 70,474.

**Domestic market share:** 2.08% (14th place).

**Base price range:** \$1,868 to \$2,301.

**Kaiser average base price:** \$2,085.

**Introduction date:** October 1946. Custom introduced September 25, 1947.

**Assembly plants:** Willow Run, MI.

**Serial number identification:** Eight to ten-digit code on plate located on left front door hinge pillar. First digit is K for Kaiser. Next three digits denote series number: 100 is Kaiser and 101 is Kaiser Custom. Remaining digits are sequential serial numbers as follows in chart below.

### Serial Numbers by Series

Series	Series code	Beginning	Ending
Kaiser	K100	1001	66062
Kaiser Custom	K101	2000001	2005412

### Powertrains

Engine	Compression		Transmission	Kaiser	Custom
	Ratio	Gross HP			
187 CID, 1-bbl., L-head, 6-cyl.*	7.3:1	85	3-speed manual Overdrive	S \$81	- -
226.2 CID, 1-bbl., L-head, 6-cyl.	6.86:1 <sup>†</sup>	100	3-speed manual Overdrive	S \$81	S \$81
226.2 CID, 2-bbl., L-head, 6-cyl.	7.3:1	112	3-speed manual Overdrive	- -	\$ \$

\*Prototype K-85 models only. <sup>†</sup>Early models only. Later models had 7.3:1 compression ratio.

### Major Options

	Kaiser	Custom		Kaiser	Custom
Heater and defroster	\$48	\$48	Full wheel covers	\$	\$
Radio and antenna	\$	\$	White sidewall discs	\$	\$
Clock	\$	\$			
Dual sunvisors	S	S			
Dual windshield wipers	S	S			
Fog lamps	\$	\$			
Stainless steel wheel trim rings	\$	S			

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Onyx Black	101, 102	Clay Pipe Gray	231, 234
Airway Blue	111	Saddle Bronze Metallic	241
Turf Green	121, 122	Coral Sand	251
Crystal Green	131	Horizon Blue	261
Lambswool Cream	141	Hickory Brown Metallic	271
Buckeye Maroon	151	Hickory Brown Metallic over Doeskin	501
Gunmetal Metallic	162	Turf Green over Linden Green	511
Teal Blue	171	Buckeye Maroon over Doeskin	521
Doeskin	181	Airway Blue over Speedwing Gray	532
Speedwing Gray	191, 192	Gunmetal Metallic over Clay Pipe Gray	542
Wedgewood Blue	201	Academy Blue over Wedgewood Blue	551
Academy Blue	211	Green Spray Metallic over Green Spray	561
Linden Green	221		

## Kaiser

*“Low price ... Bigness ... Beauty!”*

**Nameplate year of origin:** 1947 (early models referred to as Kaiser Special).

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 92.32%.

**Primary competition:** Buick Special, Chrysler Windsor, Hudson Commodore, Nash Ambassador, and Studebaker Commander Regal DeLuxe.

**Notable changes:** New manufacturer.

**Major standard equipment:** Cloth interior trim, automatic dome lights, rubber floor covering, door armrests, dual sun visors and dual windshield wipers, black rubber window surrounds, hood emblem, small hubcaps, and 6.50 × 15 BSW tires. K-85 prototypes featured: Front wheel drive and 5.50 × 15 BSW tires.

### Measurements

	<i>K-85*</i>	<i>K-100†</i>
Wheelbase	117.0"	123.5"
Length	197.0"	203.0"
Width	72.9"	72.9"
Height	63.5"	64.5"
Legroom — front	NA	40.0"
Legroom — rear	NA	40.0"
Headroom — front	NA	37.3"
Headroom — rear	NA	36.4"
Cargo capacity (cu. ft.)	NA	16.5
Fuel capacity (gals.)	NA	21.0

\*Prototype FWD model. †Production RWD model.

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Kaiser 4-Door Sedan, 6-p.	K1005	\$1,868	NEW	3295	65,062	NEW
TOTALS	<i>Avg. Price</i>	\$1,868	NEW	<i>Production</i>	65,062	NEW

## Custom

*"Unrivaled roominess, roadability and ride!"*

Nameplate year of origin: 1947.

Current bodystyle lifespan: 1947 through 1950.

Percentage of division's sales volume: 7.68%.

Primary competition: Buick Roadmaster, Cadillac Series 62, Chrysler Town & Country, Frazer, and Packard Super Clipper.

Notable changes: New manufacturer.

Major standard equipment: Cloth and leather interior trim, robe cord and special seatback designs, leather trimmed dashboard, additional interior chrome trim, automatic dome lights, rubber floor covering with carpeted inserts, custom dashboard and window control knobs/handles, door armrests, dual sun visors, dual windshield wipers, front fender "Custom" script, stainless steel exterior window trim, rocker panel moldings, hood emblem, four front bumper guards, small hubcaps with wheel trim rings, and 6.50 × 15 BSW tires.

### Measurements

Wheelbase	123.5"
Length	203.0"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	16.5
Fuel capacity (gals.)	21.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom 4-Door Sedan, 6-p.	K1015	\$2,301	NEW	3295	5,412	NEW
TOTALS	<i>Avg. Price</i>	\$2,301	NEW	<i>Production</i>	5,412	NEW

# LINCOLN

*"Nothing could be finer!"*

Lincoln's 1947 cars continued essentially unchanged from the 1946 models. The most noticeable change from the outside was the replacement of the pushbutton door openers on the base Lincoln with a more traditional handle type opener. All models received new hubcaps with the Lincoln

name on them for this year also. As with many other companies, price increases and running equipment changes through the year were common, and on the Lincoln this included a restyled hood ornament and mechanical upgrades to the starter and generator.



Continental 2-Door Club Coupe



V12 2-Door Convertible

**Model year production:** 23,029, up 34.58% from 1946.

**Domestic market share:** 0.68% (18th place).

**Base price range:** \$2,533 to \$4,746.

**Lincoln average base price:** \$3,294, up 7.98%.

**Introduction date:** January 1947.

**Assembly plants:** Detroit, MI.

**Serial number identification:** Serial number and engine

number are the same and consist of a seven digit code lo-

located on right side of cowl, and read as follows: First digit, H, indicates series. The remaining digits are sequential from 152840 to 174289.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
305 CID, 2-bbl., L-head, V12	7.2:1	130	3-speed manual Overdrive	S \$101

## Major Options

	<i>Lincoln</i>	<i>Continental</i>
Heater and defroster	\$	\$
Radio	\$	\$
Power windows — hydraulic	S	S
Hubcaps	S	S
Wheel trim rings	S	S
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors\*

Black  
Regal Blue  
Grotto Blue  
Dune Beige  
Canyon Tan  
Sea Gull Gray  
Steel Gray Metallic  
Valley Green Metallic  
Opal Blue Green  
Moss Green  
Lincoln Maroon

\*Paint codes not presently available.

# Lincoln

*“First with those who value distinction.”*

**Nameplate year of origin:** 1921.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 93.19%.

**Primary competition:** Cadillac Series 62, Packard Super Clipper.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth upholstery, rear seat center armrest, front rubber floor mat, rear carpeting, electric clock, dual horns, concealed running boards, chrome window surround moldings, electric luggage compartment light, full-length bodyside trim, lower body stainless trim, rubber rear fender gravel shield, and 7.00 × 15 BSW tires. Custom interior models add: Power windows. Convertible adds: Power windows, and power top.

## Measurements

Wheelbase	125.0"
Length	218.0"
Width	77.8"
Height	68.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.5

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Lincoln 2-Door Club Coupe, 6-p.	77	\$2,533	+9.28%	3915	*	*
Lincoln 2-Door Club Coupe, 6-p. (Custom Interior)	77	\$2,701	+9.49%	3915	*	*
Lincoln 2-Door Convertible (Cabriolet), 6-p.	76	\$3,143	+9.02%	4245	*	*



	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Lincoln 4-Door Sedan, 6-p.	73	\$2,533	+9.29%	4015	*	*
Lincoln 4-Door Sedan, 6-p. (Custom Interior)	73	\$2,722	+9.49%	4015	*	*
TOTALS	<i>Avg. price</i>	\$2,731	+9.30%	<i>Production</i>	21,460	+28.93%

\*Production by body style not available.

## Continental

*"Your perfect introduction ... anywhere."*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1941 through 1948.

Percentage of division's sales volume: 6.81%.

Primary competition: Cadillac Series 60 Special, Packard Custom Super Clipper (no direct competition; these competed in price range only).

Notable changes: Minor trim and detail changes.

Major standard equipment: Cloth upholstery, rear seat center armrest, front rubber floor mat, rear carpeting, electric clock, power windows, dual horns, chrome window surround moldings, electric luggage compartment light, full-length bodyside trim, lower body stainless trim, rubber rear fender gravel shield, and 7.00 × 15 BSW tires. Convertible adds: Power top.

### Measurements

Wheelbase	125.0"
Length	218.0"
Width	77.8"
Height	68.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.5

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Continental 2-Door Coupe, 6-p.	57	\$4,662	+6.15%	4125	831	+213.58%
Continental 2-Door Convertible (Cabriolet), 6-p.	56	\$4,746	+6.08%	4135	738	+267.16%
TOTALS	<i>Avg. price</i>	\$4,704	+6.11%	<i>Production</i>	1,569	+236.70%

# MERCURY

*"More of everything you want with Mercury in '47!"*

There were few changes to the 1947 Mercury, the most noticeable on the outside being that the grille bar surround was now chromed instead of body color. Other exterior changes included new hubcaps, new rear deck trim and a few new color choices. The inside featured new materials with more chrome trim, a new colored steering wheel (gray or tan to match the interior trim), and new, easier to read instrument dial faces. The lone powertrain choice continued unchanged from 1946.

The wood-bodied Sportsman convertible did not return after a less than stellar sales performance last season.

This left the Mercury line with only five models. Then shortly after the start of the model year, the base 2-Door Sedan was dropped. For the model year, production actually slipped slightly at a time when the overall U.S. automotive market was booming, with 1947 model year production rising more than 50 percent over 1946. However, given that Mercury was just entering its sixth model year, at a time when several established makes were nearing their 50th anniversary, the Mercury could still be considered a success.



2-Door Convertible



4-Door Town Sedan

**Model year production:** 86,378, down 0.25% from 1946.

**Domestic market share:** 2.55% (12th place).

**Base price range:** \$1,592 to \$2,207.

**Mercury average base price:** \$1,821, up 4.81%.

**Introduction date:** January 1947.

**Assembly plants:** Dearborn, MI.

**Serial number identification:** Serial number and engine number are the same and consist of an eleven digit code located on left front frame and read as follows: The first digit indicates model year (7 = 1947). Second through fourth digits are 99A indicating eight-cylinder engine. The remaining digits are sequential as follows: 1412708 to 2002282.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
239.4 CID, 2-bbl., L-head, V8	6.75:1	100	3-speed manual	S

## Major Options

	<i>All models</i>
Heater	\$
Heater and defroster	\$
Radio — foot controlled selector	\$
Radio antenna	\$
Fog lamps	\$
Hubcaps	S
Wheel trim rings	\$
Whitewall tires	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Rotunda Gray	M14220
Barcelona Blue	M14221
Monsoon Maroon	M14222
Parrot Green Metallic	M14226
Taffy Tan	M14242
Glade Green	M14233
Feather Gray	M14224
Blue Gray Metallic	M14225
Tucson Tan	M14227
Maize Yellow	M14229
Pheasant Red	M14330
Midland Maroon Metallic	M14202
Shoal Green Gray Metallic	M14228
Strato Blue	M14301
Black	M1724

# Mercury

*“More Beauty! More Smartness! More Luxury!”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** Buick Special, DeSoto Custom, Hudson Super 6, Nash Ambassador, and Oldsmobile 70 Series.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Broadcloth upholstery, front door armrests,

## Measurements

Wheelbase	118.0"
Length	201.8"
Width	73.3"
Height	69.1"
Legroom — front	NA
Legroom — rear	NA

rear seat vinyl armrests, assist straps, electric clock, rubber floor mats, horn ring, dual horns, dual windshield wipers, concealed running boards, dual sun visors, chrome window surround moldings, electric luggage compartment light, lower body stainless trim, rubber rear fender gravel shield, and 6.50 × 15 BSW tires. Convertible adds: Leather interior and hydraulic power top. Station wagon adds: Wood exterior door and quarter panel construction, metal spare tire cover and lock.

### Measurements (cont.)

Headroom — front	43.0"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	14.5*
Fuel capacity (gals.)	17.0

\*NA for station wagon.

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Mercury 2-Door Sedan, 6-p.	70	\$1,592	+6.06%	3268	34	-99.74%
Mercury 2-Door Sedan Coupe, 6-p.	72	\$1,645	+6.27%	3218	29,284	+21.19%
Mercury 2-Door Club Convertible, 6-p.	76	\$2,002	+13.49%	3368	10,221	+69.11%
Mercury 4-Door Town Sedan, 6-p.	73	\$1,660	+6.27%	3298	43,281	+7.45%
Mercury 4-Door Station Wagon, 8-p.	79	\$2,207	+23.43%	3571	3,558	+27.21%
TOTALS	<i>Avg. price</i>	\$1,821	+4.81%	<i>Production</i>	86,378	-0.25%

# NASH

*"Nash lifts the curtain on tomorrow!"*

As with many other makes, the 1947 Nash was very similar to its 1946 counterpart. Externally, the upper grille received extensions on each side making it wider than before. The standard hubcaps now used a raised center with the Nash name on them. And if the buyer preferred two-tone paint, there were now several combinations to choose from.

Under the hood, engine choices remained the same. The overdrive "Cruising Gear" was now listed as optional equipment on the Ambassador series, and not available for the 600 series. As this information again conflicts with other industry sources (see the 1946 Nash introduction), it is presented below as optional on both series.

There was something to be excited about, however, for 1947. For the first and, as it would turn out, the only time,

a Nash was selected as the official pace car for the Indianapolis 500 race. Since Nash did not have a convertible in the lineup, an Ambassador 4-Door Sedan was the official car. While it was unusual, even in 1947, to select a closed car with a 6-cylinder engine as a pace car, it was not totally unheard of.

Otherwise, things continued as usual for Nash. Model year production topped 100,000 units, giving Nash an 8th place ranking on a calendar year basis and a 10th place ranking on a model year basis. This could be considered a successful year for any of the independent manufacturers. Nash also completed the purchase of two additional assembly plants in El Segundo, California, and Toronto, Ontario, Canada, with an eye toward future production expansion.



Ambassador 4-Door Sedan,  
Indianapolis 500 pace car



Ambassador 4-Door Sedan,  
Indianapolis 500 pace car

**Model year production:** 101,000, up 7.45% from 1946.  
**Domestic market share:** 2.98% (10th place).  
**Base price range:** \$1,415 to \$2,227.  
**Nash average base price:** \$1,693, up 15.31%.  
**Introduction date:** November 1946.

**Assembly plants:** Kenosha, WI (K and R).  
**Serial number identification:** Seven-digit code on plate located on right side of cowl under hood. First digit indicates assembly plant code from above. Remaining digits are sequential serial numbers as follows in chart below.

### Serial Numbers by Series

Series	Series code	Beginning	Ending
600	K	136001	196824
Ambassador	R	429201	468484

### Powertrains

Engine	Compression		Transmission	600	Ambassador
	Ratio	Gross HP			
172.6 CID, 1-bbl., L-head, 6-cyl.	7.0:1	82	3-speed manual Overdrive (Cruising Gear)	S \$30	- -
234.8 CID, 1-bbl., L-head, 6-cyl.	7.0:1	112	3-speed manual Overdrive (Cruising Gear)	- -	S \$30

### Major Options

	600	Ambassador
Conditioned air system heater and defroster	\$	\$
Radio and antenna	\$	\$
"Convertible Bed" reclining front seats	\$	\$
Clock	S	S
Dual sunvisors	S	S
Dual windshield wipers	S	S
Turn signal	\$	\$
Full wheel covers	\$	\$
White sidewall discs	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Canterbury Gray Light	E
Black	F
Strato Blue	J
Moss Green	K
Avon Green	N
Marlin Blue	R
Sunset Maroon	S
Golden Light Tan	T
Canterbury Gray Dark	W
Stratford Gray Light	Y
Platinum Blue over Strato Blue	JA
Moss Green over Avon Green	NK
Winterleaf Brown over Golden Light Tan	TV
Canterbury Gray Light over Canterbury Gray Dark	WE
Stratford Gray Dark over Stratford Gray Light	YU

## 600

*"The pattern of cars to come."*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1941 through 1948.

Percentage of division's sales volume: 60.69%.

Primary competition: Chevrolet Fleetmaster, Ford Super DeLuxe, and Plymouth Special DeLuxe.

Notable changes: Minor trim and detail changes.

Major standard equipment: Broadcloth interior trim, assist straps and robe cord, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, dual sun visors and dual windshield wipers, stainless steel window surrounds, stainless steel hood, door and rear quarter molding, chrome running board (rocker panel) molding, hood ornament, small hubcaps, and 6.00 × 16 BSW tires.

### Measurements

Wheelbase	112.0"
Length	196.5"
Width	NA
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
600 2-Door Brougham Coupe, 6-p.	4743	\$1,415	+9.44%	2685	12,100	+42.35%
600 4-Door Sedan, 6-p.	4748	\$1,420	+9.40%	2780	27,700	-34.52%
600 4-Door Trunk-Back Sedan, 6-p.	4740	\$1,464	+9.09%	2740	21,500	+194.52%
TOTALS		<i>Avg. Price</i> \$1,433	+9.31%		<i>Production</i> 61,300	+5.51%

## Ambassador

*"The Nash Ambassador series."*

Nameplate year of origin: 1933.

Current bodystyle lifespan: 1941 through 1948.

Percentage of division's sales volume: 39.31%.

Primary competition: Buick Special, Chrysler Windsor, Hudson Super, and Studebaker Commander.

Notable changes: Minor trim and detail changes.

Major standard equipment: Broadcloth interior trim, assist straps and robe cord, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, dual sun visors and dual windshield wipers, stainless steel window surrounds, stainless steel hood, door and rear quarter molding, chrome running board (rocker panel) molding, hood ornament, small hubcaps, and 6.00 × 15 BSW tires. Suburban adds: Wood body side paneling.

### Measurements

Wheelbase	121.0"
Length	205.5"
Width	NA
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Ambassador 2-Door Brougham Coupe, 6-p.	4763	\$1,751	+20.51%	3260	8,673	+79.75%
Ambassador 4-Door Sedan, 6-p.	4768	\$1,767	+21.61%	3360	14,505	-46.13%
Ambassador 4-Door Trunk-Back Sedan, 6-p.	4760	\$1,809	+19.72%	3335	15,927	+311.02%
Ambassador 4-Door Suburban Sedan, 6-p.	4764	\$2,227	+15.45%	3470	595	+118.75%
TOTALS		<i>Avg. Price</i> \$1,587	+19.04%		<i>Production</i> 39,700	+10.59%

# OLDSMOBILE

*"It's smart to own an Olds!"*

Oldsmobile entered its 50th anniversary year with a carry-over line of cars. Very minor detail changes were made as production continued to increase as fast as the public was buying them. Helping to boost that increase, the eight-cylinder engine was once again available in the Special Series 60 line, otherwise known as the 68.

A few new two-tone color combinations were among the detail changes for 1947. No changes were made to the model line or series names, although it is interesting to note that Oldsmobile was not as successful in naming their series as Buick was; for example, the Oldsmobile Special Se-

ries 66 (with 6-cylinder engine) and 68 (with 8-cylinder engine) were better known as the 66 and 68, whereas Buick's Series 40 Special was better known as the Special. Therefore, this was the last year for the Oldsmobile Custom Cruiser Series 98 designation. With the restyled 1948's introduction it would become the Futuramic 98, and eventually just the 98. Similar changes would happen with the new smaller series cars in 1949. The Custom Cruiser designation would return in 1971, as the full-size Oldsmobile station wagon series.



98 Custom Cruiser 4-Door Sedan



Series 66 4-Door Station Wagon



Series 76 2-Door Club Sedan



98 Custom Cruiser 2-Door Convertible

**Model year production:** 194,255, up 65.14% from 1946.

**Domestic market share:** 5.73% (7th place).

**Base price range:** \$1,488 to \$2,456.

**Oldsmobile average base price:** \$1,806, up 8.08%.

**Introduction date:** January 2, 1947. Series 68 — January 13, 1947.

**Assembly plants:** Lansing, MI (none); Atlanta, GA (A); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); and Wilmington, DE (W).

**Serial number identification:** Located under the hood on front of cowl on left side. Up to eight digit code read as follows: 1st two digits indicate series (66, 68, 76, 78 and 98). Third digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning and ending number as follows in the chart below:

## Serial Numbers by Assembly Plant and Series

Series	Lansing		Atlanta		Los Angeles		Kansas City		Linden		Wilmington	
	Beg.	End	Beg.	End	Beg.	End	Beg.	End	Beg.	End	Beg.	End
66	132001	163261	1001	1045	15001	19520	1001	8124	19001	29555	1001	1938
68	13001	24077	1001	1020	4001	5401	1001	2538	4001	7037	1001	1400
76	134001	162749	1001	1035	13001	17239	4001	8509	20001	29949	1001	1662
78	50001	70212	1001	1025	7001	10011	3001	6132	8001	14896	1001	1460
98	43001	64483	1001	1001	7001	10515	2001	5269	1001	18787	1001	1001



## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Special Series*	Dynamic Series*	Custom Cruiser Series
238 CID Fire-Power, 1-bbl., L-head, 6-cyl.	6.5:1	100	3-speed manual Hydra-Matic Drive	S \$158	S \$158	- -
257 CID Fire-Power, 2-bbl., valve-in-head, 8-cyl.	6.5:1	110	3-speed manual Hydra-Matic Drive	\$48 \$206	\$48 \$206	S \$158

\*The 8-cylinder engine turned a Special 66 into a Special 68, and Dynamic 76 into a Dynamic 78. Prices varied by model, and the stated price is an average.

## Major Options

	66	76/78	76/78 DeLuxe	98
Heater and defroster	\$32	\$32	\$32	\$32
Standard 6-tube radio	\$73	\$73	\$73	\$73
DeLuxe 7-tube radio	\$83	\$83	\$83	\$83
Electric clock	\$17	\$17	S	S
Plastic steering wheel	\$17	\$17	S	S
E-Z-I inside rear view mirror	\$	\$	S	S
Rear window wiper	\$15	\$15	\$15	\$15
Auxiliary driving lights	\$16	\$16	\$16	\$16
Rear fender skirts	\$17	\$17	S	S
Chrome wheel trim rings	\$11	\$11	S	S
White sidewall discs	\$12	\$12	\$12	\$12

Options common to most models. (—= Not Available S = Standard equipment)  
Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code
Black	70
Cambray Green Metallic	71
Cambray Green Metallic over Saxon Gray Metallic	71B
Ambassador Red Metallic	72
Chariot Red	72-C
Pawnee Beige Metallic over Havana Beige	73A
Havana Beige	73-C
Caspian Blue Metallic	74
Nightshade Blue Metallic over Caspian Blue Metallic	74A
Nightshade Blue Metallic	75
Nightshade Blue Metallic over Saxon Gray Metallic	75B
Pawnee Beige Metallic	76
Chateau Gray Metallic over Saxon Gray Metallic	77A
Saxon Gray Metallic	77-C
Chateau Gray Metallic	78
Ivy Green Metallic	79
Ivy Green Metallic over Seafoam Green Metallic	79B
Seafoam Green Metallic	79-C

## Special Series 60

*"The Special is a true Oldsmobile in every way—  
with Style-leader styling and engineering perfection."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 37.80%.

**Primary competition:** Chrysler Royal, Hudson Super, Mercury, and Pontiac Streamliner.

**Notable changes:** Detail changes.

**Major standard equipment:** Bedford cord or broadcloth upholstery, rubber floor mats, wood grained instrument panel, dual sun visors, dual windshield wipers, automatic choke, front fender stainless trim, and 6.00 × 16 BSW tires. Convertible adds: Leather or cloth and leather interior and 6.50 × 15 BSW tires. Station wagon adds: Wood door and side body panels.

## Measurements

Wheelbase	119.0"
Length	204.0"
Width	75.5"
Height	65.2"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special 60 2-Door Club Coupe, 6-p.	3527	\$1,488	+5.76%	3325	14,297	+215.12%
Special 60 2-Door Club Sedan, 6-p.	3507	\$1,513	+5.58%	3330	28,488	+143.05%
Special 60 2-Door Convertible, 6-p.	3567	\$1,845	+9.76%	3605	6,528	+363.31%
Special 60 4-Door Sedan, 6-p.	3519	\$1,556	+5.78%	3355	22,660	+105.01%
Special 60 4-Door Station Wagon, 6-p.	3581	\$2,456	+17.57%	3785	1,460	+942.86%
TOTALS	<i>Avg. price</i>	\$1,772	+9.62%	<i>Production</i>	73,433	+154.45%

## Dynamic Cruiser Series 70

*"The Dynamic Cruiser combines size, comfort and roadability, with outstanding economy of operation."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 43.07%.

**Primary competition:** Buick Special, DeSoto Custom, Hudson Super, and Nash Ambassador Super.

**Notable changes:** Detail changes.

**Major standard equipment:** Bedford cord or broadcloth upholstery, front seat armrests, rubber floor mats, wood grained instrument panel, dual sun visors, dual windshield wipers, automatic choke, front fender stainless trim, rear fender gravel guard, and 6.50 × 16 BSW tires.

Deluxe series adds: Carpeted inserts in floor mats, deluxe instrument cluster, rear seat center armrest, electric clock, E-Z-I rear view mirror, rear fender skirts, wheel trim rings, and 7.00 × 15 BSW tires.

### Measurements

Wheelbase	125.0"
Length	214.0"
Width	76.0"
Height	65.2"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Dynamic 70 2-Door Club Sedan, 6-p.	3607	\$1,584	+5.81%	3470	38,152	-3.78%
Dynamic 70 4-Door Sedan, 6-p.	3609	\$1,659	+5.80%	3525	30,841	+20.81%
Dynamic 70 DeLuxe 2-Door Club Sedan, 6-p.	3607D	\$1,705	+5.90%	3515	6,697	+62.90%
Dynamic 70 DeLuxe 4-Door Sedan, 6-p.	3609D	\$1,773	+5.66%	3590	7,984	+56.00%
TOTALS	<i>Avg. price</i>	\$1,680	+5.79%	<i>Production</i>	83,674	+12.45%

## Custom Cruiser Series 90

*"The Custom Cruiser offers luxury with extra roomy bodies, and custom-quality appointments throughout."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1941 through 1947.

**Percentage of division's sales volume:** 19.12%.

**Primary competition:** Buick Super, Chrysler New Yorker, and Packard Clipper.

**Notable changes:** Detail changes.

**Major standard equipment:** Broadcloth or Bedford cord upholstery, wood grained instrument panel (body color on convertibles), front and

### Measurements

Wheelbase	127.0"
Length	216.0"
Width	77.5"
Height	65.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA

rear seat center armrests, carpeted inserts in floor mats, deluxe steering wheel, clock, E-Z-I rear view mirror, front and rear fender stainless trim, rear fender gravel guard, rear fender skirts, automatic choke, and 7.00 × 15 BSW tires. Convertible adds: Leather interior, and power top.

### Measurements (cont.)

Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom Cruiser 98 2-Door Club Sedan, 6-p.	3907	\$1,865	+5.85%	3715	8,475	+244.65%
Custom Cruiser 98 2-Dr. Convertible, 6-p.	3967	\$2,307	+13.09%	4075	3,940	+350.80%
Custom Cruiser 98 4-Door Sedan, 6-p.	3969	\$1,917	+5.79%	3795	24,733	+124.21%
TOTALS	<i>Avg. price</i>	\$2,030	+8.46%	<i>Production</i>	37,148	+158.62%

# PACKARD

*“Ask the Man who owns one!”*

Packard, being a company steeped in tradition, introduced 1947 models that were virtually identical to, and a continuation of, the 1946 Series 21 models. Strictly speaking, Packard preferred not to label its cars with model years, preferring to let their series number distinguish them. Packard held that its cars did not need annual model changes and therefore did not adhere to the yearly model changes that nearly all other manufacturers followed. However, for ease of reference, and following practical reasoning, all Packard models are presented herein by model year.

The only model change for 1947 was the dropping of the Series 2101 Clipper Standard Eight 4-Door Touring Sedan. The two remaining Clipper Eights were DeLuxe models, so the series was now called the DeLuxe Clipper

series. Models destined for use as taxis continued to be built based on the Clipper Six 4-Door Sedan. Available in regular and partitioned models, their production is included with the Clipper Six 4-Door Sedan. Also, continuing a long tradition of supplying bodies for specialty coachbuilders, Henney Company still built custom limousines for Packard customers. Since there were not any other significant changes, the only way to distinguish a 1947 model from a 1946 is by its production number. Packard Series 21 models were built through approximately early August 1947, when the all-new postwar Packards were introduced. With rubber supplies finally growing, white sidewall tires returned to the option list.



DeLuxe Clipper 4-Door Touring Sedan



DeLuxe Clipper 4-Door Touring Sedan interior



Packard 7-passenger Limousine  
with body by Henney

<p><b>Model year production:</b> 49,296, up 76.04% from 1946.  <b>Domestic market share:</b> 1.45% (17th place).  <b>Base price range:</b> \$1,912 to \$4,608.  <b>Packard average base price:</b> \$2,965, up 15.57%.  <b>Introduction date:</b> November 1946.  <b>Assembly plants:</b> Detroit, MI.</p>	<p><b>Serial number identification:</b> Seven-digit code located on left side of cowl under hood, and read as follows: First digit is F. Second through seventh digits are engine/serial numbers as follows in chart below. Note that many numbers may be skipped in between beginning and ending numbers.</p>
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### Serial Numbers by Series

Series	Beginning	Ending
Clipper Six	15001	50999
DeLuxe Clipper	320001	399999
Super Clipper and Custom Super Clipper	506001	521999

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Clipper Six	DeLuxe Clipper	Super Clipper	Custom Super Clipper
245.3 CID, 1-bbl., L-head, 6-cyl.	6.71:1	105	3-speed manual Overdrive	S \$76	- -	- -	- -
282 CID, 2-bbl., L-head, 8-cyl.	6.85:1	125	3-speed manual Overdrive	- -	S \$76	- -	- -
356 CID, 2-bbl., L-head, 8-cyl.	6.85:1	165	3-speed manual Overdrive	- -	- -	S \$76	S \$76

### Major Options

	Clipper Six	DeLuxe Clipper	Super Clipper	Custom Super Clipper
Heater	\$	\$	\$	\$
Radio	\$	\$	\$	\$
Fender skirts	\$	\$	\$	\$
Electromatic Clutch	\$	\$	\$	\$
Full wheel covers	\$	\$	S	S
White sidewall tires	\$	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Lowell Gray Metallic	A
Coral Blue Metallic	B
Vanderbilt Gray Metallic	C
Vermont Green Metallic	N
Black	X
Vanderbilt Gray Metallic over Lowell Gray Metallic	CA
Vanderbilt Gray Metallic over Coral Blue Metallic	CB
Vanderbilt Gray Metallic over Vermont Green Metallic	CN
Vanderbilt Gray Metallic over Black	CX
Ruxton Brown Metallic over Doreen Yellow	Q
Arizona Beige over Rajah Maroon	TW
Arizona Beige over Burnt Orange	TZ

# Clipper

*“Traditional Clipper beauty in every detail.”*

**Nameplate year of origin:** 1941.  
**Current bodystyle lifespan:** 1941 through 1947.  
**Percentage of division’s sales volume:** 27.19%.

### Measurements

Wheelbase	120.0"
Length	208.5"

**Primary competition:** Buick Super, Chrysler Saratoga, Hudson Commodore, Kaiser and Oldsmobile 98.

**Notable changes:** No significant changes.

**Major standard equipment:** Cloth interior trim, full floor covering, electric clock, stainless steel hood and beltline molding, rocker panel molding, small hubcaps, and 6.50 × 15 BSW tires.

### Measurements (cont.)

Width	76.2"
Height	63.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY</i>
Clipper Series 2100 2-Door Club Sedan, 6-p.	2185	\$1,912	+13.81%	3450	NA	NA
Clipper Series 2100 4-Door Touring Sedan, 6-p.	2182	\$1,937	+11.97%	3495	NA	NA
TOTALS	<i>Avg. Price</i>	\$1,925	+12.87%	<i>Production</i>	14,949 <sup>†</sup>	-5.93%

\*Production totals by body style are not available. <sup>†</sup>Production total includes bodies built for taxicab service.

## DeLuxe Clipper

*"The No. 1 Glamour car in America."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1941 through 1947.

**Percentage of division's sales volume:** 48.39%.

**Primary competition:** Buick Roadmaster, Cadillac Series 61, Chrysler New Yorker, and Frazer.

**Notable changes:** No significant changes.

**Major standard equipment:** Cloth interior trim, full floor covering, electric clock, stainless steel hood, side window and beltline molding, rocker panel molding, full wheel covers, and 6.50 × 15 BSW tires.

### Measurements

Wheelbase	120.0"
Length	208.5"
Width	76.2"
Height	63.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY</i>
DeLuxe Clipper Series 2111 2-Door Club Sedan, 6-p.	2115	\$2,142	+16.90%	3650	NA	NEW
DeLuxe Clipper Series 2111 4-Door Touring Sedan, 6-p.	2112	\$2,149	+14.98%	3695	NA	NEW
TOTALS	<i>Avg. Price</i>	\$2,829	+16.79%	<i>Production</i>	23,855	+317.48%

\*Production totals by body style are not available.

# Super Clipper

*"Introducing the Packard Super Clipper."*

**Nameplate year of origin:** 1946.

**Current bodystyle lifespan:** 1941 through 1947.

**Percentage of division's sales volume:** 9.74%.

**Primary competition:** Cadillac Series 62, Frazer Manhattan, and Lincoln V12.

**Notable changes:** No significant changes.

**Major standard equipment:** Broadcloth interior trim, full floor carpeting, electric clock, stainless steel hood, side window and beltline molding, rocker panel moldings, full wheel covers, and 7.00 × 15 BSW tires.

## Measurements

Wheelbase	127.0"
Length	215.5"
Width	76.2"
Height	64.0"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY</i>
Super Clipper Series 2103 2-Door Club Sedan, 6-p.	2175	\$2,747	+22.58%	3980	NA	NA
Super Clipper Series 2103 4-Door Touring Sedan, 6-p.	2172	\$2,772	+21.05%	4025	NA	NA
<b>TOTALS</b>	<i>Avg. Price</i>	\$2,760	+21.81%	<i>Production</i>	4,802	-2.48%

\*Production totals by body style are not available.

# Custom Super Clipper

*"Introducing the Packard Custom Super Clipper."*

**Nameplate year of origin:** 1946.

**Current bodystyle lifespan:** 1941 through 1947.

**Percentage of division's sales volume:** 11.54%.

**Primary competition:** Cadillac Fleetwood Sixty-Special, Lincoln Continental.

**Notable changes:** No significant changes.

**Major standard equipment:** Broadcloth interior trim, full floor carpeting, electric clock, stainless steel body trim molding, hood, side window and beltline moldings, full wheel covers, and 7.00 × 15 BSW tires. Series 2125 adds: Auxiliary jump seats, 7.50 × 16 BSW tires. Limousine adds: Driver partition.

## Measurements

	<i>Series 2106</i>	<i>Series 2126</i>
Wheelbase	127.0"	148.0"
Length	215.5"	236.5"
Width	76.2"	76.2"
Height	64.0"	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY</i>
Custom Super Clipper Series 2106 2-Door Club Sedan, 6-p.	2125	\$3,384	+16.17%	4030	NA	NA
Custom Super Clipper Series 2106 4-Door Touring Sedan, 6-p.	2122	\$3,449	+13.19%	4090	NA	NA



	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY</i>
Custom Super Clipper Series 2126 4-Door Sedan, 8-p.	2151	\$4,504	+3.97%	4890	NA	NA
Custom Super Clipper Series 2126 4-Door Limousine, 8-p.	2150	\$4,668	+3.83%	4920	NA	NA
TOTALS	<i>Avg. Price</i>	\$4,001	+8.23%	<i>Production</i>	5,690	+268.55%

\*Production totals by body style are not available.

# PLYMOUTH

*“Any way you look at it—IT’S PLYMOUTH!  
Plymouth builds great cars!”*

Nineteen forty-seven brought virtually no changes to the popular Plymouth. Sales continued to be strong, allowing Plymouth to maintain the third place position in the annual sales race despite its being the last of the Big Three’s low-priced cars to market, having arrived in 1928. Ford of course, had been founded in 1903, and Chevrolet started around 1911, before being acquired by General Motors. Other competitors had come and gone, with a few still around, namely Studebaker and Nash.

There were no distinguishing changes for the new model year; therefore serial numbers are used for identification purposes. Many manufacturers used this system in the postwar seller’s market, although GM and Ford generally offered up a few distinguishing touches to the changeovers. No model changes were made, and again the production figures were combined for the 1946 through 1948 period, so the totals presented below are estimates. Break-downs by body style are given in the 1948 section.



Special DeLuxe 2-Door Convertible



Special DeLuxe 4-Door Sedan

**Model year production:** 380,329, up 44.43% from 1946.  
**Domestic market share:** 11.22% (3rd place).  
**Base price range:** \$1,205 to \$1,864.  
**Plymouth average base price:** \$1,378, up 5.60%.  
**Introduction date:** January 1947.  
**Assembly plants:** Detroit, MI; Los Angeles, CA; and Evansville, IN.

**Serial number identification:** Located on left front door hinge pillar. DeLuxe series, eight digit code as follows: Detroit, 15206936 to 15252278; Los Angeles, 26003589 to 26010839; Evansville, 22053040 to 22063369. Special DeLuxe series, eight digit code as follows: Detroit, 11643104 to 11854385; Los Angeles, 25009753 to 25035585; Evansville, 20185186 to 20233167.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
217.8 CID, 1-bbl., L-head, 6-cyl.	6.6:1	95	3-speed manual	S

## Major Options

	<i>DeLuxe</i>	<i>Special DeLuxe</i>
Heater and defroster	\$	\$
Radio	\$	\$
Electric clock	\$	S
Dual sunvisors	\$	S
Dual windshield wipers	\$	S
Turn signal	\$	\$
Full wheel covers	\$	\$
White sidewall discs	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Black	1
Marine Blue	2
Chevron Blue	3
Airwing Gray	4
Cruiser Maroon	5
Balfour Green	6
Kenwood Green	7
Battalion Beige	8
Plymouth Gunmetal	9
Sumach Red	10
Charlotte Ivory	20

## DeLuxe

“The Plymouth DeLuxe.”

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 18.80% (est.).

**Primary competition:** Chevrolet Stylemaster, Ford DeLuxe, and Studebaker Champion.

**Notable changes:** No changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, driver side sun visor and windshield wiper, rubber window surrounds, stainless steel front fender and beltline molding, chrome rocker panel molding, hood ornament, small hubcaps, and 6.00 × 16 BSW tires.

## Measurements

Wheelbase	117.0"
Length	196.8"
Width	73.6"
Height	67.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 2-Door Coupe, 3-p.	P15	\$1,205	+4.60%	2977	NA*	NA
DeLuxe 2-Door Club Coupe, 6-p.	P15	\$1,258	+2.61%	3037	NA*	NA
DeLuxe 2-Door Sedan, 6-p.	P15	\$1,231	+3.53%	3047	NA*	NA
DeLuxe 4-Door Sedan, 6-p.	P15	\$1,284	+4.31%	3082	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,245	+3.75%	<i>Production</i>	71,502	-1.69%

\*For body style production totals for 1946–1948, see 1948 Plymouth section.

# Special DeLuxe

*“The Plymouth Special DeLuxe.”*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1942 through first-series 1949.

**Percentage of division's sales volume:** 81.20% (est.).

**Primary competition:** Chevrolet Fleetmaster, Dodge Deluxe, Ford Super DeLuxe, and Nash 600.

**Notable changes:** No changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, dual sun visors, electric clock, glove box lock, dual windshield wipers, stainless steel windshield surround, stainless steel front fender and beltline molding, chrome rocker panel molding, hood ornament, small hubcaps, and 6.00 × 16 BSW tires. Convertible adds: Leather interior trim, and power top. Station Wagon adds: Vinyl interior and removable 2nd and 3rd row seats.

## Measurements

	<i>Cars</i>	<i>Station Wagon</i>
Wheelbase	117.0"	117.0"
Length	196.8"	195.6"
Width	73.6"	73.6"
Height	67.5"	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Special DeLuxe 2-Door Coupe, 3-p.	P15	\$1,278	+4.33%	2982	NA*	NA
Special DeLuxe 2-Door Club Coupe, 6-p.	P15	\$1,336	+2.45%	3057	NA*	NA
Special DeLuxe 2-Door Sedan, 6-p.	P15	\$1,309	+3.31%	3062	NA*	NA
Special DeLuxe 2-Door Convertible, 5-p.	P15	\$1,653	+8.75%	3282	NA*	NA
Special DeLuxe 4-Door Sedan, 6-p.	P15	\$1,362	+4.05%	3107	NA*	NA
Special DeLuxe 4-Door Station Wagon, 8-p.	P15	\$1,864	+14.64%	3402	NA*	NA
TOTALS	<i>Avg. Price</i>	\$1,467	+6.68%	<i>Production</i>	308,827	+62.03%

\*For body style production totals for 1946–1948, see 1948 Plymouth section.

# PONTIAC

*“A fine car made finer.”*

Pontiac seemed to make more of an effort to distinguish its cars from year to year than most other manufacturers. A redesigned grille with fewer grille bars, four as opposed to six, and the elimination of the vertical bars gave a new and more refined look. A redesigned “Chief Pontiac” hood ornament topped the new grille, accompanied by a slightly revised hood ornament. Most other exterior trim was retained, although the front fender “Chief Pontiac” emblem was not used this year.

Interior trim was only slightly revised. The instrument panel remained the same, but elimination of the glove box door trim made for a cleaner appearance. Also new this year, the instrument panel was painted Berwick Beige with Autumn Brown trim. A new Torpedo DeLuxe Convertible included fancier trim such as a DeLuxe steering wheel and two-tone upholstery choices. Other than the previously mentioned items, there was nothing significantly new. Powertrain choices continued as in 1946.



Streamliner 4-Door Station Wagon



Streamliner 2-Door Sedan Coupe



Torpedo 2-Door Sport Coupe

**Model year production:** 232,453, up 68.88% from 1946.  
**Domestic market share:** 6.86% (6th place).  
**Base price range:** \$1,387 to \$2,312.  
**Pontiac average base price:** \$1,694, up 10.02%.  
**Introduction date:** January 1947.  
**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); and Wilmington, DE (W).  
**Serial number identification:** Eight to nine digit code located on left side of cowl under hood and read as follows: First digit indicates assembly plant code from above. The second digit indicates engine installation, 6 for 6-cylinder and 8 for 8-cylinder. The third and fourth digits indicate series code: MA = Series 25 (Torpedo 6) and Series 27 (Torpedo 8); MB = Series 26 (Streamliner 6) and Series 28 (Streamliner 8). (Series code consists of year code M and corporate body designation A or B). Remaining digits are sequential number by plant and series with beginning number of 1001 and ending number as follows in the chart below. Style number is located on body tag on cowl under hood.

### Serial Numbers by Assembly Plant and Series

Series	Atlanta	Los Angeles	Kansas City	Linden	Pontiac	Wilmington
25 MA Torpedo 6	NA	7794	8096	13895	37322	1850
26 MB Streamliner 6	NA	3976	4569	7877	27844	1562
27 MA Torpedo 8	NA	4150	4165	7387	22682	1431
28 MB Streamliner 8	1145	8197	9184	15246	56382	1954

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Series 25 and 26	Series 27 and 28
239.2 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	93.5	3-speed manual	S	-
248.9 CID, 2-bbl., L-head, 8-cyl.	6.5:1*	107.5	3-speed manual	-	\$48

\*7.5:1 compression ratio is optional.

### Major Options

	Torpedo	Streamliner
Venti-heater, under seat heater and defroster	\$	\$
Windshield washer	\$	\$
Rear window wiper	\$	\$
Master 5-tube radio	\$	\$
Air Mate 7-tube radio	\$	\$
Air King 8-tube radio	\$	\$
Radio antenna	\$	\$
Clock	\$	\$
Rear fender skirts	\$	\$
Hubcaps	\$	\$
Wheel trim rings	\$	\$
White sidewall discs	\$	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Black	4700
Mariner Blue Metallic	4701
Parma Wine Metallic	4702
Silver Wing Gray Metallic	4704
Asbury Green Metallic	4705
Smoked Pearl Metallic	4707
Cairo Cream	4708
Mariner Blue Metallic over Silver Wing Gray Metallic	4714
Burbank Green Metallic over Asbury Green Metallic	4715
Silver Wing Gray Metallic over Smoked Pearl Metallic	4717

# Torpedo

*"Finer in Appearance. Finer in Dependability.  
Finer in Performance. Finer in Quality."*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 44.65%.

**Primary competition:** DeSoto DeLuxe, Dodge Custom, and Nash Ambassador.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Grey cloth upholstered full-width cushion seats, front and rear rubber floor mat, rubber covered safety-tread concealed running boards, automatic interior lighting, dual windshield wipers, dual sun visors, trunk lock, stainless trim (as described in introduction), rubber rear fender gravel shield, and 6.00 × 16 BSW tires. Convertible adds: Cloth and leather upholstery (due to material shortages some used imitation leather).

## Measurements

Wheelbase	119.0"
Length	204.5"
Width	75.8"
Height	66.0"
Legroom — front	42.5"
Legroom — rear	41.5"
Headroom — front	36.8"
Headroom — rear	36.8"
Cargo capacity (cu. ft.)	17.5
Fuel capacity (gals.)	17.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Torpedo 2-Door Business Coupe, 3-p.	2527B	\$1,387	+6.12%	3245	NA	NA
Torpedo 2-Door Sport Coupe, 5-p.	2527	\$1,438	+6.28%	3295	NA	NA
Torpedo 2-Door Sedan Coupe, 5-p.	2507	\$1,484	+6.08%	3300	NA	NA
Torpedo 2-Door Sedan, 5-p.	2511	\$1,453	+6.21%	3295	NA	NA
Torpedo 2-Door Convertible Coupe, 5-p.	2567	\$1,811	+11.04%	3560	NA	NA
Torpedo 4-Door Sedan, 5-p.	2519	\$1,512	+5.96%	3320	NA	NA
Torpedo DeLuxe 2-Door Convertible Coupe, 5-p.	2567	\$1,853	NEW	3560	1,853	NEW
TOTALS	<i>Avg. price</i>	\$1,563	+10.49%	<i>Production</i>	103,793	+131.12%

\*Production figures kept by series, not body style: Series 25 = 67,125 and Series 27 = 34,815.

# Streamliner

*"Finer in Appearance. Finer in Dependability.  
Finer in Performance. Finer in Quality."*

**Nameplate year of origin:** 1942 (1941 as Streamliner Torpedo sub-series).

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 55.35%.

**Primary competition:** DeSoto Custom, Mercury, Nash Ambassador, and Oldsmobile 60 Series.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Striped, cloth upholstered full-width cushion seats, assist straps, robe cords, front and rear rubber floor mat, rubber covered safety-tread concealed running boards, front door armrests, dual sun visors, trunk lock, stainless trim (as described in introduction), rubber rear fender gravel shield, and 6.50 × 16 BSW tires. Station wagon adds: Leatherette (vinyl) upholstery, steel cowl, windshield pillars and underbody with mahogany and natural wood finish framework, reinforced leatherette top, and bumperettes with guards on rear (as opposed to full bumper).

## Measurements

	Cars	Wagon
Wheelbase	122.0"	122.0"
Length	210.3"	210.3"
Width	76.7"	76.7"
Height	65.3"	69.4"
Legroom — front	42.5"	42.5"
Legroom — rear	42.5"	NA
Headroom — front	36.5"	NA
Headroom — rear	36.0"	NA
Cargo capacity (cu. ft.)	20.5	NA
Fuel capacity (gals.)	17.0	17.0



## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Streamliner 2-Door Sedan Coupe, 5-p.	2607	\$1,547	+7.58%	3400	NA	NA
Streamliner 4-Door Sedan, 5-p.	2609	\$1,598	+5.83%	3450	NA	NA
Streamliner 4-Door Station Wagon, 8-p.	STAWAG	\$2,235	+15.09%	3775	NA	NA
Streamliner 4-Door DeLuxe Station Wagon, 6-p.	STAWAG	\$2,312	+14.51%	3715	NA	NA
TOTALS	<i>Avg. price</i>	\$1,923	+11.33%	<i>Production</i>	128,660	+38.75%

\*Production figures kept by series, not body style: Series 26 = 42,336 and Series 28 = 86,324.

# STUDEBAKER

*"First by far with a postwar car!"*

Studebaker's advertising slogan for 1947 says it all. Introducing in May 1946 the first all-new car to the market in more than four years, Studebaker beat every major manufacturer by at least a year and even stole some of the attention from the new Kaiser and Frazer cars, which would be introduced in October 1946. Of course "all-new" should be understood in the context of the time, as in this immediate postwar era it often meant new chassis design and body styling while the engines and transmissions were carryovers, perhaps with minor upgrades, as in Studebaker's case.

Obviously, it was the new cars' exterior styling that garnered the most attention. Nearly all body panels, and even the bumpers, were streamlined, putting Studebaker far ahead of its competition. The only sign of a fender line was the rear fender line that was canted forward slightly on the front edge and seemingly faded into the body and trunk lines at the rear. Other modern design features included elimination of running boards, forward slanting B-pillars on 2-door coupe and sedan models, and one-piece curved windshields on all convertibles, 2-door coupes, and the Commander Land Cruiser sedan. All other Studebakers, and nearly all other cars on the market, utilized two-piece flat windshields. The downside to this new styling was the jokes that soon began circulating. "Which way is it going?" and "Is it coming or going?" were popular questions from comedians of the day.

Front-end styling was unique to each of the series. The Champion had horizontal bars on the center section of the grille, with four vertical bars on each side, and this sat under a top grille bar that was covered in chrome above the

vertical bars only. Bumper guards had round pods on top of the bumper with a vertical guard below the bumper, and parking lamp/turn signals were incorporated into the headlamp bezels. For the Commander, a body colored steel framework separated three horizontal sections, each consisting of eight rectangles. Parking lamps and turn signals were placed at each end of the grille directly below the headlights, with a small trim strip rounding the front fender edge ending at the front wheel opening. Commander front bumpers wrapped fully around the front fender edge, and bumper guards were fin-like appendages below the bumper.

Other distinctions were made between the two series, each of which came in two trim levels, DeLuxe and Regal DeLuxe. At the front, there was a different hood emblem for each series. On the body sides, small chrome hash marks were placed on the fender mounted ventilation doors for the Commander. Regal DeLuxe models of both series had stainless steel windshield trim, chrome rear fender gravel shields, and rocker panel moldings, whereas DeLuxe models carried only a black rubber gravel shield. The long wheelbase Land Cruiser used a stretched "W" 4-Door sedan body and had more interior space, with distinctive luxury style interior trim. On the 4-Door Sedans, Studebaker continued to utilize rear-hinged rear doors, as it had continuously since 1937 and on some earlier models. Interestingly, a Champion station wagon was proposed to compete with Chevrolet, Ford and Plymouth, but it never reached production due to the high costs of lumber after the war.

At the rear end, the deck lid on all models had quite a steep slope, somewhat restricting trunk space but giving a very aerodynamic look. Taillights were small, rectangu-



lar units, divided into two sections on Champions and four sections on Commanders. A very futuristic greenhouse area was created for the 5-passenger coupes. To be known as the Starlight coupe starting with the 1949 model year, these coupes featured a four-piece, curved glass rear window that fully wrapped around each side. The visual effect was similar to the observation cars on trains of the 1930s to 1950s.

The modern touches extended inside to the black light

instrument illumination. Interiors were of a more traditional design, with a horizontally themed dashboard, and utilized a variety of cloth and vinyl trim, depending upon model. Powertrains had not been changed since 1941, but with Studebaker having an excellent reputation of dependability and relatively high gas mileage (something around 25 miles per gallon, which was high for 1947), there was not much incentive to change a winning formula.



Champion Regal DeLuxe 4-Door Sedan



Commander Regal DeLuxe 2-Door Coupe



Commander Regal DeLuxe  
4-Door Land Cruiser Sedan



Champion DeLuxe 4-Door Station Wagon  
(prototype)

**Model year production:** 161,496, up 737.85% from 1946.

**Domestic market share:** 4.77% (8th place).

**Base price range:** \$1,378 to \$2,236.

**Studebaker average base price:** \$1,701, up 62.42%.

**Introduction date:** May 22, 1946. Land Cruiser sedan — January 10, 1947; Convertible models — July 11, 1947.

**Assembly plants:** Los Angeles, CA and South Bend, IN.

**Serial number identification:** Seven digit code located on left front door lock pillar in which first digit indicates series (Champion = G; Commander = 4), followed by six digit sequential serial number by series and assembly plant as in chart that follows.

### Serial Numbers by Assembly Plant and Series

<i>Assembly plant</i>	<i>Beginning</i>	<i>Ending</i>
Los Angeles, CA — Champion	824001	827210
Los Angeles, CA — Commander	818501	820468
South Bend, IN — Champion	212500	314397
South Bend, IN — Commander	232501	286934

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Champion</i>	<i>Commander</i>
169.6 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	80	3-speed manual Overdrive	S \$85	- -
226.2 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	94	3-speed manual Overdrive	- -	S \$91

\*7.0:1 compression ratio is optional.

## Major Options

	<i>Champion</i>	<i>Commander</i>
Heater	\$65	\$65
Windshield washer	\$	\$
Electric clock	\$	\$
Liberator 6-tube radio	\$85	\$85
Skyway 8-tube radio	\$	\$
Hood ornament	\$	\$
Hill-Holder	\$	\$
Hubcaps	\$	\$
Wheel trim rings	\$	\$
White sidewall discs	\$	\$
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Winetone Maroon	W-NB*
Velvet Black	W-ND <sup>†</sup>
Alleghany Gray Light	W-RG*
Navaho Tan Light	W-SB*
Navaho Tan Dark	W-SD*
Holiday Red	W-SE <sup>†</sup>
Osage Blue	W-SF*
Shenandoah Green Dark	W-SG*
Coronado Gray	W-SM*
Oxford Gray	W-SN*
Tulip Cream #2	W-SS <sup>ff</sup>
Balsam Green Metallic	W-SY <sup>ff</sup>
Cumberland Blue Metallic	W-TD <sup>ff</sup>
Gala Brown Metallic	W-TB <sup>ff</sup>
Alleghany Gray Dark over Alleghany Gray Light	W-RF/W-RG*
Navaho Tan Dark over Navaho Tan Light	W-SD/W-SC*
Holiday Red over Navaho Tan Light	W-SE/W-SB*
Osage Blue over Coronado Gray	W-SF/W-SM*
Shenandoah Green Dark over Shenandoah Green Light	W-SG/W-SH*
Oxford Gray over Coronado Gray	W-SN/W-SM*

\*Not available on convertibles. <sup>†</sup>Available on all models. <sup>ff</sup>Available exclusively on convertibles.

# Champion

*“First on the market ... First in style ...  
First in postwar advancements.”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1947 through 1952.

**Percentage of division's sales volume:** 65.08%.

**Primary competition:** Chevrolet Stylemaster, Ford DeLuxe and Plymouth DeLuxe.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth upholstery, rubber floor mat, deluxe steering wheel and horn ring, front door armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights (except 3-passenger coupe), black rubber gravel shield, bumper guards, and 5.50 × 15 BSW tires. Regal DeLuxe adds: Stainless steel window moldings, chrome gravel shield, and rocker panel moldings. Convertible adds: Cloth and vinyl interior.

## Measurements

Wheelbase	112.0"
Length	192.8"
Width	69.8"
Height	60.7"
Legroom — front	40.5"
Legroom — rear	39.5"
Headroom — front	36.8"
Headroom — rear	34.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY*</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY*</i>
Champion DeLuxe 2-Door Coupe, 3-p.	6G-Q1	\$1,378	+37.52%	2600	5,221	+111.81%
Champion DeLuxe 2-Door Coupe, 5-p.	6G-C3	\$1,472	+41.00%	2670	7,670	+496.89%

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Champion DeLuxe 2-Door Sedan, 6-p.	6G-F3	\$1,446	+38.24%	2685	10,860	+117.20%
Champion DeLuxe 4-Door Sedan, 6-p.	6G-W3	\$1,478	+34.73%	2735	23,958	+127.63%
Champion Regal DeLuxe 2-Door Coupe, 3-p.	6G-Q2	\$1,451	NEW	2620	3,379	NEW
Champion Regal DeLuxe 2-Door Coupe, 5-p.	6G-C5	\$1,546	NEW	2690	9,061	NEW
Champion Regal DeLuxe 2-Door Sedan, 6-p.	6G-F5	\$1,520	NEW	2710	12,697	NEW
Champion Regal DeLuxe 2-Door Convertible, 5-p.	6G-S2	\$1,902	NEW	2760	2,251	NEW
Champion Regal DeLuxe 4-Door Sedan, 6-p.	6G-W5	\$1,551	NEW	2875	30,000	NEW
TOTALS	<i>Avg. price</i>	\$1,527	+45.82%	<i>Production</i>	105,097	+445.25%

\*Comparisons made to 1946 Champion (Skyway).

## Commander

*"The style leader and star performer ... 1947's thrill car!"*

Nameplate year of origin: 1927.

Current bodystyle lifespan: 1947 through 1952.

Percentage of division's sales volume: 34.92%.

Primary competition: Chevrolet Fleetmaster, Ford Super DeLuxe, Nash 600 and Plymouth Special DeLuxe.

Notable changes: Completely redesigned.

Major standard equipment: Cloth upholstery, rubber floor mats, deluxe steering wheel and horn ring, front door armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights (except 3-passenger coupe), black rubber gravel shield, full wraparound bumper with bumper guards, and 6.50 × 15 BSW tires. Regal DeLuxe adds: Stainless steel window moldings, chrome gravel shield, and rocker panel moldings. Convertible adds: Cloth and vinyl interior.

### Measurements

	<i>All except Land Cruiser</i>	<i>Land Cruiser</i>
Wheelbase	119.0"	123.0"
Length	204.4"	208.4"
Width	69.8"	69.8"
Height	61.3"	61.3"
Legroom — front	40.5"	NA
Legroom — rear	39.5"	NA
Headroom — front	36.8"	NA
Headroom — rear	34.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Commander DeLuxe 2-Door Coupe, 3-p.	14A-Q1	\$1,661	NEW	3140	301	NEW
Commander DeLuxe 2-Door Coupe, 5-p.	14A-C3	\$1,755	+58.39%	3210	2,742	NA*
Commander DeLuxe 2-Door Sedan, 6-p.	14A-F3	\$1,729	+53.28%	3230	548	NA*
Commander DeLuxe 4-Door Sedan, 6-p.	14A-W3	\$1,761	+51.42%	3265	3,485	NA*
Commander Regal DeLuxe 2-Door Coupe, 3-p.	14A-Q2	\$1,781	NEW	3155	1,046	NEW
Commander Regal DeLuxe 2-Door Coupe, 5-p.	14A-C5	\$1,876	+62.71%	3225	10,557	NA*
Commander Regal DeLuxe 2-Door Sedan, 6-p.	14A-F5	\$1,850	NEW	3245	2,159	NEW
Commander Regal DeLuxe 2-Door Convertible, 5-p.	14A-S2	\$2,236	NEW	3420	1,503	NEW
Commander Regal DeLuxe 4-Door Sedan, 6-p.	14A-W5	\$1,882	+60.44%	3280	13,539	NA*
Commander Regal DeLuxe Land Cruiser 4-Door Sedan, 6-p.	14A-Y5	\$2,043	+69.12%	3340	20,519	NA*
TOTALS	<i>Avg. price</i>	\$1,857	+58.12%	<i>Production</i>	56,399	+222.28%

\*Price comparisons made to 1942 models. Production comparisons are not calculated, as 1942 production by body style is not available

# 1948

The 1948 model year brought the first big onslaught of all-new automobiles since World War II. Last year saw the introduction of the new Kaiser and Frazer lines and a complete makeover of the Studebakers. While the majority of the popular Big Three models would have to wait another year to get their makeovers, a few General Motors models, Hudsons, Packards, and the infamous Tucker were all new this year. Hudson and Packard would gain a sales advantage in the medium and upper-priced market that would carry them for several years.

Hudson for 1948 introduced its famous “Step-Down” unit-body design. This modern design concept featured floors lower than the door-opening sill to provide more interior space in a lower, sleeker exterior design. Also, a new big-bore 6-cylinder engine was introduced this year. These new Hudsons were very popular cars, and they became a staple on the newly organized racing circuits with their sleek shape and powerful engines. Prices of the new models increased as could be expected.

All-new, slab-sided styling appeared from Packard, which had its new models ready for introduction early in the new season. The Super 8 and Custom convertibles were introduced July 25, 1947, and the Six, Eight, Eight DeLuxe, Super Eight, and Custom Eight series were all introduced September 8, 1947. The new Packard styling was awarded a “Fashion Car of the Year” award by the New York Fashion Academy. Unfortunately, the public did not find the new design as appealing as Packard had hoped; the rather rounded styling inspired references to the “pregnant” Packards, and this design would only last for three seasons, giving way to redesigned cars by 1951. However, it should be noted that Packard as a corporation had its best earnings since 1929.

The Tucker, conceived as a safe, powerful and thoroughly modern automobile by Preston Tucker, was introduced as a 1948 model. Tucker’s ideas were acclaimed by some and criticized by others. The cars had streamlined

styling, with a rear engine and rear wheel drive. Despite his many legal troubles, Tucker did manage to buy an assembly plant and begin production. But under increasing legal and financial difficulties, production barely made the 50-unit mark, before he was forced to shut down. While the Tucker is not included within the following 1948 section because of its low production, a more detailed history appears in Appendix One.

Having introduced all-new postwar cars in 1947, Studebaker entered 1948 with few changes. A new factory was purchased in Hamilton, Ontario, Canada, and a converted bomber plant in Los Angeles was now building Studebakers, adding to their production capabilities in South Bend, Indiana. Studebaker trucks continued essentially unchanged from 1947.

Kaiser, Frazer and Crosley all continued with carry-over designs from 1947. While Kaiser sales would continue to climb this season, the Frazer line would see sales decrease, mostly likely because it was priced higher than the Kaiser, yet perceived by the public to be a similar car — and in reality there was not much to distinguish the two marques. In the meantime, Crosley enjoyed a total production run of about 29,000, which would be a high point for the small manufacturer of compact cars. Sedan Delivery and pickup truck models continued to be offered by Crosley.

Dearborn chose to continue their previous automobiles with no changes to the Ford, Mercury or Lincoln lines for 1948. However, Ford introduced an all-new light-duty truck line for 1948. Dubbed the F-Series, the new truck series had models that ranged from F-1 (½ ton) to F-8 (3-ton). The F-series truck eventually would become America’s most popular light-duty truck, and the F-series nomenclature has continued to the present.

Most of General Motors’ cars were facelifted 1947 models, with a few notable exceptions. The C-bodied Oldsmobile 98 series and the entire Cadillac line, except for the Series 75 Fleetwood, were completely redesigned with

integrated front fenders and rear fender lines that protruded only slightly from the main body. In addition, a slightly lower roofline and wider stance gave the new cars a more modern, sleek appearance without bowing to the pressures of other manufacturers to adopt a slab-side body design. This would also be the last year for a straight eight engine from both Oldsmobile and Cadillac. Buick had to wait a year for new C-body styling on its Roadmaster series, but the top-of-the-line Buick did introduce the first use of its torque converter-type automatic transmission, named Dynaflo. This popular transmission would serve Buick in various forms for more than 15 years.

Other GM products were mostly carry-over as noted earlier, including the Chevrolet and GMC truck divisions' light-duty trucks. Making news in May 1948 was the selection of a Chevrolet Stylemaster Six Convertible to serve as pace car for the 32nd running of the Indianapolis 500 race. This was the first time Chevrolet would be selected for this honor.

While Chrysler automobiles were identical to their 1947 counterparts, there was some reason for celebrating. Plymouth produced its 5 millionth car this year, a milestone reached only twenty years after its introduction as a competitor to the low-price Ford and Chevrolet. Dodge dealers also celebrated with the introduction of all-new light-duty trucks named the B-Series. These new Dodge trucks were by far the most advanced pickups of their day in terms of styling and passenger comfort. This is a somewhat surprising fact considering that Chevrolet and Ford had both announced important new truck series around the same time — Chevrolet in June 1947, Dodge in December 1947 and Ford in January 1948. Their respective auto divisions all announced their first postwar automobiles as 1949 models. That the new truck introductions came first shows how important the trucks were to the big picture of the corporations.

A major advantage of the B-Series truck over the competition was its new “Pilothouse” safety cab. The name was

in reference to the improvements in visibility over the previous cab design. This was achieved from Chrysler's famous “chair height” seating priority, and from improved driver visibility through the higher and wider windshield, door glass and rear window. New, optional rear quarter windows eliminated dangerous blind areas. This style of window would soon be offered by Chevrolet and GMC, and later by Ford. Another B-Series design highlight was modern, cab-wide front fenders, the lines of which ran back and smoothly integrated into the cab doors.

Willys-Overland continued to offer its line of truck-based station wagons, but also introduced its sporty Jeepster roadster this year as an alternative to a traditional convertible. The Jeepster would be well received, and continued in production for several years. International-Harvester, primarily a builder of heavy-duty trucks and tractors, continued the basic design of its light-duty truck series from 1946 and 1947 into the 1948 model year.

Back to the passenger car side, note that Chrysler Corporation divisions did not maintain production records by model year from 1946 through 1948 (with rare exception), but rather only a total by body style for the three-year span. See the 1948 Chrysler division sections for body style breakouts. Totals listed for 1948 for each series are estimated based upon serial numbers and calendar year sales reporting.

### 1948 Overview and Changes from Prior Year

- Total industry production: 3,228,286, down 4.73%.
- Number of manufacturers for model year: 19, no change.
- Number of models and body types offered: 212, up from 186.
- Industry average base price: \$2,227, up 11.14%.
- Industry base price range: \$799 for the Crosley 2-Door Utility Sedan, to \$5,199 for the Cadillac Series 75 Fleetwood 4-Door Imperial Sedan.

# BUICK

*“When better automobiles are built, Buick will build them.”*

While there were only minor trim changes for the 1948 Buick line, there was a big change that was not so visible. The newly developed “Dynaflo Drive” automatic trans-

mission was introduced as optional equipment on Series 70 Roadmasters. Dynaflo, as it was more commonly known, was a torque converter type of transmission that of-



ferred near imperceptible shifting. This Buick exclusive transmission quickly earned a reputation as a dependable, quality transmission. It rapidly won favor among buyers and within just a few years it would be in over 80 percent of new Buicks. The Dynaflow served Buick, in various forms, for nearly 20 years. In retrospect, it may seem curious that Buick developed an in-house transmission when Oldsmobile had already developed the highly reliable Hydra-Matic automatic transmission. But, in those years, each General Motors division was given much more au-

tonomy and allowed to explore its own ideas, and therefore each created its own identity.

As for those minor changes, Super models gained the smaller diameter 15 inch wheels that were also slightly wider than the prior year's 16 inch wheels. The Roadmaster's 15 inch wheels were slightly wider than what 1947 models rode. Other minor trim changes were found on the various models. Although sales remained strong, model year production was down from 1947, partially due to the shortened (10 month vs. 12 month) production year.



Roadmaster 2-Door Convertible



Roadmaster 4-Door Estate Wagon



Roadmaster 4-Door Sedan



Super 2-Door Sedanet

**Model year production:** 204,513, down 21.62% from 1947.

**Domestic market share:** 6.34% (6th place).

**Base price range:** \$1,735 to \$3,433.

**Buick average base price:** \$2,425, up 7.32%.

**Introduction date:** January 1948.

**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4); and Atlanta, GA (6).

**Serial number identification:** Eight digit code in which 1st

digit indicates assembly plant code from above, followed by sequential number by plant — Flint, 14801266 to 15020983; Southgate, 24820001 to 25003031; Linden, 34824001 to 35004975; Fairfax, 44830001 to 45008155; Atlanta, 64834001 to 64987817.

Style number can be found on body identification plate.

“Ionia” denotes the builder of wagon bodies for Buick.

### Powertrains

Engine	Compression		Transmission	Special & Super Roadmaster	
	Ratio	Gross HP			
248 CID, 2-bbl., valve-in-head, 8cyl.	6.3:1	110	3-speed manual	S	-
320.2 CID Fireball, 2-bbl., valve-in-head, 8cyl.	6.6:1	144	3-speed manual	-	S
	6.9:1	150	Dynaflow Drive Automatic	-	\$209

### Major Options

	Special	Super	Roadmaster
Weather-Warden heater/defroster	\$	\$	\$
Sonomatic AM radio	\$	\$	\$
Auxiliary driving lights	\$	\$	\$
Exterior spotlight	\$	\$	\$
Automatic windshield washers	\$	\$	\$
Rear window wiper	\$	\$	\$

### Paint Colors

	Code
Carlsbad Black	1
Verde Green	4
Royal Maroon Metallic	7 or 30
Sequoia Cream	14
Calvert Blue Metallic	17
Regency Blue Metallic	18



## Major Options (cont.)

	<i>Special</i>	<i>Super</i>	<i>Roadmaster</i>
E-Z-I non-glare rear view mirror	\$	\$	\$
Outside rear view mirror	\$	\$	\$
Vanity visor mirror	\$	\$	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors (cont.)

	<i>Code</i>
Allendale Green Metallic over Aztec Green Metallic	22
Nickel Gray Metallic	23
Honolulu Blue Metallic	24
Aztec Green Metallic	25
Allendale Green Metallic	26
Cumulus Gray	28
Nickel Gray Metallic over Cumulus Gray	29

# Special

*"The sprightly Special."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1941 through first series-1949.

**Percentage of division's sales volume:** 11.78%.

**Primary competition:** DeSoto Deluxe, Mercury, Nash Statesman, Oldsmobile 66, 68, 76 & 78 Series, and Pontiac Streamliner Deluxe.

**Notable changes:** Additional trim and detail changes.

**Major standard equipment:** Cloth seats, rubber floor mats, front ash receiver, black Tenite steering wheel, turn signals, automatic choke, twin stainless moldings on front and rear fenders, full-length chrome belt molding, full-length lower rocker panel molding, front and rear bumper guards, rear fender skirts, and 6.50 × 16, 4-ply BSW tires.

## Measurements

Wheelbase	121.0"
Length	207.5"
Width	77.5"
Height	66.7"
Legroom — front	42.5"
Legroom — rear	42.5"
Headroom — front	38.0"
Headroom — rear	35.8"
Cargo capacity (cu. ft.)	17.5
Fuel capacity (gals.)	19.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Special 2-Door Sedanet, 6-p., Model 46S	4407	\$1,735	+7.70%	3635	10,775	-24.53%
Special 4-Door Sedan, 6-p., Model 41	4409	\$1,809	+8.13%	3705	13,326	-22.23%
TOTALS	<i>Avg. price</i>	\$1,772	+7.92%	<i>Production</i>	24,101	-23.28%

# Super

*"The quick-stepping Super."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 49.44%.

**Primary competition:** Cadillac Series 61, Chrysler New Yorker, Frazer, Kaiser, Oldsmobile 98, and Packard Eight.

**Notable changes:** Detail changes.

**Major standard equipment:** Cloth seats (cloth and leather trim in convertible), front rubber floor mats with rear floor carpet, two-toned grey instrument panel, ash receiver, turn signals, automatic choke, lower body full-length stainless trim with rear fender rock guard, series designation in chrome script on both front fenders, rear fender skirts, and 7.60 × 15, 4-ply BSW tires. Convertible adds: Cloth and leather interior trim, power convertible top, power seat and power front windows.

## Measurements

Wheelbase	124.0"
Length	212.4"
Width	78.6"
Height	64.9"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Super 2-Door Sedanet, 6-p., Model 56S	4507	\$1,987	+7.81%	3795	32,860	-29.04%
Super 2-Door Convertible, 6-p., Model 56C	4567	\$2,518	+7.93%	4050	18,311	-34.12%
Super 4-Door Sedan, 6-p., Model 51	4569	\$2,087	+8.19%	3935	47,991	-37.57%
Super 4-Door Estate Wagon, 6-p., Model 59	Ionia	\$3,124	+6.26%	4170	1,955	+148.73%
TOTALS	<i>Avg. price</i>	\$2,429	+7.42%	<i>Production</i>	114,997	-33.37%

## Roadmaster

*"The rich and regal Roadmaster."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 38.77%.

**Primary competition:** Cadillac Series 62, Oldsmobile 98, and Packard Super 8.

**Notable changes:** Detail changes.

**Major standard equipment:** Finer grade upholstery, two-toned grey color instrument panel, front rubber floor mats with rear floor carpet, black Tenite steering wheel, multiple ash receivers, turn signals, automatic choke, series designation in chrome script on both front fenders, lower body full-length stainless trim with rear fender rock guard, rear fender skirts, and 8.20 × 15 BSW tires. Convertible adds: Cloth and leather interior trim, body colored instrument panel, power convertible top, power seat, and power windows.

### Measurements

Wheelbase	129.0"
Length	217.2"
Width	78.6"
Height	65.2"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Roadmaster 2-Door Sedanet, 6-p., Model 76S	4707	\$2,297	+7.79%	4065	20,542	+8.21%
Roadmaster 2-Dr. Convertible, 6-p., Model 76C	4767	\$2,837	+7.02%	4315	11,367	-4.85%
Roadmaster 4-Door Sedan, 6-p., Model 71	4769	\$2,418	+8.33%	4160	47,042	+1.10%
Roadmaster 4-Door Estate Wagon, 6-p., Model 79	Ionia	\$3,433	+5.66%	4460	344	+14.67%
TOTALS	<i>Avg. price</i>	\$2,746	+7.03%	<i>Production</i>	79,295	+1.97%

# CADILLAC

*"Symbol of Supremacy ... America's finest motor car!"*

The first all-new postwar styling on General Motors' cars was applied to the 1948 Cadillac Series 61, Series 62 and Series 60 Special models. These three lines shared a new lower profile and front fenders fully integrated with the front doors, along with the first use of a styling feature to

later be made famous by Cadillac, the tailfin. Interestingly, early media and reviewers called the fins "rudder type" rear fenders. This would seem appropriate given that a World War II fighter plane, the Lockheed P-38, inspired them. Front end styling featured a simpler, three row egg-crate

grille with a top grille bar that curved down on the ends, ending with rectangular parking lights mounted below the headlights. Bodyside styling included the aforementioned integrated front fenders, rocker panel moldings, front fender gravel guards and chrome chevrons below the tail-lights on the Series 62, which distinguished it from the lower-priced Series 61. All of the newly styled models carried a rear fender gravel guard, although the Series 60 Special used a thinner style that continued upwards along the front edge of the rear fender. Other styling characteristics of the new models included curved two-piece windshields, curved rear windows, thinner roof pillars, and smaller diameter wheels all enhancing the lower appearance. Sedans were all of the notchback type this year, while Coupes continued to be of the fastback design.

Under the hood, the 346 CID V8, L-head engine continued on for a final season. Interior materials were upgraded and a new style round instrument cluster capped off the new look inside. The new dash panel was also incorporated into the Series 75 Fleetwood, which continued to use the old prewar body with “turret top” design. Other changes to the Fleetwood include changing the Cadillac block letters on the front fender to a script type matching the rest of the model lines. A revised “V” hood emblem was adopted to bring it closer to that used on the newer bodied cars, and stainless steel running boards continued to be used. Standard round parking lamps continued to be used unless fog lights were ordered, and then they were replaced with rectangular units.



Series 61 4-Door Sedan



Series 62 2-Door Club Coupe

**Model year production:** 50,634, down 14.61% from 1947.  
**Domestic market share:** 1.57% (15th place).  
**Base price range:** \$2,728 to \$5,199.  
**Cadillac average base price:** \$3,932, up 12.17%.  
**Introduction date:** February 1948.  
**Assembly plants:** Detroit, MI (1).  
**Engine and serial number identification:** Nine-digit code

for engine number (used as serial number). For all cars the number is stamped on front right cylinder block above water pump numbered at right angle to crankshaft. Series 61— 486100000 to 486148663; Series 62 — 486200000 to 486252704; 60 Special — 486000000 to 486052706; Series 75 — 487500000 to 487546088.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All Models</i>
346 CID, 2-bbl., L-head, V8	7.25:1	150	3-speed Synchromesh manual Hydra-Matic Automatic	S \$186

### Major Options

	<i>61</i>	<i>62</i>	<i>60 Special</i>	<i>75 Fleetwood</i>
Heater — automatic under seat	\$76	\$76	\$76	\$85
Radio	\$74	\$74	\$74	\$74
Vacuum operated antenna	\$13	\$13	\$13	\$13
Power windows	-	\$*	S	S
Exterior spotlight	-	-	\$	\$
Full-wheel covers	\$25	\$25	\$25	S
White sidewall discs	\$	\$	\$	\$

\*Standard on Series 62 Convertible.

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code		Code
Black	1	French Gray	10	French Gray over Lucerne Green Metallic	19
Amherst Blue Metallic	2	Ardsley Green Metallic		Horizon Blue over Belden Blue Metallic	20
Cavern Green	3	over Cypress Green Metallic	12		
Tyrolian Gray Metallic	4	Kingswood Gray Metallic			
Cypress Green Metallic	5	over Tyrolian Gray Metallic	13		
El Paso Beige Metallic	6	Vista Gray Metallic			
Horizon Blue	7	over French Gray	15		
Kingswood Gray Metallic	8	Lucerne Green Metallic	16		
Madeira Maroon Metallic	9	Belden Blue Metallic	17		

## Series 61

*“The popular Series 61 ... Cadillac Prestige and Quality at Moderate Cost.”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1948 through 1949.

**Percentage of division's sales volume:** 16.99%.

**Primary competition:** Buick Roadmaster, Frazer Manhattan, Lincoln and Packard Deluxe Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth interior trim, full floor covering, chrome rear fender gravel guards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, “Super-Safe” hydraulic brakes, small hubcaps, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	126.0"
Length	214.0"
Width	78.9"
Height	63.5"
Legroom — front	42.3"
Legroom — rear	39.3"
Headroom — front	36.6"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 61 2-Door Club Coupe, 6-p.	6107	\$2,728	+24.00%	4070	3,521	+3.71%
Series 61 4-Door Sedan, 6-p.	6169	\$2,833	+21.90%	4145	5,081	-1.53%
TOTALS	<i>Avg. Price</i>	\$2,781	+22.92%	<i>Production</i>	8,602	+0.55%

## Series 62

*“The Brilliant Series 62 ... Ideal Blend of Luxury and Practicality.”*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1948 through 1949.

**Percentage of division's sales volume:** 67.57%.

**Primary competition:** Packard Super Eight.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth interior trim, full floor carpeting, chrome front and rear fender gravel guards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, “Super-Safe” hydraulic brakes, small hubcaps, and 8.20 × 15 BSW tires. Convertible adds: Leather interior trim and Hydra-electric convertible top, front seat and windows.

### Measurements

Wheelbase	126.0"
Length	214.0"
Width	78.9"
Height	63.5"
Legroom — front	42.3"
Legroom — rear	39.3"
Headroom — front	36.6"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 62 2-Door Club Coupe, 6-p.	6207	\$2,912	+19.05%	4125	4,764	-34.24%
Series 62 2-Door Convertible, 6-p.	6267	\$3,442	+18.61%	4450	5,450	-19.32%
Series 62 4-Door Sedan, 6-p.	6269	\$2,996	+18.75%	4180	23,997	-7.11%
TOTALS	<i>Avg. Price</i>	\$3,117	+18.79%	<i>Production</i>	34,211	-14.12%

## Series 60 Special

*"A Quality Tradition is Apparent in Every Graceful Line of the New Cadillac Fleetwood Series Sixty Special."*

**Nameplate year of origin:** 1938.

**Current bodystyle lifespan:** 1948 through 1949.

**Percentage of division's sales volume:** 12.96%.

**Primary competition:** Packard Custom Eight.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Broadcloth interior trim, Hydra-electric front seat, full floor carpeting, chrome rear fender gravel guards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, "Super-Safe" hydraulic brakes, small hubcaps, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	133.0"
Length	226.0"
Width	78.9"
Height	63.5"
Legroom — front	42.3"
Legroom — rear	39.3"
Headroom — front	36.6"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 60 Special 4-Door Sedan, 6-p.	6069	\$3,820	+19.56%	4370	6,561	-22.81%
TOTALS	<i>Avg. Price</i>	\$3,820	+19.56%	<i>Production</i>	6,561	-22.81%

## Series 75 Fleetwood

*"The Distinguished Cadillac Fleetwood Series 75 ... Supreme Masterpiece of Uncompromising Luxury."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1941 through 1949.

**Percentage of division's sales volume:** 2.49%.

**Primary competition:** Chrysler Crown Imperial and Packard Custom Super Clipper.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, folding rear seat foot rests, full floor carpeting, power front seat, power windows, full-length lower body trim molding, hood, bodyside and beltline moldings, stainless steel enclosed running boards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, large hubcaps, and 7.50 × 16 low pressure BSW tires. 7-passenger and 9-passenger sedans add: Auxiliary jump seats and power-operated glass partition in Imperial sedans.

### Measurements

Wheelbase	136.0"
Length	227.0"
Width	82.3"
Height	71.7"
Legroom — front	0"
Legroom — rear	0"
Headroom — front	0"
Headroom — rear	0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	24.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 75 Fleetwood 4-Door Sedan, 6-p.	7519	\$4,779	+6.89%	4865	225	-25.00%
Series 75 Fleetwood 4-Door Sedan, 7-p.	7523	\$4,999	+6.68%	4910	499	-43.93%
Series 75 Fleetwood Imperial 4-Door Sedan, 7-p.	7533	\$5,199	+6.38%	4930	382	-61.99%
Series 75 Fleetwood Business 4-Door Sedan, 9-p.	7523L	\$4,679	+7.12%	4925	90	-33.33%
Series 75 Fleetwood Imperial Business 4-Door Sedan, 9-p.	7533L	\$4,868	+6.75%	4930	64	-20.00%
TOTALS	<i>Avg. Price</i>	\$4,905	+6.76%	<i>Production</i>	1,260	-47.72%

# CHEVROLET

*"Big-Car Quality at Lowest Cost."*

Styling changes were few, as the public and Chevrolet were anticipating the arrival of an all-new postwar design for the 1949 season. Minimal styling changes included the addition of a vertical center bar in the grille, a revised hood emblem and a revised hood ornament. Otherwise, the only change, from a chassis and powertrain perspective, was the addition of a wide-rim 15 inch wheel, with extra-low pressure tires available at extra cost. The model lineup remained as in previous years.

There are several interesting historical notes for the 1948 Chevy. First was the selection of a 1948 Chevrolet Fleetmaster Convertible as the Official Pace Car of the Indianapolis 500 race. This was Chevrolet's first time to be selected as the official pace car. Secondly, many Chevrolet dealers across the country offered a "Country Club" trim option consisting of a wood-grained appliqué that was available for the Fleetmaster Convertible, Town Sedan, or the Fleetline Aero Sedan. The factory authorized, dealer-

installed option cost approximately \$150. It was intended as a competitor for the Ford Sportsman.

Finally, it is interesting to note that in its final year of production with the prewar body and powerplant design, the Chevrolet Stylemaster would be selected as a *Consumer Reports* "Best Buy" in the low-price field for 1949. This is especially interesting since the 1948 Chevrolet was rated against postwar designed models such as the 1948 Studebaker (which also earned a "Best Buy" rating), and the 1949 Ford (which received an acceptable rating). These tests and ratings were conducted in October and November 1948, when a 1949 Chevrolet was not available for comparison.\*

As in 1946 and 1947, technically the Fleetline models were the top line Chevrolets, but they were a sub-series of the Fleetmaster series and therefore are included with the parent series in the listings below, as most features remained similar.

\*Consumer Reports, 1949 Buying Guide Issue, *December 1948*, p. 282.



Fleetmaster 2-Door Convertible



Fleetmaster 2-Door Convertible,  
Indianapolis 500 Pace Car





Fleetmaster 4-Door Sport Sedan



Stylemaster 2-Door Business Coupe

**Model year production:** 715,992, up 6.62% from 1947.  
**Domestic market share:** 22.18% (1st place).  
**Base price range:** \$1,244 to \$2,013.  
**Chevrolet average base price:** \$1,469, up 7.93%.  
**Introduction date:** January 1948.  
**Assembly plants:** Atlanta, GA (8); Baltimore, MD (14); Buffalo, NY (12); Flint, MI (1); Janesville, WI (21); Kansas City, MO (5); Norwood, OH (9); Oakland, CA (6); St. Louis, MO (3); and Tarrytown, NY (2).

**Serial number identification:** Seven to nine digit codes located on right front door hinge pillar and read as follows: First number indicates assembly plant, followed by series designation of FJ for Stylemaster and FK for Fleetmaster; remaining digits are consecutive serial number, FJ-1001 through 30590 and FK-1001 through 81603. *Example:* 1FJ1001 is a 1948 Stylemaster built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.

1  
9  
4  
8

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
216.5 CID Thrift-Master, 1-bbl., valve-in-head, 6-cyl.	6.5:1	90	3-speed manual	S

### Major Options

	All models
Heater	\$
Heater and defroster	\$
Deluxe in-dash heater and defroster	\$
Windshield washer	\$
Deluxe steering wheel	\$
Radio	\$
Deluxe pushbutton radio	\$
Radio antenna	\$
Hubcaps	\$
Wheel trim rings	\$
White sidewall discs	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Battleship Gray Metallic	347
Live Oak Green Metallic	370
Lake Como Blue Metallic	371
Dove Gray Metallic	372
Silver Gray Green Metallic	373
Oxford Maroon Metallic	375
Marsh Brown Metallic over Satin Green	377
Live Oak Green Metallic over Silver Gray Green Metallic	378
Battleship Gray Metallic over Dove Gray Metallic	379
Dove Gray Metallic over Lake Como Blue Metallic	380

## Stylemaster

“The popular Stylemaster.”

**Nameplate year of origin:** 1942.  
**Current bodystyle lifespan:** 1941 through 1948.  
**Percentage of division's sales volume:** 23.97%.  
**Primary competition:** Ford Deluxe, Plymouth Deluxe and Studebaker Champion.  
**Notable changes:** Restyled grille, trim and detail changes.  
**Major standard equipment:** Pile fabric upholstered cushioned seats, adjustable front seat, front rubber floor mat, rubber covered safety-tread

### Measurements

Wheelbase	116.0"
Length	197.8"
Width	73.4"
Height	66.1"
Legroom — front	41.0"
Legroom — rear	39.0"
Headroom — front	37.5"

concealed running boards, rear compartment package shelf, driver-side sun visor, three-spoke steering wheel, trunk lock, electric luggage compartment light, lower body stainless trim, rubber rear fender gravel shield, and 6.00 × 16 BSW tires.

### Measurements (cont.)

Headroom — rear	35.8"
Cargo capacity (cu. ft.)	17.0
Fuel capacity (gals.)	16.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Stylemaster 2-Door Business Coupe, 3-p.	FJ-1504	\$1,244	+7.24%	3045	18,396	-32.87%
Stylemaster 2-Door Sport Coupe, 6-p.	FJ-1524	\$1,323	+10.07%	3020	34,513	0.00%
Stylemaster 2-Door Town Sedan, 6-p.	FJ-1502	\$1,313	+7.71%	3095	70,228	-20.68%
Stylemaster 4-Door Sport Sedan, 6-p.	FJ-1503	\$1,371	+7.45%	3115	48,456	+13.82%
TOTALS	<i>Avg. price</i>	\$1,313	+8.11%	<i>Production</i>	171,593	-11.10%

## Fleetmaster

*"The handsomely styled Fleetmaster and ultra-distinctive Fleetline."*

**Nameplate year of origin:** 1942.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 76.03%.

**Primary competition:** Ford Super Deluxe, Nash 600 and Plymouth Special Deluxe.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Pile fabric upholstered cushioned seats (Bedford cord upholstery optional), adjustable front seat, assist straps, robe cords, front rubber floor mat with carpeted inserts, rubber covered safety-tread concealed running boards, front door armrests, rear compartment package shelf, dome light, clock, cigarette lighter with ashtray, dual sun visors, two-spoke steering wheel, trunk lock, electric luggage compartment light, window frame and beltline moldings, lower body stainless trim, rubber rear fender gravel shield, and 6.00 × 16 BSW tires. Station wagon adds: Steel cowl, windshield pillars and underbody with mahogany and natural wood finish framework, reinforced leatherette top, single tail and stop light (as opposed to dual on cars), and bumperettes with guards on rear (as opposed to full bumper). Fleetline models add: "Fleetweave" broadcloth upholstery on full-width cushion seats, three stainless "Speed-line" trim pieces at each wheel opening, and trunk lid ornamentation.

### Measurements

	Cars	Wagon
Wheelbase	116.0"	116.0"
Length	197.8"	207.5"
Width	73.4"	73.4"
Height	66.1"	69.4"
Legroom — front	41.0"	NA
Legroom — rear	39.0"	NA
Headroom — front	37.5"	NA
Headroom — rear	35.8"	NA
Cargo capacity (cu. ft.)	17.0	NA
Fuel capacity (gals.)	16.0	16.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fleetmaster 2-Door Sport Coupe, 6-p.	FK-2124	\$1,402	+9.45%	3050	58,786	-1.47%
Fleetmaster 2-Door Town Sedan, 6-p.	FK-2102	\$1,381	+7.39%	3110	66,208	-17.37%
Fleetmaster 2-Door Convertible, 6-p.	FK-2134	\$1,750	+7.49%	3340	20,471	-28.03%
Fleetmaster 4-Door Sport Sedan, 5-p.	FK-2103	\$1,439	+6.99%	3150	93,142	+1.86%
Fleetmaster 4-Door Station Wagon, 8-p.	FK-2109	\$2,013	+6.34%	3405	10,171	+107.06%
Fleetmaster Fleetline 2-Door Aero Sedan, 5-p.	FK-2144	\$1,434	+9.22%	3100	211,861	+32.91%
Fleetmaster Fleetline 4-Door Sportsman Sedan, 6-p.	FK-2113	\$1,492	+8.83%	3150	83,760	+53.60%
TOTALS	<i>Avg. price</i>	\$1,559	+7.85%	<i>Production</i>	544,399	+13.77%

# CHRYSLER

*“The Beautiful Chrysler.”*

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For yet another model year, there were no major changes for Chrysler, except for big price increases. While the market overall was up about 11 percent and beginning to see many new postwar models, Chrysler prices were up nearly 15 percent with models that were in their third season with virtually no updates. A noteworthy change for the Town & Country line was a change from real mahogany wood panels to “Di-Noc” simulated mahogany panels. It was the end of the line for wood-bodied cars.

Chrysler would not see its new postwar cars hit show-room floors until March 1949, so the 1948 selling season was an extended 15 months long. All cars built after December 1, 1948, were sold as 1949 models, creating a situation in which there are first series and second series 1949 Chryslers. Since the first series 1949 cars were identical to 1948 Chryslers, they are included here with these models.



Windsor 4-Door Sedan



Windsor 4-Door Sedan

**Model year production:** 114,721, up 5.20% from 1947.

**Domestic market share:** 3.55% (10th place).

**Base price range:** \$1,818 to \$4,767.

**Chrysler average base price:** \$2,477, up 14.90%.

**Introduction date:** January 1948.

**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. **1948 models.** C-38 series: Eight digit code, Royal 70029674 to 70037180; Windsor 70633017 to 70702447 (LA plant, 67001001 to 67001920); Town & Country Sedan, 71002880 to 71004055. C-39 series: Seven

digit code, Saratoga 6768486 to 6770180; New Yorker 7062598 to 7085469; Town & Country Convertible 7405174 to 7408109. C-40 series: Seven digit code, Imperial 7810908 to 7811347. **1st series 1949 models.** C-38 series: Eight digit code, Royal 70037181 to 70038791; Windsor 70702448 to 70717748 (LA plant, 67001921 to 67003000). C-39 series: Seven digit code, Saratoga 6770181 to 6770612; New Yorker 7085470 to 7092068; Town & Country Convertible, 7408110 to 7408483. C-40 series: Seven digit code, Imperial 7811348 and up. Ending serial numbers for Imperial are not known at this time.

## Powertrains

Engine	Compression		Transmission	C-38 series	C-39 series	C-40 series
	Ratio	Gross HP				
250.6 CID, 1-bbl., L-head, 6-cyl.	6.6:1	114	3-speed manual	S	-	-
			Fluid Drive	\$26	-	-
			Hydraulic Transmission	\$95	-	-
323.5 CID, 1-bbl., L-head, 8-cyl.	6.7:1	135	Fluid Drive	-	S	-
			Hydraulic Transmission	-	\$95	S

## Major Options

	Royal	Windsor	Town & Country	Saratoga	New Yorker	Crown Imperial
All-Weather air control system	\$	\$	\$	\$	\$	\$

	Royal	Windsor	Town & Country	Saratoga	New Yorker	Crown Imperial
Comfort Master heater	\$	\$	\$	\$	\$	\$
6-tube radio	\$	\$	\$	\$	\$	\$
8-tube radio	\$	\$	\$	\$	\$	\$
Electric clock	\$	S	S	S	S	S
Radio antenna — basic	\$	\$	\$	\$	\$	\$
White sidewall tires	\$	\$	\$	\$	\$	\$
Highlander interior upholstery	\$	\$	\$	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code		Code
Catalina Tan	9	Trumpet Gold Metallic	27
Seacrest Green	11	Pastorale Green Metallic	28
Yellow Lustre	12	Andante Green Metallic	29
Black	15	Noel Green Metallic	30
Regal Maroon	16	Pacific Green Metallic	32
Sumac Red	17	Palomino Cream	41
Melody Blue Metallic	22	Blue Gray Metallic	43
Ballet Taupe Metallic	23	Catalina Tan over Rossini Brown Metallic	44
Rossini Brown Metallic	25	Rossini Brown Metallic over Catalina Tan	46

## Royal

“The Beautiful Chrysler Royal.”

**Nameplate year of origin:** 1937. Also used on 1933 Royal Eight.

**Current bodystyle lifespan:** 1942 through first series 1949.

**Percentage of division’s sales volume:** 6.83%.

**Primary competition:** DeSoto Custom, Nash Ambassador, and Oldsmobile 76.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Pile fabric or broadcloth interior trim, rubber floor covering in front compartment, carpeted rear compartment (rubber covered in 3-passenger coupe), directional signals, two-speed electric windshield wipers, luggage compartment light, “Safe Guard” hydraulic brakes, small hubcaps, and 7.60 × 15 BSW tires. Club coupe and 8-passenger sedans add: Carpeted front compartment. Eight passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires.

### Measurements

	All but 8-pass.	8-pass. Sedans
Wheelbase	121.5"	139.5"
Length	208.3"	226.3"
Width	77.8"	77.8"
Height	NA	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Royal 2-Door Coupe, 3-p.	C-38S	\$1,818	+16.46%	3395	1,221*	NA
Royal 2-Door Brougham Sedan, 6-p.	C-38S	\$1,908	+17.34%	3485	1,117*	NA
Royal 2-Door Club Coupe, 6-p.	C-38S	\$1,934	+17.14%	3475	4,318*	NA
Royal 4-Door Sedan, 6-p.	C-38S	\$1,955	+17.70%	3523	24,279*	NA
Royal 4-Door Sedan, 8-p.	C-38S	\$2,379	+16.45%	3925	626*	NA
Royal 4-Door Sedan Limousine, 8-p.	C-38S	\$2,506	+15.86%	4022	169*	NA
TOTALS		<i>Avg. Price</i> \$2,083	+16.77%		<i>Production</i> 7,840†	+17.89%†

\*Model year production totals for 1946–1948. †Total estimated production and change from LY is total for 1948, compared to 1947 total.

# Windsor

*"The Beautiful Chrysler Windsor."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1942 through first series 1949.

**Percentage of division's sales volume:** 61.32%.

**Primary competition:** DeSoto Custom, Hudson Commodore, and Mercury.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Two-tone wool broadcloth interior trim, rear seat center folding armrest, carpeted floors, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, "Safe Guard" hydraulic brakes, small hubcaps, and 7.60 × 15 BSW tires. Convertible adds: Power top. Eight-passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires.

## Measurements

	<i>All but 8-pass.</i>	<i>8-pass. Sedans</i>
Wheelbase	121.5"	139.5"
Length	208.3"	226.3"
Width	77.8"	77.8"
Height	NA	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor 2-Door Coupe, 3-p.	C-38W	\$1,884	+16.95%	3395	1,980*	NA
Windsor 2-Door Brougham Sedan, 6-p.	C-38W	\$1,989	+17.62%	3510	4,034*	NA
Windsor 2-Door Club Coupe, 6-p.	C-38W	\$1,999	+17.52%	3475	26,482*	NA
Windsor 2-Door Convertible, 6-p.	C-38W	\$2,414	+16.34%	3693	11,200*	NA
Windsor 4-Door Sedan, 6-p.	C-38W	\$2,020	+18.06%	3528	161,139*	NA
Windsor 4-Door Traveler Sedan, 6-p.	C-38W	\$2,163	+17.17%	3610	4,182*	NA
Windsor 4-Door Sedan, 8-p.	C-38W	\$2,434	+16.29%	3935	4,390*	NA
Windsor 4-Door Sedan Limousine, 8-p.	C-38W	\$2,560	+15.68%	4035	1,496*	NA
TOTALS	<i>Avq. Price</i>	\$2,183	+16.88%	<i>Production</i>	68,596 <sup>†</sup>	+38.79% <sup>†</sup>

\*Model year production totals for 1946–1948. <sup>†</sup>Total estimated production and change from LY is total for 1948, compared to 1947 total.

# Saratoga

*"The Beautiful Chrysler Saratoga."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1942 through first series 1949.

**Percentage of division's sales volume:** 1.85%.

**Primary competition:** Hudson Commodore, Kaiser, Oldsmobile 98, and Packard Deluxe Clipper.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Pile fabric or broadcloth interior trim, rubber floor covering in front compartment, carpeted rear compartment (rubber covered in 3-passenger coupe), directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, "Safe Guard" hydraulic brakes, small hubcaps, and 8.20 × 15 BSW tires. Club coupe adds: carpeted front compartment.

## Measurements

Wheelbase	127.5"
Length	214.3"
Width	77.8"
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0



## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Saratoga 2-Door Coupe, 3-p.	C-39K	\$2,165	+15.59%	3817	74*	NA
Saratoga 2-Door Brougham Sedan, 6-p.	C-39K	\$2,254	+15.71%	3900	155*	NA
Saratoga 2-Door Club Coupe, 6-p.	C-39K	\$2,265	+15.68%	3930	765*	NA
Saratoga 4-Door Sedan, 6-p.	C-39K	\$2,291	+16.12%	3972	4,611*	NA
TOTALS	<i>Avg. Price</i>	\$2,244	+15.78%	<i>Production</i>	2,121 <sup>†</sup>	+9.33%

\*Model year production totals for 1946–1948. <sup>†</sup>Total estimated production and change from LY is total for 1948, compared to 1947 total.

## New Yorker

*“The Beautiful Chrysler New Yorker.”*

**Nameplate year of origin:** 1939 (altered from 1938 New York Special model).

**Current bodystyle lifespan:** 1942 through first series 1949.

**Percentage of division's sales volume:** 25.65%.

**Primary competition:** Buick Roadmaster, Cadillac Series 61, Frazer, Packard Custom Eight, and Oldsmobile 98.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Two-tone wool broadcloth interior trim, rear seat center pull-down armrest, full floor carpeting, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, “Safe Guard” hydraulic brakes, small hubcaps, and 8.20 × 15 BSW tires. Convertible adds: Power top, outside rear view mirror.

### Measurements

Wheelbase	127.5"
Length	214.3"
Width	77.8"
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
New Yorker 2-Door Coupe, 3-p.	C-39N	\$2,285	+15.81%	3837	699*	NA
New Yorker 2-Door Brougham Sedan, 6-p.	C-39N	\$2,374	+15.92%	3932	545*	NA
New Yorker 2-Door Club Coupe, 6-p.	C-39N	\$2,385	+15.89%	3940	10,735*	NA
New Yorker 2-Door Convertible, 6-p.	C-39N	\$2,815	+15.04%	4132	3,000*	NA
New Yorker 4-Door Sedan, 6-p.	C-39N	\$2,411	+16.30%	3987	52,036*	NA
TOTALS	<i>Avg. Price</i>	\$2,454	+15.77%	<i>Production</i>	29,430 <sup>†</sup>	+16.14% <sup>†</sup>

\*Model year production totals for 1946–1948. <sup>†</sup>Total estimated production and change from LY is total for 1948, compared to 1947 total.

## Town & Country

*“The Beautiful Chrysler Town & Country.”*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1942 through first series 1949.

**Percentage of division's sales volume:** 3.91%.

**Primary competition:** None.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Two-tone wool broadcloth interior trim, full floor carpeting, directional signals,

### Measurements

	4-Door Sedan	Convertible
Wheelbase	121.5"	127.5"
Length	208.3"	214.3"
Width	77.8"	77.8"
Height	NA	NA
Legroom — front	NA	NA



electric clock, two-speed electric windshield wipers, luggage compartment light, "Safe Guard" hydraulic brakes, Di-Noc mahogany look adhesive trim panels surrounded by solid white ash framework, small hubcaps, and 8.20 × 15 BSW tires. Convertible adds: Power top, outside rear view mirror.

### Measurements (cont.)

	4-Door Sedan	Convertible
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Town & Country 2-Door Convertible, 6-p.	C-39N	\$3,395	+9.30%	4332	8,368*	NA
Town & Country 4-Door Sedan, 6-p.	C-38W	\$2,860	+14.67%	3955	4,049*	NA
TOTALS	<i>Avg. Price</i>	\$3,128	+9.53%	<i>Production</i>	4,484 <sup>†</sup>	-22.52%

\*Model year production totals for 1946–1948. <sup>†</sup>Total estimated production and change from LY is total for 1948, compared to 1947 total.

## Crown Imperial

*"The Beautiful Chrysler Crown Imperial."*

Nameplate year of origin: 1940.

Current bodystyle lifespan: 1942 through first series 1949.

Percentage of division's sales volume: 0.43%.

Primary competition: Cadillac Series 75 and Packard Custom 8.

Notable changes: Minor detail changes.

Major standard equipment: Two-tone wool broadcloth interior trim with leather front seat upholstery, rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, divider window between driver and rear passenger compartment, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, reverse-hinged rear doors, "Safe Guard" hydraulic brakes, small hubcaps, white sidewall discs, and 8.90 × 15 BSW tires.

### Measurements

Wheelbase	145.5"
Length	235.0"
Width	77.8"
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crown Imperial 4-Door Sedan, 8-p.	C-40	\$4,662	+10.87%	4865	260	-33.33%
Crown Imperial 4-Door Limousine, 8-p.	C-40	\$4,767	+10.73%	4875	235	-32.86%
TOTALS	<i>Avg. Price</i>	\$4,715	+10.80%	<i>Production</i>	495	-33.11%

# CROSLEY

*“A FINE car.”*

The Crosley for 1948 was again basically unchanged. The new two-door station wagon model was added late in the 1947 model year and would be considered a 1948 model, although just over a thousand were produced in 1947. Station wagons featured the same front-end styling of the sedan and convertible, but added a steel station wagon body with wood paneled sides. The wagon also featured a belt-line stainless steel molding which was added to the convertible this year. A two-door business sedan, called a “Sport Utility Vehicle” by Crosley, was also introduced this year. This new sedan had the rear seat removed, and featured a stainless steel belt line molding.

The CoBra sheetmetal engine continued to be the standard engine, even with its reported problems becom-

ing more frequent. Holes were being reported developing in the sheetmetal block, a problem caused by electrolysis. Crosley’s solution, a cast-iron block engine, would not be ready for production until late 1948. Eventually many of the 1946 through 1948 model Crosleys would be retrofitted with the newer cast iron block.

As mentioned before, the Crosley was no different from most of the Big Three cars in that they had not changed in styling over the past few model years. With the Crosley model lineup now numbering four body styles, Crosley would have its best sales year ever in 1948, out-selling Lincoln. It would be the first of four model years in which Crosley would outsell a “major” make of automobile.



2-Door Sport Utility

**Model year production:** 29,084, up 50.35% from 1947.

**Domestic market share:** 0.90% (18th place).

**Base price range:** \$799 to \$929.

**Crosley average base price:** \$874, down 4.84%.

**Introduction date:** January 1948. Wagon introduced November 1947.

**Assembly plants:** Marian, IN.

**Serial number identification:** Seven digit code located on center of cowl, under the hood, and read as follows: First two digits CC for series designation; serial numbers 32000 to 61256. *Note:* Crosley did not build cars on a model year basis, so the serial numbers indicate the year in which the car was produced, and not its model year.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
44 CID CoBra 4, 1-bbl., valve-in-head, 4-cyl.	7.8:1	26.5	3-speed manual	S

## Major Options

	All models		All models	
Heater	\$	Radio antenna	\$	Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.
Seat covers	\$	Bumper guards	\$	
Radio	\$			

## Paint Colors

Standard colors of black, white, gray, blue and green were offered. Customers could also choose from other colors as available.

# Crosley Series 4CC

*"America's smartest automobile!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1946 through 1952.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** None.

**Notable changes:** None.

**Major standard equipment:** Fabric interior, driver's side windshield wiper, stainless steel beltline molding (except 2-door sedan), single horn, single taillight, and 4.50 × 12 BSW tires. Sport Utility sedan deletes: Rear seat. Wagon and Convertible add: Plastic coated upholstery.

## Measurements

Wheelbase	80.0"
Length	145.0"
Width	49.0"
Height	59.0"
Legroom — front	39.0"
Legroom — rear	37.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	6.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crosley 4CC 2-Door Sport Utility Sedan, 2-p.	NA	\$799	NEW	1160	NA <sup>†</sup>	NEW <sup>†</sup>
Crosley 4CC 2-Door Sedan, 4-p.	NA	\$869	-2.14%	1155	2,750	-80.49%
Crosley 4CC 2-Door Convertible Sedan, 4-p.	NA	\$899	-5.27%	1150	2,845	-28.96%
Crosley 4CC 2-Door Station Wagon, 4-p.*	NA	\$929	NEW*	1360	23,489	NEW
TOTALS		<i>Avg. price</i> \$874	-4.84%	<i>Production</i>	29,084	+50.35%

\*Station wagon introduced late in 1947, but considered a 1948 model. <sup>†</sup>Production of Sport Utility sedan kept with regular 2-door sedan model.

# DESOTO

*"The Great New DeSoto."*

As with other Chrysler Corporation lines, the 1948 models continued unchanged from 1947 and were carried over into the 1949 model year until the spring arrival of the truly new 1949 models. During the season, low-pressure tires became standard, and the previously white plastic

wheel rings that simulated whitewall tires were now made of steel. Exterior trim remained the same, with the vertical bar grille and front and rear fender trim with series designations in script on the rear of the hood side.

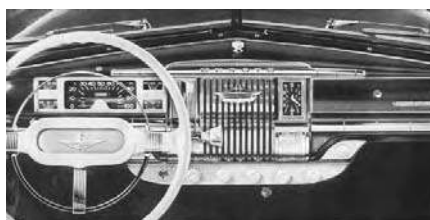
The first series 1949, as they are known, are docu-

mented as those built after December 1, 1948. These are included here with the 1948 models, as to eliminate confusion with the new, or second series, 1949 models that were

introduced in March of 1949. The newly redesigned models are covered in the 1949 chapter.



Custom 4-Door Sedan



Instrument panel

**Model year production:** 94,407, up 13.72% from 1947.  
**Domestic market share:** 2.92% (12th place).  
**Base price range:** \$1,699 to \$2,631.  
**DeSoto average base price:** \$2,039, up 17.05%.  
**Introduction date:** January 1948.  
**Assembly plants:** Detroit, MI; and Los Angeles, CA.  
**Serial number identification:** Located on left front door

hinge pillar. **1948 models.** Deluxe S-II series: Seven digit code, 6190370 to 6205975; Custom S-II series: Seven to eight digit code, 5885816 to 5948452 (LA plant, 62001001 to 62001894). **1st series 1949 models.** Deluxe S-II series: Seven digit code, 6205976 to 6209494; Custom S-II series: Seven to eight digit code, 5948453 to 5962601 (LA plant, 62001895 to 62003000).

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
236.6 CID, 1-bbl., L-head, 6-cyl.	6.6:1	109	3-speed manual Gyrol Fluid Drive w/Tip-Toe Transmission shift	S \$121

### Major Options

	DeLuxe	Custom
All-Weather air control system	\$	\$
Comfort Master heater	\$	\$
6-tube radio	\$	\$
8-tube radio	\$	\$
Electric clock	\$	S
Radio antenna — basic	\$	\$
White sidewall discs	\$15	S

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Black	106, 107, 108
Butterfly Blue Metallic	219
Regal Blue Metallic	227
Noel Green	320
Andante Green	322
Surf Green	326
Trumpet Gold	416
Trinidad Brown	418
Rhythm Brown over Trumpet Gold	940
Crystal Gray over Butterfly Blue Metallic	942
Andante Green over Noel Green	944
Gershwin Blue over Butterfly Blue Metallic	946

## DeLuxe

“The new DeLuxe line.”

**Nameplate year of origin:** 1939.  
**Current bodystyle lifespan:** 1942 through first series 1949.  
**Percentage of division's sales volume:** 20.25% (est.).  
**Primary competition:** Dodge Custom, Nash Ambassador, and Pontiac Torpedo.

### Measurements

Wheelbase	121.5"
Length	207.3"
Width	75.7"
Height	66.4"

**Notable changes:** Minor detail changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, map light, dual sunvisors, two-speed electric windshield wipers, chrome trim surround on windshield and vent windows, luggage compartment light, counterbalanced trunk lid, small hubcaps, and 7.60 × 15 BSW tires.

**Measurements (cont.)**

Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	37.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

**Models Available**

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 2-Door Coupe, 3-p.	S11-S	\$1,699	+17.09%	3285	1,950*	NA
DeLuxe 2-Door Sedan, 6-p.	S11-S	\$1,788	+17.94%	3375	12,751*	NA
DeLuxe 2-Door Club Coupe, 6-p.	S11-S	\$1,814	+17.72%	3385	8,580*	NA
DeLuxe 4-Door Sedan, 6-p.	S11-S	\$1,825	+17.67%	3435	32,213*	NA
<b>TOTALS</b>	<i>Avg. Price</i>	<i>\$1,782</i>	<i>+17.61%</i>	<i>Production</i>	<i>55,494†</i>	<i>+13.72%†</i>

\*Model year production totals for 1946–1948. †Total estimated production and change from LY is total for 1948, compared to 1947 total.

**Custom**

*“The new Custom line, featuring the Suburban with Station Wagon utility ... Sedan luxury.”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1942 through first series 1949.

**Percentage of division’s sales volume:** 79.75% (est.).

**Primary competition:** Chrysler Windsor, Hudson Commodore, and Mercury.

**Notable changes:** Minor detail changes.

**Major standard equipment:** Broadcloth interior trim, tailored front floor carpet and rubber rear floor covering, directional signals, plastic steering wheel, two-speed electric windshield wipers, luggage compartment light, chrome trim surround on all windows, large hubcaps, white plastic wheel trim rings, and 7.60 × 15 BSW tires. Convertible adds: Bedford cord and leather interior trim, power top. Seven passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 7.00 × 15 BSW tires. Suburban adds: Delon plastic (vinyl) upholstery.

**Measurements**

	<i>All but 7-pass./ Suburban</i>	<i>7-pass. Sedans &amp; Suburban</i>
Wheelbase	121.5"	139.5"
Length	207.3"	225.3"
Width	75.7"	77.0"
Height	66.4"	NA
Legroom — front	41.8"	NA
Legroom — rear	41.5"	NA
Headroom — front	37.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	20.0

**Models Available**

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Brougham Sedan, 6-p.	S11-C	\$1,860	+17.65%	3399	1,600*	NA
Custom 2-Door Club Coupe, 6-p.	S11-C	\$1,873	+17.72%	3389	38,720*	NA
Custom 2-Door Convertible, 5-p.	S11-C	\$2,296	+16.84%	3599	8,100*	NA
Custom 4-Door Sedan, 6-p.	S11-C	\$1,891	+18.11%	3439	126,226*	NA
Custom 4-Door Sedan, 7-p.	S11-C	\$2,315	+16.74%	3819	3,530*	NA
Custom 4-Door Sedan Limousine, 7-p.	S11-C	\$2,441	+16.07%	3995	120*	NA
Custom 4-Door Suburban, 9-p.	S11-C	\$2,631	+15.24%	3974	7,500*	NA
<b>TOTALS</b>	<i>Avg. Price</i>	<i>\$2,187</i>	<i>+16.78%</i>	<i>Production</i>	<i>185,833†</i>	<i>+13.72%†</i>

\*Model year production totals for 1946–1948. †Total estimated production and change from LY is total for 1948, compared to 1947 total.

# DODGE

*“The smoothest car afloat.”*

As with other Chrysler Corporation lines, the 1948 models continued unchanged from 1947 and were carried over into the 1949 model year until the spring arrival of the truly new 1949 models. The new 1949 models would not arrive until late into the selling season, and they are therefore frequently referred to as second series 1949 models. The first series 1949 models, being a continuation of the 1948 models, are included with the 1948 models here.

During the season, low-pressure tires became stan-

dard in a smaller 7.10 × 15" size, and the previously white plastic wheel rings that simulated whitewall tires were now made of steel. The postwar selling boom still had momentum, and despite material shortages and labor issues, production continued strong to keep up with sales. The 1948 Dodge was basically identical to the 1946 and 1947 Dodges, and again, the only certain way to distinguish one model year from the other is by its serial number.



Custom 2-Door Convertible



Custom 4-Door, 7-passenger Sedan



Custom 4-Door Sedan

**Model year production:** 243,246, up 0.08% from 1947.

**Domestic market share:** 7.53% (5th place).

**Base price range:** \$1,586 to \$2,189.

**Dodge average base price:** \$1,848, up 17.89%.

**Introduction date:** January 1948.

**Assembly plants:** Detroit, MI; Los Angeles, CA; and San Leandro, CA.

**Serial number identification:** Located on left front door

hinge pillar. Deluxe and Custom D-24 series: Eight digit code as follows — Detroit, 31011766 to 31201086; Los Angeles, 45022453 to 45041545. Effective December 1, 1948, cars manufactured with the following serial numbers are considered to be 1949 models: Detroit, 31201087 and up; San Leandro, 45041546 and up. Ending serial numbers are not available at this time.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
230.2 CID, 1-bbl., L-head, 6-cyl.	6.7:1	102	3-speed manual All-Fluid Drive	S \$25

## Major Options

	<i>DeLuxe</i>	<i>Custom</i>
Heater	\$	\$
Radio	\$	\$
Electric clock	\$	\$
Electric windshield wipers	\$	S
Turn signal	\$	\$
White sidewall discs	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.



### Paint Colors

	Code		Code
Black	103, 104	Stone Beige	403, 404, 412
Patrol Blue	205, 206, 207	Opal Gray	505, 506
LaPlata Blue	209, 210, 211	Fortress Gray	508, 509, 510
Windward Green	305, 306	Military Maroon	605, 606
Orinoco Green	308, 309	Air Cruiser Red	608
Forest Green	311, 312	Squad Red	610
Gypsy Green	324	Panama Sand	803

## DeLuxe

*“The smoothest car afloat by every test on trail or highway.”*

**Nameplate year of origin:** 1939.  
**Current bodystyle lifespan:** 1942 through first series 1949.  
**Percentage of division’s sales volume:** 26.32% (est.).  
**Primary competition:** Chevrolet Fleetmaster, Ford Super DeLuxe, Nash 600, and Plymouth Special DeLuxe.  
**Notable changes:** No significant changes.  
**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, chrome trim surround on windshield and vent windows, luggage compartment light, spring balanced trunk lid, small hubcaps, and 6.00 × 16 BSW tires.

Measurements	
Wheelbase	119.5"
Length	204.5"
Width	75.7"
Height	67.7"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe 2-Door Coupe, 3-p.	D-24	\$1,586	+17.74%	3146	27,600*	NA
DeLuxe 2-Door Sedan, 6-p.	D-24	\$1,676	+18.28%	3236	81,399*	NA
DeLuxe 4-Door Sedan, 6-p.	D-24	\$1,718	+17.91%	3256	61,987*	NA
TOTALS	<i>Avg. Price</i>	\$1,660	+17.98%		<i>Production</i> 64,017†	+0.08%†

\*Model year production totals for 1946–1948. †Total estimated production and change from LY is total for 1948, compared to 1947 total.

## Custom

*“Luxurious big car comfort throughout makes the New Dodge pleasant to live with.”*

**Nameplate year of origin:** 1941.  
**Current bodystyle lifespan:** 1942 through first series 1949.  
**Percentage of division’s sales volume:** 73.68% (est.).  
**Primary competition:** DeSoto Deluxe, Nash Ambassador, and Pontiac Torpedo.  
**Notable changes:** No significant changes.  
**Major standard equipment:** Broadcloth interior trim, tailored front floor carpet and rubber rear floor cover-

	All but 7-pass. Sedan	7-pass. Sedan
Wheelbase	119.5"	137.5"
Length	204.5"	222.5"
Width	75.7"	76.0"
Height	67.7"	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA

ing, directional signals, plastic steering wheel, two-speed electric windshield wipers, luggage compartment light, spring balanced trunk lid, small hubcaps, and 6.00 × 16 BSW tires. Convertible adds: Leather interior trim, power top. Seven passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 7.00 × 15 BSW tires.

### Measurements (cont.)

	<i>All but 7-pass. Sedan</i>	<i>7-pass. Sedan</i>
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Club Coupe, 6-p.	D-24	\$1,774	+18.11%	3241	103,800*	NA
Custom 2-Door Convertible, 5-p.	D-24	\$2,189	+17.00%	3461	9,500*	NA
Custom 4-Door Sedan, 6-p.	D-24	\$1,788	+18.65%	3281	333,911*	NA
Custom 4-Door Town Sedan, 6-p.	D-24	\$1,872	+18.71%	3331	27,800*	NA
Custom 4-Door Sedan, 7-p.	D-24	\$2,179	+17.09%	3757	3,700*	NA
<b>TOTALS</b>	<i>Avg. Price</i>	\$1,960	+17.84%	<i>Production</i>	179,229†	+0.08%†

\*Model year production totals for 1946–1948. †Total estimated production and change from LY is total for 1948, compared to 1947 total.

# FORD

*“There’s a Ford in your future!”*

Ford made virtually no changes for the 1948 model cars. The 95-horsepower six-cylinder engine introduced at mid-year of 1947 in cars numbered as the 7HA series was now standard on all 6-cylinder cars. All other styling and engineering features continued with no discernible differences, and even prices held steady. Sliding sales of the wood-trimmed Sportsman convertible caused production to bottom out at only 28 units for 1948. Most historians agree that this decline was due to a combination of the steep pricing (for a Ford), and owners who did not have the time or desire to care for the wood trim.

Model year production figures of the 1948 models dropped greatly from the 1947 model year, at a time when one would expect them to be climbing. This was caused by the late start of the 1948 models in November 1947 and the early introduction of the 1949 models in June 1948, creating a short eight-month model year. However, even with a nearly 50 percent drop in production that put it in third place for model year production, Ford managed to maintain second place in calendar year sales and production.



DeLuxe 2-Door, 3-passenger Business Coupe



Super DeLuxe 2-Door Convertible



Super DeLuxe 2-Door Sedan Coupe

**Model year production:** 247,725, down 48.51% from 1947.  
**Domestic market share:** 7.67% (3rd place).  
**Base price range:** \$1,154 to \$2,282.  
**Ford average base price:** \$1,481, no change.  
**Introduction date:** November 1947.

**Assembly plants:** Atlanta, GA; Buffalo, NY; Chester, PA; Chicago, IL; Dallas, TX; Dearborn, MI; Edgewater, NJ; Kansas City, MO; Long Beach, CA; Louisville, KY; Memphis, TN; Norfolk, VA; Richmond, CA; Somerville, MA; and Twin Cities (St. Paul), MN. Note that a letter P prefixing the assembly plant code indicates a 255 CID V8, 110-

hp, special engine installed for law enforcement agencies.  
**Serial number identification:** Serial number and engine number are the same and consist of an eight to eleven digit code located on left front frame and on the transmission housing, and read as follows: First digit 8 = 1948; second digit is 7; third and fourth digits are HA for a six-cylinder and A for an eight-cylinder. The remaining digits are sequential as follows: Six-cylinder models, 87HA-0536 to 87HA-73901; V8 models, 899A-1984859 to 899A-2381447.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
226 CID, 1-bbl., L-head, 6-cyl.	6.7:1	95	3-speed manual	S
239.4 CID, 2-bbl., L-head, V8*	6.75:1	100	3-speed manual	\$75

\*Standard on convertible and Sportsman convertible models.

### Major Options

	All models
Heater	\$
Electric clock	\$12
Radio	\$
Air cleaner	\$8
Oil filter	\$5
Hubcaps	\$
Wheel trim rings	\$10
White sidewall discs	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Rotunda Gray	M14220
Barcelona Blue	M14221
Monsoon Maroon	M14222
Parrot Green Metallic	M14226
Taffy Tan	M14242
Glade Green	M14233
Feather Gray	M14224
Blue Gray Metallic	M14225
Tucson Tan	M14227
Maize Yellow	M14229
Pheasant Red	M14330
Midland Maroon Metallic	M14202
Shoal Green Gray Metallic	M14228
Strato Blue	M14301
Black	M1724

## DeLuxe

*"Ford's out front in the low-priced field!"*

**Nameplate year of origin:** 1930.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 12.01%.

**Primary competition:** Chevrolet Stylemaster, Plymouth Deluxe and Studebaker Champion.

**Notable changes:** No changes.

**Major standard equipment:** Tan broadcloth or mohair upholstery, tan interior moldings with brown plastic trim, tan metallic instrument panel, left front door armrest, rear seat vinyl armrests, front rubber floor mat, horn button, dual horns, dual windshield wipers, concealed running boards, driver side sun visor, rubber window surround moldings, electric luggage compartment light, lower body stainless trim, rubber rear fender gravel shield, and 6.00 × 16 BSW tires.

### Measurements

Wheelbase	114.0"
Length	198.2"
Width	73.3"
Height	69.4"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	43.0"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	14.5
Fuel capacity (gals.)	17.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe 2-Door Coupe, 3-p.	77A	\$1,154	0.00%	3033	5,048*	-53.57%
DeLuxe 2-Door (Tudor) Sedan, 6-p.	70A	\$1,212	0.00%	3183	23,356	-47.54%
DeLuxe 4-Door (Fordor) Sedan, 6-p.	73A	\$1,270	0.00%	3213	1,358*	-96.95%
TOTALS	<i>Avg. price</i>	\$1,212	0.00%	<i>Production</i>	29,762*	-70.23%

\*The production records of 3-passenger coupes and Fordor sedans were intermingled with Super DeLuxe models of the same type; therefore these numbers by series are estimated. Combining the DeLuxe and Super DeLuxe production gives an accurate total production number.

## Super DeLuxe

*"In Beauty ... In Comfort ... In Performance ... Ford's out front!"*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 87.99%.

**Primary competition:** Chevrolet Fleetmaster, Nash 600 and Plymouth Special Deluxe.

**Notable changes:** No changes.

**Major standard equipment:** Dawn-gray broadcloth or mohair upholstery, pearl gray plastic trim, blue-gray instrument panel with pearl gray plastic trim, left front door armrest, rear seat vinyl armrests, assist straps, clock, front rubber floor mat, horn ring, dual horns, dual windshield wipers, concealed running boards, dual sun visors, chrome window surround moldings, electric luggage compartment light, lower body stainless trim, rubber rear fender gravel shield, and 6.00 × 16 BSW tires. Station wagon adds: Metal spare tire cover and lock. Convertible adds: Hydraulic power top. Sportsman adds: Wood exterior door and rear quarter panel trim, and hydraulic power window lifts.

### Measurements

Wheelbase	114.0"
Length	198.2"
Width	73.3"
Height	69.4"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	43.0"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	14.5*
Fuel capacity (gals.)	17.0

\*NA for station wagon.

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special DeLuxe 2-Door Coupe, 3-p.	77B	\$1,251	0.00%	3033	1*	-99.99%
Special DeLuxe 2-Door (Tudor) Sedan, 6-p.	70B	\$1,309	0.00%	3183	82,161	-37.82%
Special DeLuxe 2-Door Sedan Coupe, 6-p.	72B	\$1,330	0.00%	3133	44,828	-44.54%
Special DeLuxe 2-Door Convertible, 6-p.	76	\$1,740	0.00%	3266	12,033	-45.70%
Special DeLuxe 2-Door Sportsman Convertible, 6-p.	71	\$2,282	0.00%	3366	28	-98.77%
Special DeLuxe 4-Door (Fordor) Sedan, 6-p.	73B	\$1,372	0.00%	3233	70,000*	-40.04%
Special DeLuxe 4-Door Station Wagon, 8-p.	79B	\$1,893	0.00%	3487	8,912	-44.66%
TOTALS	<i>Avg. price</i>	\$1,597	0.00%	<i>Production</i>	217,963*	-42.81%

\*The production records of 3-passenger coupes and Fordor sedans were intermingled with DeLuxe models of the same type; therefore these numbers by series are estimated. Combining the DeLuxe and Super DeLuxe production gives an accurate total production number.

# FRAZER

*“Pleasure cars are back!”*

The Frazer line continued virtually unchanged for the 1948 model year. Most of the changes seen on the new models had been introduced as running changes to the 1947 line, so the only way to determine the model year of a car with certainty is by the serial number. Among the changes were heavier springs and shocks, dual action fuel pump, counter sprung hood supports, and Goodyear brand “Super Cushion” 7.10 × 15 tires. Styling, colors and powertrains were otherwise essentially unchanged.

For Frazer, production and sales would slip this year, even as its sister division Kaiser’s production rose; however, 1948 would be a rather short model year so there was

no reason for panic. Frazer models had only a small price increase, while Kaiser had larger increases putting it into the \$2,200–\$2,400 price range where the base Frazer had been selling. All of this seemed to be an effect of increased competition in the mid-price range, and perhaps Kaiser-Frazer over-pricing its product in an attempt to reap more immediate profits. The company would revise its pricing structure for 1949. Still, it appeared that the new company was on its way to a bright future, and the 200,000th Kaiser-Frazer automobile would be built this year, a 1948 Frazer Manhattan.



Frazer 4-Door Sedan

**Model year production:** 48,071, down 30.10% from 1947.  
**Domestic market share:** 1.49% (17th place).  
**Base price range:** \$2,483 to \$2,746.  
**Frazer average base price:** \$2,615, up 4.48%.  
**Introduction date:** December 1947.  
**Assembly plants:** Willow Run, MI.

**Serial number identification:** Eight to nine-digit code on plate located on left front door hinge pillar. First digit is F for Frazer. Second and third digits indicate model year (48 = 1948). Fourth digit denotes series number: 5 is Frazer and 6 is Manhattan. Remaining digits are sequential serial numbers as follows in chart below.

## Serial Numbers by Series

Series	Series Code	Beginning	Ending
Frazer	F485	1001	32480
Manhattan	F486	1001	21591

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Frazer	Manhattan
226.2 CID, 1-bbl., L-head, 6-cyl.	7.3:1	100	3-speed manual Overdrive	S \$80	S \$80
226.2 CID, 2-bbl., L-head, 6-cyl.	7.3:1	112	3-speed manual Overdrive	- -	\$ \$

### Major Options

	<i>Frazer</i>	<i>Manhattan</i>
Heater and defroster	\$48	\$48
Radio and antenna	\$	\$
Clock	\$	\$
Dual sunvisors	S	S
Dual windshield wipers	S	S
Fog lamps	\$	\$
Stainless steel wheel trim rings	\$	-
Full wheel covers	\$	S
White sidewall discs	\$	\$

Options common to most models. (—= Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Onyx Black	101, 102
Airway Blue	111
Turf Green	121, 122
Crystal Green	131
Lambswool Cream	141
Buckeye Maroon	151
Gunmetal Metallic	162
Teal Blue	171
Doeskin	181
Speedwing Gray	191, 192
Wedgewood Blue	201
Academy Blue	211
Linden Green	221
Clay Pipe Gray	231, 234
Saddle Bronze Metallic	241
Coral Sand	251
Horizon Blue	261
Hickory Brown Metallic	271
Hickory Brown Metallic over Doeskin	501
Turf Green over Linden Green	511
Buckeye Maroon over Doeskin	521
Airway Blue over Speedwing Gray	532
Gunmetal Metallic over Clay Pipe Gray	542
Academy Blue over Wedgewood Blue	551
Green Spray Metallic over Green Spray	561

## Frazer

*“Designed, tested and perfected to give you an entirely new conception of modern motoring pleasure!”*

**Nameplate year of origin:** 1947.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 61.33%.

**Primary competition:** Buick Roadmaster, Cadillac Series 61, Kaiser Custom, and Packard Deluxe Clipper.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and leather interior trim, robe, automatic dome lights, rubber floor covering with carpeted inserts, custom dashboard and window control knobs/handles, door armrests, dual sun visors, dual windshield wipers, stainless steel exterior window divider trim, rocker panel molding, hood emblem, front bumper guards, small hubcaps with wheel trim rings, and 7.10 × 15 BSW tires.

### Measurements

Wheelbase	123.5"
Length	203.0"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	16.5
Fuel capacity (gals.)	21.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Frazer 4-Door Sedan, 6-p.	F485	\$2,483	+8.24%	3340	29,480	-18.38%
TOTALS	<i>Avg. Price</i>	\$2,483	+8.24%	<i>Production</i>	29,480	-18.38%



# Manhattan

*"Power ... Quality ... Luxury ... Style!"*

**Nameplate year of origin:** 1947.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 38.67%.

**Primary competition:** Cadillac Series 62, Chrysler Town & Country, Lincoln, and Packard Super Clipper.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, robe cord, rear seat center armrest, full floor carpeting, automatic dome lights, deluxe steering wheel, custom chrome instrument panel trim, door armrests, dual sun visors, dual windshield wipers, stainless steel exterior window trim, wide rocker panel molding, hood emblem, four front bumper guards, full wheel covers, and 7.10 × 15 BSW tires.

## Measurements

Wheelbase	123.5"
Length	203.0"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	16.5
Fuel capacity (gals.)	21.0

1  
9  
4  
8

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Manhattan 4-Door Sedan, 6-p.	F486	\$2,746	+1.29%	3375	18,591	-43.07%
TOTALS	<i>Avg. Price</i>	\$2,746	+1.29%	<i>Production</i>	18,591	-43.07%

# HUDSON

*"The New Hudson! Now ...  
You're Face to Face with Tomorrow!"*

All-new Hudson models appeared in showrooms for the 1948 selling season. Following the lead set by the first new postwar automobile of Kaiser and Frazer, Hudson featured a slab-sided design that included fully integrated fenders, front and rear. The big difference was that Hudson gave its car some style. Where Kaiser and Frazer automobiles looked rather like boxes on wheels, Hudsons appeared to sit low to the ground, in what was known as the "Step-Down" design, and had a body side crease, or feature line, which ran the entire length of the car with a slight curve at the rear that helped to visually lower the car. Add to that skirted rear wheel openings and full-length rocker panel moldings, and the new Hudson looked like a dream car straight from the auto show.

All new Hudson models came in either a fastback (Brougham and sedan) or notchback design (convertibles

and coupes). The new cars looked huge, but they were only ½ inch longer than the 1947 models, yet almost seven inches lower and about 4½ inches wider. It was a visual illusion that made the cars look so much more massive, a combination of the aforementioned bodyside styling treatment and the extra width and lower height. The extra body width created a larger interior space than most of the competition could claim, something Hudson liked to tout in advertising, boasting of its "16 inch wide rear seat center armrest, with room for two arms."

Styling features, aside from those previously mentioned, included a new version of the 1947 full-width horizontal-style grille, without the center indentation. A large grille bar on the bottom and a larger top bar across the front of the hood held three thinner bars spaced between them. A vertical bar was centered on the grille, with the top

portion forming the enlarged hood emblem. Rectangular parking lamps were placed directly below the headlamps, between the lower grille bar and the bumper filler pan.

Around back everything was curved and smooth, with two small vertical taillamps mounted on the ends of the rear quarter panel, and the requisite decklid ornament and nameplates on the trunk. Back up front, the windshield was of a curved, two-piece design. Side windows were large and provided excellent outward vision for the time, among the best in the class. To further accentuate the long and low lines, the bodyside feature line was the breaking point for optional two-tone combinations. There truly was nothing else on the road that looked as modern as the 1948 Hudson.

Under the hood, an all-new 6-cylinder engine was introduced for Hudson Super Six and Commodore Six models. Fifty cubic inches larger than before, with 20 more horsepower, the new Hudson 6 models quickly became a hit with drivers at racetracks everywhere. They would soon become the favorites at the fledgling NASCAR events and at many other racetracks across the country.

The only model change for the new season was the Commodore Eight Convertible now being available as a Commodore Six model also. All convertible models were introduced late in the season, during August 1948, which accounts for their low production numbers this year.



Commodore 2-Door Brougham Convertible



Commodore 2-Door Club Coupe interior



Commodore 4-Door Sedan



Commodore 4-Door Sedan



Super 2-Door Brougham Sedan

**Model year production:** 117,404, up 25.02% from 1947.  
**Domestic market share:** 3.64% (9th place).  
**Base price range:** \$2,069 to \$3,057.  
**Hudson average base price:** \$2,419, up 30.51%.  
**Introduction date:** December 1947.  
**Assembly plants:** Detroit, MI.  
**Serial number identification:** Six to nine digit codes on plate located on right front door hinge pillar. First two digits are

model year designation, 48 = 1948. Third digit is equal to the third digit from series code as in chart below. Remaining digits are sequential serial numbers beginning with 101 and ending as follows in chart below. *Examples:* 481101 is a 1948 Hudson Super Six, serial number 101; 484117256 is a 1948 Hudson Commodore Eight, serial number 117256. Being the highest serial number, 482117301 would have been the last 1948 Hudson built.

### Highest Serial Numbers by Series

<i>Series</i>	<i>Series code</i>	<i>Ending</i>
Super Six	481	117300
Commodore Six	482	117301
Super Eight	483	117186
Commodore Custom	484	117256

**Powertrains**

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Super Six &amp; Commodore Six<sup>†</sup></i>	<i>Super Eight &amp; Commodore Custom<sup>ff</sup></i>
262 CID Super-Six, 2-bbl., L-head, 6-cyl.	6.5:1	121	3-speed manual Vacumotive Drive Overdrive Drivemaster*	S \$47 \$101 \$112	- - - -
254 CID Super-Eight, 2-bbl., L-head, 8-cyl.	6.5:1	128	3-speed manual Vacumotive Drive Overdrive Drivemaster*	- - - -	S \$47 \$101 \$112

\*Includes Vacumotive Drive. <sup>†</sup>Models 481 and 482. <sup>ff</sup>Models 483 and 484.

**Major Options**

	<i>Super</i>	<i>Commodore</i>
"Weather Master" heater	\$64	\$64
Radio and antenna	\$84	\$84
Electric clock	\$17	S
Leather upholstery	\$83-\$145*	\$83-\$145*
18" custom steering wheel	\$20	S
Directional signal	\$20	S
Convertible glass rear window	\$20	\$20
Wheel trim rings	\$13	\$13
Large hubcaps	\$10	\$10
White sidewall tires	\$	\$

\*Prices vary depending upon model.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

**Paint Colors**

	<i>Code</i>
Jockey Blue Metallic	B
Quartermaster Gray Metallic	G
Navajo Beige Metallic	H
Danner Blue Metallic	J
Black	K
Ruby Red Metallic	M
Harness Tan Metallic	N
Savory Green Metallic	P
Gallant Gray Metallic	Q
Maroon Deep Metallic	R
Piedmont Green Metallic	S
Platinum Gray Metallic	CC
Ruby Red Metallic	RR
Navajo Beige Metallic over Harness Tan Metallic	HN
Danner Blue Metallic over Jockey Blue Metallic	JB
Gallant Gray Metallic over Quartermaster Gray Metallic	QG
Maroon Deep Metallic over Ruby Red Metallic	RM
Piedmont Green Metallic over Savory Green Metallic	SP

Two-tone combinations available at \$18 extra.

**Super**

*"The brilliant Super series!"*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1948 through 1954.

**Percentage of division's sales volume:** 46.69%.

**Primary competition:** Buick Super, Chrysler Saratoga, Kaiser, and Oldsmobile 98.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Bedford cord upholstery, gray-speckled rubber front floor covering and rear floor carpeting, walnut color instrument panel, four door/side panel armrests, 17" steering wheel,

**Measurements**

Wheelbase	124.0"
Length	207.5"
Width	77.1"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	37.3"
Headroom — rear	37.3"

wind-up clock, dual sun visors, manual latch front door vent windows, stainless steel front, and side window surrounds, chrome rocker panel molding, hood ornament, small hubcaps, and 7.10 × 15 BSW tires.

Convertible adds: Fabric upholstery and power top.

### Measurements (cont.)

Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP*</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Super Six 2-Door Coupe, 3-p.	481	\$2,069	+27.09%	3460	54,729 <sup>†</sup>	+0.69% <sup>†</sup>
Super Six 2-Door Club Coupe, 6-p.	481/483	\$2,219*	+27.24%	3480	†	NA <sup>†</sup>
Super Six 2-Door Brougham Coupe, 6-p.	481	\$2,172	+27.46%	3470	†	NA <sup>†</sup>
Super Six 2-Door Brougham Convertible, 6-p.	481	\$2,836	+40.33%	3700	86	-94.12 <sup>†</sup>
Super Six 4-Door Sedan, 6-p.	481/483	\$2,222*	+27.04%	3500	†	NA <sup>†</sup>
TOTALS	<i>Avg. Price</i>	\$2,304	+30.21%	<i>Production</i>	54,815	-1.80%

\*Add \$121 for Super Eight Club Coupe, model 483, and Super Eight Sedan, model 483, with 8-cylinder engine. <sup>†</sup>Production records not kept by body style, except for convertible models.

## Commodore

*“The distinguished Commodore series!”*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1948 through 1954.

**Percentage of division's sales volume:** 53.31%.

**Primary competition:** Buick Roadmaster, Chrysler New Yorker, Frazer, Lincoln, and Packard DeLuxe Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Broadcloth interior trim, taupe rubber floor front floor with taupe carpet-like inserts and rear floor pile carpet, 16" wide rear seat center armrest, electric clock, dual sun visors, two-tone walnut grained instrument panel, crank-type front door vent windows, wing-type rear quarter ventilation windows (sedans only), stainless steel front, side and rear window surrounds, chrome rocker panel molding, hood and fender ornaments, bumper guards, full wheel covers, and 7.10 × 15 BSW tires. Convertible adds: Fabric upholstery, power windows, and power top.

### Measurements

Wheelbase	124.0"
Length	207.5"
Width	77.1"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	37.3"
Headroom — rear	37.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP*</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Commodore Six 2-Door Club Coupe, 6-p.	482/484	\$2,374*	+25.81%	3550	62,475 <sup>†</sup>	+65.58% <sup>†</sup>
Commodore Six 2-Door Brougham Convertible, 6-p.	482/484	\$3,057*	+39.21%	3780	114	-68.42%
Commodore Six 4-Door Sedan, 6-p.	482/484	\$2,399*	+26.53%	3540	NA <sup>†</sup>	NA <sup>†</sup>
TOTALS	<i>Avg. Price</i>	\$2,610	+30.96%	<i>Production</i>	62,589	+64.31%

\*Add \$115 for Commodore Eight Coupe, model 484, and Commodore Eight Sedan, model 484, with 8-cylinder engine. Add \$81 for Commodore Eight Convertible, model 484 with 8-cylinder engine. <sup>†</sup>Production records not kept by body style, except for convertible models.

# KAISER

*“Unquestioned style leadership!”*

The newly introduced Kaiser line continued virtually unchanged for the 1948 model year. Most of the changes seen on the new models had been introduced as running changes to the 1947 line, so the only definite way to identify a car's model year is by the serial number. Among the changes were redesigned bumper guards, a darker color used on the hood emblem, and a change from green to beige colored instrument faces midway through the 1948 season. Other minor mechanical and chassis upgrades were advertised, with the only one of significance being a change to larger 7.10 × 15 tires. Styling, colors and powertrains were otherwise essentially unchanged.

Production and sales continued to rise for the base Kaiser, despite several price increases through 1947 that put it well into the \$2,200 range. However, despite a price increase that was far less than that seen on the base Kaiser, the Custom series took a hard hit in sales. At sister division Frazer, despite smaller price increases, sales still took a similar tumble. All of this seemed to be an effect of increased competition in the mid-price range, and perhaps Kaiser over-pricing its product in an attempt to reap more immediate profits. A revision of the model line and pricing structure would occur for 1949. Still, it appeared that the new company was on its way to a bright future.



Kaiser 4-Door Sedan

**Model year production:** 91,851, up 30.33% from 1947.  
**Domestic market share:** 2.85% (13th place).  
**Base price range:** \$2,244 to \$2,466.  
**Kaiser average base price:** \$2,355, up 12.98%.  
**Introduction date:** December 1947.  
**Assembly plants:** Willow Run, MI.

**Serial number identification:** Eight- to nine-digit code on plate located on left front door hinge pillar. First digit is K for Kaiser. Next two digits denote year: 48 = 1948. Fourth digit is series number: 1 is Kaiser and 2 is Custom. Remaining digits are sequential serial numbers as follows in chart below.

## Serial Numbers by Series

Series	Series code	Beginning	Ending
Kaiser	K481	1001	93587
Custom	K482	1001	2263

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Kaiser	Custom
226.2 CID, 1-bbl., L-head, 6-cyl.	7.3:1	100	3-speed manual Overdrive	S \$81	S \$81
226.2 CID, 2-bbl., L-head, 6-cyl.	7.3:1	112	3-speed manual Overdrive	- -	\$ \$

### Major Options

	<i>Kaiser</i>	<i>Custom</i>	
Heater and defroster	\$48	\$48	Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.
Radio and antenna	\$	\$	
Clock	\$	\$	
Dual sunvisors	S	S	
Dual windshield wipers	S	S	
Fog lamps	\$	\$	
Four front bumper guards	\$	S	
Stainless steel wheel trim rings	\$	S	
Full wheel covers	\$	\$	
White sidewall discs	\$	\$	

### Paint Colors

	<i>Code</i>		<i>Code</i>		<i>Code</i>
Onyx Black	101, 102	Speedwing Gray	191, 192	Hickory Brown Metallic over Doeskin	501
Airway Blue	111	Wedgewood Blue	201	Turf Green over Linden Green	511
Turf Green	121, 122	Academy Blue	211	Buckeye Maroon over Doeskin	521
Crystal Green	131	Linden Green	221	Airway Blue over Speedwing Gray	532
Lambswool Cream	141	Clay Pipe Gray	231, 234	Gunmetal Metallic over Clay Pipe Gray	542
Buckeye Maroon	151	Saddle Bronze Metallic	241	Academy Blue over Wedgewood Blue	551
Gunmetal Metallic	162	Coral Sand	251	Green Spray Metallic over Green Spray	561
Teal Blue	171	Horizon Blue	261		
Doeskin	181	Hickory Brown Metallic	271		

## Kaiser

*“Economy that will surprise you!”*

**Nameplate year of origin:** 1947.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division’s sales volume:** 98.62%.

**Primary competition:** Buick Special, Chrysler Windsor, Hudson Commodore, Nash Ambassador, and Studebaker Commander Regal DeLuxe.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth interior trim, automatic dome lights, rubber floor covering, door armrests, dual sun visors and dual windshield wipers, black rubber window surrounds, hood emblem, small hubcaps, and 7.10 × 15 BSW tires.

### Measurements

Wheelbase	123.5"
Length	203.0"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	16.5
Fuel capacity (gals.)	21.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Kaiser 4-Door Sedan, 6-p.	K4811	\$2,244	+20.13%	3295	90,588	+39.23%
TOTALS	<i>Avg. Price</i>	\$2,244	+20.13%	<i>Production</i>	90,588	+39.23%



# Custom

*"Most for your Money!"*

Nameplate year of origin: 1947.

Current bodystyle lifespan: 1947 through 1950.

Percentage of division's sales volume: 1.83%.

Primary competition: Buick Roadmaster, Cadillac Series 62, Chrysler Town & Country, Frazer Manhattan, and Packard Super Clipper.

Notable changes: Minor trim and detail changes.

Major standard equipment: Cloth and leather interior trim, robe cord and special seatback designs, leather trimmed dashboard, additional interior chrome trim, automatic dome lights, rubber floor covering with carpeted inserts, custom dashboard and window control knobs/handles, door armrests, dual sun visors, dual windshield wipers, front fender "Custom" script, stainless steel exterior window trim, rocker panel moldings, hood emblem, four front bumper guards, small hub-caps with wheel trim rings, and 7.10 × 15 BSW tires.

## Measurements

Wheelbase	123.5"
Length	203.0"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	16.5
Fuel capacity (gals.)	21.0

1  
9  
4  
8

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom 4-Door Sedan, 6-p.	K4821	\$2,466	+7.17%	3295	1,263	-76.66%
TOTALS	<i>Avg. Price</i>	\$2,466	+7.17%	<i>Production</i>	1,263	-76.66%

# LINCOLN

*"Nothing could be finer!"*

For the third model year, Lincolns continued essentially unchanged. Work was well underway for the introduction of the first all-new postwar Lincolns, which would debut in late April 1948 as early 1949 models. This resulted in a very short 7-month model year production run for 1948, accounting for the apparent decline in production.

Sadly, this would be the last year for the original Continental and the smooth and powerful V-12 engine. Seven model years would lapse before the next iteration of the Lincoln personal luxury car appeared, and to date, nothing with more than eight cylinders has appeared in Ford's luxury brand.



Lincoln 4-Door Sedan



Continental 2-Door Coupe

<p><b>Model year production:</b> 7,769, down 66.27% from 1947.  <b>Domestic market share:</b> 0.24% (19th place).  <b>Base price range:</b> \$2,533 to \$4,746.  <b>Lincoln average base price:</b> \$3,294, no change.  <b>Introduction date:</b> November 1947.  <b>Assembly plants:</b> Detroit, MI.</p>	<p><b>Serial number identification:</b> Serial number and engine number are the same and consist of a seven digit code located on right side of cowl, and read as follows: First digit indicates series, H. The remaining digits are sequential as follows: 174290 to 182129.</p>
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### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
305 CID, 2-bbl., L-head, V12	7.2:1	130	3-speed manual Overdrive	S \$101

### Major Options

	<i>Lincoln</i>	<i>Continental</i>
Heater and defroster	\$	\$
Radio	\$	\$
Power windows — hydraulic	S	S
Hubcaps	S	S
Wheel trim rings	S	S
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment)  
 Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors\*

- Black
- Regal Blue
- Grotto Blue
- Dune Beige
- Canyon Tan
- Sea Gull Gray
- Steel Gray Metallic
- Valley Green Metallic
- Opal Blue Green
- Moss Green
- Lincoln Maroon

\*Paint codes not presently available.

# Lincoln

*“First with those who value distinction.”*

**Nameplate year of origin:** 1921.  
**Current bodystyle lifespan:** 1941 through 1948.  
**Percentage of division’s sales volume:** 83.28%.  
**Primary competition:** Cadillac Series 62 and Packard Super Clipper.  
**Notable changes:** No changes.  
**Major standard equipment:** Cloth upholstery, rear seat center armrest, front rubber floor mat, rear carpeting, electric clock, dual horns, concealed running boards, chrome window surround moldings, electric luggage compartment light, full-length bodyside trim, lower body stainless trim, rubber rear fender gravel shield, and 7.00 × 15 BSW tires. Custom interior models add: Power windows. Convertible adds: Power windows and power top.

### Measurements

Wheelbase	125.0"
Length	218.0"
Width	77.8"
Height	68.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.5

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Lincoln 2-Door Club Coupe, 6-p.	77	\$2,533	0.00%	3915	*	*
Lincoln 2-Door Club Coupe, 6-p. (Custom Interior)	77	\$2,701	0.00%	3915	*	*
Lincoln 2-Door Convertible (Cabriolet), 6-p.	76	\$3,143	0.00%	4245	*	*

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Lincoln 4-Door Sedan, 6-p.	73	\$2,533	0.00%	4015	*	*
Lincoln 4-Door Sedan, 6-p. (Custom Interior)	73	\$2,722	0.00%	4015	*	*
TOTALS	<i>Avg. price</i>	\$2,731	0.00%	<i>Production</i>	6,470	-69.85%

\*Production by body style not available.

## Continental

*"Your perfect introduction ... anywhere."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 16.72%.

**Primary competition:** Cadillac Series 60 Special and Packard Custom Super Clipper (no direct competition; these are competitors in price range only).

**Notable changes:** No changes.

**Major standard equipment:** Cloth upholstery, rear seat center armrest, front rubber floor mat, rear carpeting, electric clock, power windows, dual horns, chrome window surround moldings, electric luggage compartment light, full-length bodyside trim, lower body stainless trim, rubber rear fender gravel shield, and 7.00 × 15 BSW tires. Convertible adds: Power top.

### Measurements

Wheelbase	125.0"
Length	218.0"
Width	77.8"
Height	68.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.5

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Continental 2-Door Coupe, 6-p.	57	\$4,662	0.00%	4125	847	+1.93%
Continental 2-Door Convertible (Cabriolet), 6-p.	56	\$4,746	0.00%	4135	452	-38.75%
TOTALS	<i>Avg. price</i>	\$4,704	0.00%	<i>Production</i>	1,299	-17.21%

# MERCURY

*"More of everything you want with Mercury!"*

With the all-new postwar Mercury in line for introduction, the 1948 models were little more than warmed over 1947 Mercurys. Introduction of what would become the 1949 Mercury originally was scheduled for introduction around January 1948. But production and supply delays would force that back to May 1948. Therefore, only minute differences distinguish the 1948 model from its predecessor. Minor updates to the instrument panel dials and elimination of the steering column lock were the extent of

changes. Also, potentially several base 2-Door Sedans were titled as 1948s, and therefore they are included below, with a count of one produced. However, note that only industry reports show evidence of production, while Mercury itself seemed to drop it from their records. Since the 1948 model year ended up being only seven months long, production numbers are skewed downward, but would be made up during the extended 1949 selling season.



Mercury 2-Door Sedan Coupe



Mercury 4-Door Town Sedan

**Model year production:** 50,234, down 41.84% from 1947.  
**Domestic market share:** 1.56% (16th place).  
**Base price range:** \$1,592 to \$2,207.  
**Mercury average base price:** \$1,821, no change.  
**Introduction date:** November 1947.  
**Assembly plants:** Dearborn, MI.

**Serial number identification:** Serial number and engine number are the same and consist of an eleven digit code located on left front frame and read as follows: The first digit indicates model year, 8 = 1948. Second through fourth digits are 99A indicating eight-cylinder engine. The remaining digits are sequential as follows: 1990957 to 2374315.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
239.4 CID, 2-bbl., L-head, V8	6.75:1	100	3-speed manual	S

### Major Options

	<i>All models</i>
Heater	\$
Heater and defroster	\$
Radio — foot controlled selector	\$
Radio antenna	\$
Fog lamps	\$
Hubcaps	S
Wheel trim rings	\$
Whitewall tires	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Rotunda Gray	M14220
Barcelona Blue	M14221
Monsoon Maroon	M14222
Parrot Green Metallic	M14226
Taffy Tan	M14242
Glade Green	M14233
Feather Gray	M14224
Blue Gray Metallic	M14225
Tucson Tan	M14227
Maize Yellow	M14229
Pheasant Red	M14330
Midland Maroon Metallic	M14202
Shoal Green Gray Metallic	M14228
Strato Blue	M14301
Black	M1724

# Mercury

*“More Beauty! More Smartness! More Luxury!”*

**Nameplate year of origin:** 1939.  
**Current bodystyle lifespan:** 1941 through 1948.  
**Percentage of division’s sales volume:** 100.00%.  
**Primary competition:** Buick Special, DeSoto Custom, Hudson Super 6, Nash Ambassador, and Oldsmobile 70 Series.

### Measurements

Wheelbase	118.0"
Length	201.8"
Width	73.3"

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth upholstery, front door armrests, rear seat vinyl armrests, assist straps, electric clock, rubber floor mats, horn ring, dual horns, dual windshield wipers, concealed running boards, dual sun visors, chrome window surround moldings, electric luggage compartment light, lower body stainless trim, rubber rear fender gravel shield, and 6.50 × 15 BSW tires. Convertible adds: Leather interior and hydraulic power top. Station wagon adds: Wood exterior door and quarter panel construction, and metal spare tire cover and lock.

### Measurements (cont.)

Height	69.1"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	43.0"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	14.5*
Fuel capacity (gals.)	17.0

\*NA for station wagon.

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Mercury 2-Door Sedan, 6-p.	70	\$1,592	+0.00%	3268	1*	-97.06%*
Mercury 2-Door Sedan Coupe, 6-p.	72	\$1,645	+0.00%	3218	16,475	-43.74%
Mercury 2-Door Club Convertible, 6-p.	76	\$2,002	+0.00%	3368	7,586	-25.78%
Mercury 4-Door Town Sedan, 6-p.	73	\$1,660	+0.00%	3298	24,283	-43.89%
Mercury 4-Door Station Wagon, 8-p.	79	\$2,207	+0.00%	3571	1,889	-46.91%
TOTALS	<i>Avg. price</i>	\$1,821	+0.00%	<i>Production</i>	50,234	-41.84%

\*See note in 1948 Mercury introduction. Production is unknown, but any significant production numbers may have been included with the Sedan Coupe.

# NASH

*"Setting the pace for '48!"*

While things may have looked the same from the outside, and even under the hood, there were quite a few changes to be found in Nash showrooms for 1948. The most obvious news would be found in the return of several models to the lineup. These additions included the 600 DeLuxe 3-passenger business coupe and the Ambassador Custom convertible. Interestingly the convertible was a one-year only model, and would be the last "full-size" Nash convertible.

Also new was the expansion of trim levels to meet the expanding market. In the 600 series, the aforementioned business coupe was the sole occupant of the DeLuxe trim level. The newly named 600 Super was the direct replace-

ment of the 1947 600 line. A new 600 Custom became the top-of-the-line small Nash, and its model lineup matched the 600 Super. The new Ambassador Super series was similarly the direct replacement for the 1947 Ambassador line, and the Ambassador Custom was the top-of-the-line Nash offering the only convertible in the entire line.

Powertrains and interiors continued unchanged from the prior year. As previously mentioned, styling was also carry-over, although it should be noted that this would be the last year for the prewar styling. New styling was in the works that would bring big changes to the independent Nash line.



Ambassador 4-Door Sedan

<p><b>Model year production:</b> 110,000, up 8.91% from 1947.  <b>Domestic market share:</b> 3.41% (11th place).  <b>Base price range:</b> \$1,478 to \$2,345.  <b>Nash average base price:</b> \$1,855, up 9.56%.  <b>Introduction date:</b> November 1947.</p>	<p><b>Assembly plants:</b> Kenosha, WI (K and R).  <b>Serial number identification:</b> Seven-digit code on plate located on right side of cowl under hood. First digit indicates assembly plant code from above. Remaining digits are sequential serial numbers as follows in chart below.</p>
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### Serial Numbers by Series

Series	Series code	Beginning	Ending
600	K	196901	259792
Ambassador	R	468501	514594

### Powertrains

Engine	Compression		Transmission	600	Ambassador
	Ratio	Gross HP			
172.6 CID, 1-bbl., L-head, 6-cyl.	7.0:1	82	3-speed manual Overdrive (Cruising Gear)	S \$30	- -
234.8 CID, 1-bbl., L-head, 6-cyl.	7.0:1	112	3-speed manual Overdrive (Cruising Gear)	- -	S \$30

### Major Options

	600	Ambassador
Conditioned air system heater and defroster	\$	\$
Radio and antenna	\$	\$
“Convertible Bed” reclining front seats	\$	\$
Clock	S	S
Dual sunvisors	S	S
Dual windshield wipers	S	S
Turn signal	\$	\$
Full wheel covers	\$	\$
White sidewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Newfoundland Gray	D
Canterbury Gray Light	E
Black	F
Yukon Gray	I
Strato Blue	J
Guiana Green	Q
Marlin Blue	R
Sunset Maroon	S
Golden Light Tan	T
Canterbury Gray Dark	W
Everglade Green	Z
Guiana Green over Newfoundland Gray	DQ
Platinum Blue over Strato Blue	JA
Everglade Green over Guiana Green	QZ
Winterleaf Brown over Golden Light Tan	TV
Canterbury Gray Light over Canterbury Gray Dark	WE



# 600

*"Step into the 1948 Nash 600!"*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 57.68%.

**Primary competition:** Chevrolet Fleetmaster, Ford Super DeLuxe, and Plymouth Special DeLuxe.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, assist straps and robe cord, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, dual sun visors and dual windshield wipers, stainless steel window surrounds, stainless steel beltline molding, chrome running board (rocker panel) molding, hood ornament, small hubcaps, and 6.00 × 16 BSW tires. Custom adds: Additional interior trim and hood, door and rear quarter stainless steel molding.

## Measurements

Wheelbase	112.0"
Length	196.5"
Width	NA
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

1  
9  
4  
8

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
600 DeLuxe 2-Door Business Coupe, 3-p.	4842	\$1,478	NEW	2635	925	NEW
600 Super 2-Door Brougham Coupe, 6-p.	4843	\$1,538	+8.69%	2731	11,530	-4.71%
600 Super 4-Door Sedan, 6-p.	4848	\$1,543	+8.66%	2826	25,004	-9.59%
600 Super 4-Door Trunk-Back Sedan, 6-p.	4840	\$1,587	+8.40%	2786	25,103	+16.76%
600 Custom 2-Door Brougham Coupe, 6-p.	4853	\$1,727	NEW	2731	170	NEW
600 Custom 4-Door Sedan, 6-p.	4858	\$1,732	NEW	2826	332	NEW
600 Custom 4-Door Trunk-Back Sedan, 6-p.	4850	\$1,776	NEW	2786	346	NEW
TOTALS	<i>Avg. Price</i>	\$1,626	+13.46%	<i>Production</i>	63,450	+3.51%

# Ambassador

*"The Nash Ambassador series."*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 42.32%.

**Primary competition:** Buick Special, Chrysler Windsor, Hudson Super, and Studebaker Commander.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, assist straps and robe cord, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, dual sun visors and dual windshield wipers, stainless steel window surrounds, stainless steel beltline molding, chrome running board (rocker panel) molding, hood ornament, small hubcaps, and 6.00 × 15 BSW tires. Suburban adds: Wood body side paneling. Custom adds: Additional interior trim and hood, door and rear quarter stainless steel molding. Convertible adds: Vinyl and cloth interior, power top.

## Measurements

Wheelbase	121.0"
Length	205.5"
Width	NA
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Ambassador Super 2-Door Brougham Coupe, 6-p.	4863	\$1,858	+6.11%	3312	7,221	-16.74%
Ambassador Super 4-Door Sedan, 6-p.	4868	\$1,874	+6.06%	3412	14,777	+1.88%
Ambassador Super 4-Door Trunk-Back Sedan, 6-p.	4860	\$1,916	+5.91%	3387	14,248	-10.54%
Ambassador Super 4-Door Suburban Sedan, 6-p.	4864	\$2,239	+0.54%	3522	130	-78.15%
Ambassador Custom 2-Door Brougham Coupe, 6-p.	4873	\$2,047	NEW	3312	929	NEW
Ambassador Custom 2-Door Cabriolet, 6-p.	4871	\$2,345	NEW	3465	1,000	NEW
Ambassador Custom 4-Door Sedan, 6-p.	4878	\$2,063	NEW	3412	4,143	NEW
Ambassador Custom 4-Door Trunk-Back Sedan, 6-p.	4870	\$2,105	NEW	3387	4,102	NEW
TOTALS	<i>Avg. Price</i>	\$2,056	+8.86%	<i>Production</i>	46,550	+17.25%

# OLDSMOBILE

*"Going Places! ... in '48."*

An all-new "Futuramic" 98 series headlined the Oldsmobile line for 1948. Sharing a basic body structure with the upcoming 1949 Buick Roadmaster and most of the 1948 Cadillac standard line, the new bodies were more modern with front fender lines flowing seamlessly into the bodylines. Rear fenders were still a bolt-on type, but they were now more slender and tied in well with the overall styling. The general shape of the '46-'47 Oldsmobile grille was used for the new 98, but it now had only two grille bars, versus the four bars used on the prior 98 models and the '48 Series 60 and 70. The result was a much lighter and more pleasing look. The upper grille bar featured an extension that wrapped around the front fender just above the bumper. Parking lights were moved from the fender edges to directly below the headlights.

Around back, taillights were mounted in a chrome bezel, which ran up the back slope of the rear fender. It was the earliest sign of a future tailfin for Oldsmobiles. The greenhouse area included a larger glass area that featured

curved two-piece windshields and larger rear windows. The 2-Door Sedan continued to be a fastback design, while the 4-Door Sedan was of a more formal three-box design. Interiors received all-new styling as well, with new colors, designs, and a cleanly styled instrument panel, placing all controls within easier reach of the driver.

Under the hood, the straight eight engine was in its final year of production, but received a slight increase in horsepower for the all-new 98 series. Improvements to the Hydra-Matic automatic transmission made it even smoother shifting and accelerated its increasing popularity with the buying public. Changes for the 60 and 70 series consisted mainly of designating both as the Dynamic series, with the Special name deleted from the line. Also, the Dynamic 60 and Futuramic 98 series were now offered with DeLuxe equipment for all body styles except the Convertible. Futuramic 98 Convertibles included DeLuxe equipment as standard.



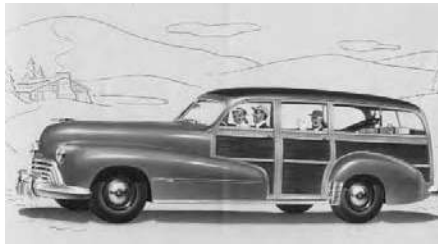
78 DeLuxe interior



98 4-Door Sedan



Series 60 2-Door Club Coupe



Series 60 4-Door Wagon



Series 70 4-Door Sedan

**Model year production:** 172,852, down 11.02% from 1947.  
**Domestic market share:** 5.35% (8th place).  
**Base price range:** \$1,609 to \$2,739.  
**Oldsmobile average base price:** \$2,014, up 11.55%.  
**Introduction date:** January 1948.  
**Assembly plants:** Lansing, MI (none); Atlanta, GA (A); Framingham, MA (B); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); and Wilmington, DE (W).

**Serial number identification:** Located under the hood on front of cowl on left side. Up to eight digit code read as follows: 1st two digits indicate series, 66, 68, 76, 78 and 98. Third digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning and ending number as follows in the chart below:

### Serial Numbers by Assembly Plant and Series

Series	Lansing		Atlanta		Framingham		Los Angeles		Kansas City		Linden		Wilmington	
	Beg.	End	Beg.	End	Beg.	End	Beg.	End	Beg.	End	Beg.	End	Beg.	End
66	165001	185604	2001	3864	1001	2868	21001	24356	9001	13202	31001	34067	3001	6744
68	25001	33588	2001	2817	1001	1824	6001	7509	3001	4851	8001	9359	2001	3655
76	164001	177725	2001	3414	1001	2443	18001	20549	9001	12182	13001	13600	3001	5956
78	72001	82294	2001	2983	1001	1992	11001	12915	7001	9315	16001	17830	2001	4178
98	65001	96882	1001	3485	1001	4559	11001	18076	6001	12126	20001	27179	1001	7929

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Dynamic Series 60	Dynamic Series 70	Futuramic Series 98
238 CID Fire-Power, 1-bbl., L-head, 6-cyl.	6.5:1	100	3-speed manual Hydra-Matic Drive	S \$185	S \$185	- -
257 CID Fire-Power, 2-bbl., valve-in-head, 8-cyl.	6.5:1	110	3-speed manual Hydra-Matic Drive	\$58 \$243	\$58 \$243	- -
257 CID Fire-Power, 2-bbl., valve-in-head, 8-cyl.	7.0:1	115	3-speed manual Hydra-Matic Drive	- -	- -	S \$185

### Major Options

	66/68	66/68 DeLuxe	76/78	76/78 DeLuxe	98	98 DeLuxe
Heater and defroster	\$32	\$32	\$32	\$32	\$32	\$32
Standard radio	\$84	\$84	\$84	\$84	\$84	\$84
DeLuxe radio	\$94	\$94	\$94	\$94	\$94	\$94
Electric clock	\$17	S	\$17	S	S	S
DeLuxe steering wheel	\$17	S	\$17	S	\$17	S
E-Z-I inside rear view mirror	\$5	\$5	\$5	\$5	S	S
Rear window wiper	\$14	\$14	\$14	\$14	-	-
Rear fender skirts	\$17	\$17	\$17	\$17	S	S
Chrome wheel trim rings	\$11	S	\$11	S	S	S
Whitewall tires	\$	\$	\$	\$	\$	\$

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code		Code
Black	20	Dawn Gray Metallic	28
Alpine Green Metallic	21	Saxon Gray Metallic over Dawn Gray Metallic	28A
Norway Green over Alpine Green Metallic	21A	Dawn Gray Metallic over Saxon Gray Metallic	28B
Chariot Red	22C	Ivy Green Metallic	29
Tawnee Buff	23	Seafoam Green Metallic over Ivy Green Metallic	29A
Praline Brown Metallic over Tawnee Buff	23A	Ivy Green Metallic over Seafoam Green Metallic	29B
Nankeen Cream	23C	Seafoam Green Metallic	29C
Denmark Blue Metallic	24	Garnet Red Metallic	32
Caspian Blue Metallic over Denmark Blue Metallic	24A	Cayuga Blue Metallic	34
Caspian Blue Metallic	25	Caspian Blue Metallic over Cayuga Blue Metallic	34A
Denmark Blue Metallic over Caspian Blue Metallic	25A	Cayuga Blue Metallic over Caspian Blue Metallic	34B
Praline Brown Metallic	26	Alpine Green Metallic over Norway Green	39A
Tawnee Buff over Praline Brown Metallic	26A	Norway Green	39C
Saxon Gray Metallic	27-C		

## Dynamic Series 60

*“Action-styled and action-engineered cars for ‘Going Places.’”*

**Nameplate year of origin:** 1948.

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 33.44%.

**Primary competition:** Dodge Custom, Mercury, and Pontiac Streamliner.

**Notable changes:** Detail changes.

**Major standard equipment:** Bedford cord or broadcloth upholstery, rubber floor mats, wood grained instrument panel, dual sun visors, dual windshield wipers, automatic choke, front fender stainless trim, and 6.00 × 16 BSW tires. Convertible adds: Leather or cloth and leather interior and 6.50 × 15 BSW tires. Station wagon adds: Wood door and side body panels. DeLuxe series adds: Foam rubber seat cushions, DeLuxe steering wheel and instrument cluster, clock, and chrome wheel trim rings.

### Measurements

Wheelbase	119.0"
Length	204.0"
Width	75.5"
Height	65.2"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Dynamic 60 2-Door Club Coupe, 6-p.	3527	\$1,609	+8.13%	3240	8,226	-42.46%
Dynamic 60 2-Door Club Sedan, 6-p.	3507	\$1,634	+8.00%	3285	20,932	-26.52%
Dynamic 60 2-Door Convertible, 6-p.	3567X	\$2,003	+8.56%	3550	3,892	-40.38%
Dynamic 60 4-Door Sedan, 6-p.	3519	\$1,677	+7.78%	3320	15,842	-30.09%
Dynamic 60 4-Door Station Wagon, 6-p.	3562	\$2,614	+6.43%	3620	1,600	+9.59%
Dynamic 60 DeLuxe 2-Door Club Coupe, 6-p.	3527D	\$1,749	NEW	3255	1,100	NEW
Dynamic 60 DeLuxe 2-Door Club Sedan, 6-p.	3507D	\$1,776	NEW	3300	2,800	NEW
Dynamic 60 DeLuxe 4-Door Sedan, 6-p.	3519D	\$1,818	NEW	3335	2,300	NEW
Dynamic 60 DeLuxe 4-Door Station Wagon, 6-p.	3562D	\$2,739	NEW	3605	1,107	NEW
TOTALS	<i>Avg. price</i>	\$1,958	+10.50%	<i>Production</i>	57,799	-21.29%

## Dynamic Series 70

*"Smartly styled and superbly engineered.  
'Going Places' in luxury and comfort."*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1941 through 1948.

Percentage of division's sales volume: 43.07%.

Primary competition: Buick Special, DeSoto Custom, and Nash Ambassador.

Notable changes: Detail changes.

Major standard equipment: Bedford cord or broadcloth upholstery, front seat armrests, rubber floor mats, wood grained instrument panel, dual sun visors, dual windshield wipers, automatic choke, front fender stainless trim, rear fender gravel guard, and 6.50 × 16 BSW tires.

Deluxe series adds: Carpeted inserts in floor mats, deluxe instrument cluster, rear seat center armrest, electric clock, E-Z-I rear view mirror, chrome wheel trim rings, and 7.60 × 15 BSW tires.

### Measurements

Wheelbase	125.0"
Length	214.0"
Width	76.0"
Height	65.2"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Dynamic 70 2-Door Club Sedan, 6-p.	3607	\$1,726	+8.96%	3425	16,923	-55.64%
Dynamic 70 4-Door Sedan, 6-p.	3609	\$1,801	+8.56%	3500	12,444	-59.65%
Dynamic 70 DeLuxe 2-Door Club Sedan, 6-p.	3607D	\$1,873	+9.85%	3445	8,249	+23.17%
Dynamic 70 DeLuxe 4-Door Sedan, 6-p.	3609D	\$1,946	+9.76%	3535	12,202	+52.83%
TOTALS	<i>Avg. price</i>	\$1,837	+9.30%	<i>Production</i>	49,818	-40.46%

## Futuramic Series 98

*"Into a new Golden Era. Futuramic Oldsmobile!  
The dramatic design of the future."*

Nameplate year of origin: 1941 (Futuramic prefix was only for 1948–1949).

Current bodystyle lifespan: 1948 through 1949.

Percentage of division's sales volume: 37.74%.

### Measurements

Wheelbase	125.0"
Length	213.0"
Width	78.8"

**Primary competition:** Buick Super, Chrysler New Yorker, Hudson Super, and Packard Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Broadcloth or Bedford cord upholstery, front seat center armrest, carpeted inserts in floor mats, deluxe steering wheel, clock, E-Z-I rear view mirror, front and rear fender stainless trim, rear fender gravel guard, rear fender skirts, solenoid starter, and 6.50 × 16 BSW tires. Convertible adds: Leather interior and power top. DeLuxe series adds: Front and rear floor mats, DeLuxe steering wheel, chrome wheel trim rings, rear seat center armrest, power (hydraulic) windows and front seat adjustment, and 8.20 × 15 BSW tires.

### Measurements (cont.)

Height	63.8"
Legroom — front	42.9"
Legroom — rear	42.5"
Headroom — front	36.2"
Headroom — rear	34.9"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Futuramic 98 2-Door Club Sedan, 6-p.	3807	\$2,078	+11.42%	3645	2,311	-72.73%
Futuramic 98 4-Door Sedan, 6-p.	3869	\$2,151	+12.21%	3705	5,605	-77.34%
Futuramic 98 DeLuxe 2-Door Club Sedan, 6-p.	3807D	\$2,182	NEW	3685	11,949	NEW
Futuramic 98 DeLuxe 2-Dr. Convertible, 6-p.	3867X	\$2,624	+13.74%	4035	12,914	+227.77%
Futuramic 98 DeLuxe 4-Door Sedan, 6-p.	3869D	\$2,256	NEW	3745	32,456	NEW
TOTALS	<i>Avg. price</i>	\$2,258	+11.26%	<i>Production</i>	65,235	+75.61%

# PACKARD

*"Ask the Man who owns one!"*

All-new postwar Packards, known within the company as the 22nd series, reached dealer showrooms in September of 1947. Disposing of all traces of a fender line resulted in a slab-sided, "free-flow" body design, with very sleek and flowing lines. While this new design was a hit, the modern styling of the forthcoming Cadillac and Buick designs would steal some of the thunder. Still, Packard garnered many awards for its design, including the New York Fashion Academy's "Fashion Car of the Year" award.

At the front end, the grille was a shorter and broader version of the traditional Packard "ox-yoke" grille, with an egg-crate insert. On Custom Eight models, two lower full-width horizontal bars created a horizontal grille section, and the new front bumper carried on the grille theme into a painted center section that continued the vertical bars of the grille. Rectangular parking lamps were placed between the two grille bars and beneath the headlamps. The horizontal grille bars and front bumper were of a wraparound design and extended to the front wheel opening. The base and Super Eight series used three horizontal grille bars and

dispensed with the grid work between the bars and within the bumper. The hood sat high enough to accommodate the new inline 8-cylinder engines but blended into the fender lines at the cowl. Atop the hood, on all but the base Packard Eight, was a new V-shaped hood ornament dubbed the "Winged Goddess," the design of which harkened back to the glamorous Packards of the 1930s.

Along the bodysides, there was minimal trim, but as was typical of the period, the more trim the car had, the higher its place in the model lineup. Base Packards had a rocker panel molding and beltline stainless steel trim, while the DeLuxe Eights added front and rear window trim. These two lines replaced the former Clipper series. Super Eights, the replacement for the Super Clipper, added side window trim, and the top line Custom Eight, the replacement for the Custom Super Clipper, added a second chrome strip above the rocker panel molding. On all series, the lower panel moldings ran from the front wheel opening across the fender skirts and ended at the rear bumper. Around back, two-doors used a fastback style with the



roofline sloping down to the rear bumper. Four-door and convertible models had a slight notch to the roofline for the trunk.

Under the hood, changes were also seen. The old 282 CID engine received a larger bore and shorter stroke, along with other upgrades, and now boasted 288 CID and 130 horsepower. A new mid-range 327 CID inline 8-cylinder engine was introduced with 145 horsepower @ 3600 rpm, and the 356 CID 8-cylinder continued with only a slight camshaft change and resulting compression boost. The inline 6-cylinder engine was gone, and would not return to the Packard line.

Besides the previously mentioned new series designations, there were a few models returning to the Packard line. First, a convertible rejoined the lineup, having last been produced during the 1942 model year. In keeping with Packard tradition, the model was available in the Super and Custom series, with leather interior appointments and hydraulically powered top as standard equipment. The second new model was the Packard Eight Station Sedan. Packard's first station wagon since 1941, it essentially used

a 4-door sedan body as its basis, and added the rear cargo compartment. It was of all-steel construction, except the tailgate and surrounding structure. The wood was northern birch, and was also used as trim panels on all four doors.

Interiors continued the luxury car look and feel with combinations of pinstripe wool cloths and leather depending upon model. Instrument panels were redesigned, featuring new black-light "Flite-Glo" instruments with two round gauges in front of the driver on a flat panel. The passenger side housed a glove box, and multiple horizontal bars that created a grillwork for the optional radio speaker covered the center section. Upholstery was relatively plain on the base line, while the Super added more stitching and nicer fabrics, and the Custom added rich-looking fabrics and leather along with wood trim on the back of the seats and door panels.

Note that the 22nd series Packards would continue until May 1949; however, cars built from November 1948 until May 1949 were titled as 1949s and were sold as "First-series" 1949 models. Features, prices and comments here also pertain to the first-series 1949 models, while production figures are included within the 1949 section.



Custom Eight 4-Door Sedan



Packard Eight 4-Door Station Sedan



Super Eight Victoria 2-Door Convertible Coupe

**Model year production:** 87,281, up 76.04% from 1947.  
**Domestic market share:** 2.70% (14th place).  
**Base price range:** \$2,250 to \$4,868.  
**Packard average base price:** \$3,424, up 15.49%.  
**Introduction date:** September 1947.  
**Assembly plants:** Detroit, MI.  
**Serial number identification:** Seven-digit code located on

left side of cowl under hood, and read as follows: First digit is G. Second through seventh digits are engine/serial numbers as follows in chart below. Note that 1948 and first-series 1949 models' serial numbers continue with no break to distinguish between model years. Also, many numbers may have been skipped in between beginning and ending numbers.

### Serial Numbers by Series

Series	Beginning (1948)	Ending (First series 1949)
Packard Eight	200001	270000
Super Eight	400001	422000
Custom Eight	600001	610000

### Powertrains

Engine	Compression		Transmission	Packard Eight	Super Eight	Custom Eight
	Ratio	Gross HP				
288 CID, 2-bbl., L-head, 8-cyl.	7.0:1	130	3-speed manual Overdrive	S \$87	- -	- -

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Packard Eight</i>	<i>Super Eight</i>	<i>Custom Eight</i>
327 CID, 2-bbl., L-head, 8-cyl.	7.0:1	145	3-speed manual Overdrive	- -	S \$87	- -
356 CID, 2-bbl., L-head, 8-cyl.	7.0:1	160	3-speed manual Overdrive	- -	- -	S \$87

### Major Options

	<i>Packard Eight</i>	<i>Super Eight</i>	<i>Custom Eight</i>	
Heater	\$68	\$68	\$68	Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.
Radio	\$	\$	\$	
Fender skirts	\$	\$	S	
Electromatic Clutch	\$	\$	\$	
Full wheel covers	\$	S	S	
White sidewall tires	\$	\$	\$	

### Paint Colors

	<i>Code</i>		<i>Code</i>
Black	-	Packard Ivory	T
Lowell Gray Metallic	A	Serpentine Green Metallic over Golden Green Metallic	DF
Packard Blue	B	Agate Blue Metallic over Egyptian Sand Metallic	HC
Egyptian Sand Metallic	C	Lexington Green Metallic over Egyptian Sand Metallic	JC
Serpentine Green Metallic	D	Sardonyx Brown Metallic over Egyptian Sand Metallic	LC
Cavalier Maroon Metallic	E	Aztec Brown Metallic over Egyptian Sand Metallic	MC
Golden Green Metallic	F		
Agate Blue Metallic	H		
Lexington Green Metallic	J		
Sardonyx Brown Metallic	L		
Aztec Brown Metallic	M		

## Packard Eight

*"All new Eights for '48!"*

**Nameplate year of origin:** 1948.

**Current bodystyle lifespan:** 1948 through 1950.

**Percentage of division's sales volume:** 69.42%.

**Primary competition:** Buick Super, Cadillac Series 61, Chrysler New Yorker, Frazer, Kaiser, and Oldsmobile 98.

**Notable changes:** Completely restyled.

**Major standard equipment:** Cloth interior trim, full floor covering, electric clock, stainless steel hood and beltline molding, rocker panel molding, hood ornament, small hubcaps, and 7.60 × 15 BSW tires. DeLuxe models add: Additional interior trim appointments, front and rear window stainless steel moldings, and "Winged Goddess" hood ornament.

### Measurements

Wheelbase	120.0"
Length	204.7"
Width	77.5"
Height	64.1"
Legroom — front	44.3"
Legroom — rear	42.3"
Headroom — front	36.7"
Headroom — rear	36.3"
Cargo capacity (cu. ft.)	17.2
Fuel capacity (gals.)	17.0

Models Available

	Model No.	Base FADP	Change from LY†	Shipping Wt. (lbs.)	Model Year Production	Change from LY†
Packard Eight Series 2201 2-Door Club Sedan, 6-p.	2295	\$2,250	+17.68%	3755	NA	NA
Packard Eight Series 2201 4-Door Touring Sedan, 6-p.	2292	\$2,275	+17.45%	3815	NA	NA
Packard Eight Series 2201 4-Door Station Sedan, 6-p.	2293	\$3,425	NEW	4075	NA	NEW
Packard DeLuxe Eight Series 2211 2-Door Club Sedan, 6-p.	2265	\$2,517	+18.50%	3770	NA	NA
Packard DeLuxe Eight Series 2211 4-Door Touring Sedan, 6-p.	2262	\$2,543	+18.33%	3840	NA	NA
TOTALS	Avg. Price	\$2,602	+21.79%	Production	60,593*	+154.01%

\*Production totals by body style are not available. 12,803 were standard Eight models, and 47,790 were DeLuxe Eight models. †Comparisons made to 1947 Packard Clipper.

1948

Super Eight

*“A new performance thrill awaits the buyers of the spirited Super Eight ... the motor car that makes distance disappear!”*

**Nameplate year of origin:** 1948.  
**Current bodystyle lifespan:** 1948 through 1950.  
**Percentage of division’s sales volume:** 22.25%.  
**Primary competition:** Buick Roadmaster, Cadillac Series 62, and Oldsmobile 98.  
**Notable changes:** Completely restyled.  
**Major standard equipment:** Broadcloth interior trim, full floor carpeting, electric clock, stainless steel hood, front and rear window, side window and beltline molding, rocker panel molding, “Winged Goddess” hood ornament, full wheel covers, and 7.60 × 15 BSW tires. Convertible adds: Leather interior, and power top. Seven-passenger models add: Auxiliary jump seats, and 7.00 × 16 BSW tires. Limousine adds: Driver partition. DeLuxe models add: Additional interior trim appointments.

Measurements

	Series 2202 & 2232	Series 2222
Wheelbase	120.0"	141.0"
Length	204.7"	225.7"
Width	77.5"	76.2"
Height	64.1"	NA
Legroom — front	44.3"	44.3"
Legroom — rear	42.3"	NA
Headroom — front	36.7"	36.7"
Headroom — rear	36.3"	NA
Cargo capacity (cu. ft.)	17.2	17.2
Fuel capacity (gals.)	20.0	20.0

Models Available

	Model No.	Base FADP	Change from LY†	Shipping Wt. (lbs.)	Model Year Production*	Change from LY†
Super Eight Series 2202 2-Door Club Sedan, 6-p.	2275	\$2,802	+2.00%	3790	NA	NA
Super Eight Series 2232 2-Door Victoria Convertible, 6-p.	2279	\$3,250	NEW	4025	4,750	NEW
Super Eight Series 2202 4-Door Touring Sedan, 6-p.	2272	\$2,827	+1.98%	3855	NA	NA
Super Eight Series 2222 4-Door Touring Sedan, 7-p.	2277	\$3,500	NEW	4460	NA	NEW
Super Eight Series 2222 4-Door Limousine, 7-p.	2276	\$3,650	NEW	4525	NA	NEW
Super Eight DeLuxe Series 2222 4-Door Touring Sedan, 7-p.	2271	\$3,850	NEW	4590	NA	NEW

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY†</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY†</i>
Super Eight DeLuxe Series 2222 4-Door Limousine, 7-p.	2270	\$4,000	NEW	4610	NA	NEW
TOTALS	<i>Avg. Price</i>	\$3,411	+21.81%	<i>Production</i>	19,419	+304.39%

\*Production totals by body style are not available, except for convertible. †Comparisons made to 1947 Packard Super Clipper.

## Custom Eight

*"Traditionally Packard in fine car appointments ... inside and out!"*

**Nameplate year of origin:** 1948.

**Current bodystyle lifespan:** 1948 through 1950.

**Percentage of division's sales volume:** 11.54%.

**Primary competition:** Cadillac Fleetwood Sixty Special,  
Chrysler Crown Imperial, and Lincoln Continental.

**Notable changes:** Completely restyled.

**Major standard equipment:** Broadcloth and leather interior trim, full floor carpeting, electric clock, stainless steel body trim molding, hood, side window and beltline moldings, dual lower body moldings, "Winged Goddess" hood ornament, full wheel covers, and 7.60 × 15 BSW tires. Convertible adds: Leather interior and power top. Seven-passenger sedans add: Auxiliary jump seats, and 7.00 × 16 BSW tires. Limousine adds: Driver partition.

### Measurements

	<i>Series 2206 2233</i>	<i>Series 2226</i>
Wheelbase	127.0"	148.0"
Length	215.7"	233.7"
Width	76.2"	76.2"
Height	64.1"	NA
Legroom — front	44.3"	44.3"
Legroom — rear	42.3"	NA
Headroom — front	36.7"	36.7"
Headroom — rear	36.3"	NA
Cargo capacity (cu. ft.)	17.2	17.2
Fuel capacity (gals.)	20.0	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY†</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY†</i>
Custom Eight Series 2206 2-Door Club Sedan, 6-p.	2255	\$3,700	+9.34%	4110	NA	NA
Custom Eight Series 2233 2-Door Victoria Convertible, 6-p.	2259	\$4,295	NEW	4380	1,103	NEW
Custom Eight Series 2206 4-Door Touring Sedan, 6-p.	2252	\$3,750	+8.73%	4175	NA	NA
Custom Eight Series 2226 4-Door Touring Sedan, 7-p.	2251	\$4,704	+4.44%	4860	NA	NA
Custom Eight Series 2226 4-Door Limousine, 7-p.	2250	\$4,868	+4.28%	4880	NA	NA
TOTALS	<i>Avg. Price</i>	\$4,263	+6.55%	<i>Production</i>	5,690	+268.55%

\*Production totals by body style are not available, except for convertible, and the total 7-passenger production is 231. †Comparisons made to 1947 Packard Custom Super Clipper.

# PLYMOUTH

*“If it’s VALUE you want—it’s PLYMOUTH you want.  
Plymouth builds great cars!”*

1  
9  
4  
8

Once again, 1948 brought virtually no changes to the popular Plymouth. The only new feature was a smaller 15 inch wheel and tire, which slightly lowered the car and minimally lowered the total weight of the car. Sales continued to maintain momentum although they began to slow in anticipation of the new 1949 models from the Big Three. There were no model changes, but it may be of interest that the 1948 Plymouth Special DeLuxe Station Wagon was the first Plymouth to break the \$2,000 price barrier.

As with all other Chrysler Corporation cars, production of 1948 models continued after January 1, 1949, and these cars were titled as 1949 models. They were generally identified as first series 1949 cars, and the really new cars were the second series cars. Herein the first series 1949 mod-

els are included with the 1948 models. This calculation method places Plymouth second in the production race thanks to the extended 15-month period. In reality, Ford maintained its second place position, but had a shorter 1948 production year.

Again, there were no distinguishing changes for the new model year; therefore serial numbers are used for identification purposes. White sidewall tires did become more widely available this year, after the postwar material shortages eased, and were added to the option list. The production figures by body style in the charts below are combined for the 1946 through 1948 period. The totals presented below by series are estimates for 1948.



Special DeLuxe 4-Door Sedan



Special DeLuxe 4-Door Sedan

**Model year production:** 410,478, up 7.93% from 1947.

**Domestic market share:** 12.72% (2nd place).

**Base price range:** \$1,345 to \$2,067.

**Plymouth average base price:** \$1,544, up 12.06%.

**Introduction date:** January 1948.

**Assembly plants:** Detroit, MI; Los Angeles, CA; and Evansville, IN.

**Serial number identification:** Located on left front door hinge pillar. DeLuxe series: Eight digit code as follows — Detroit, 15252279 to 15284534; Los Angeles, 26010840 to

26017025; Evansville, 22063370 to 22071866. Special DeLuxe series: Eight digit code as follows — Detroit, 11854386 to 12066019; Los Angeles, 25035586 to 25062782; Evansville, 20233168 to 20287571. First series 1949 serial numbers for DeLuxe series: Eight digit code as follows — Detroit, 15284535 to 15292209; Los Angeles, 26017026 to 26018852; Evansville, 22071867 to 22073646. Special DeLuxe series: Eight digit code as follows — Detroit, 12066020 to 12116123; Los Angeles, 25062783 to 25071430; Evansville, 20287572 to 20299138.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
217.8 CID, 1-bbl., L-head, 6-cyl.	6.6:1	95	3-speed manual	S

## Major Options

	<i>DeLuxe</i>	<i>Special DeLuxe</i>
Heater and defroster	\$	\$
Radio	\$	\$
Electric clock	\$	S
Dual sunvisors	\$	S
Dual windshield wipers	\$	S
Turn signal	\$	\$
Full wheel covers	\$	\$
White sidewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Black	1
Marine Blue	2
Chevron Blue	3
Airwing Gray	4
Cruiser Maroon	5
Balfour Green	6
Kenwood Green	7
Battalion Beige	8
Plymouth Gunmetal	9
Sumach Red	10
Charlotte Ivory	20

## DeLuxe

*"The Plymouth DeLuxe."*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1942 through first series 1949.

**Percentage of division's sales volume:** 13.80% (est.).

**Primary competition:** Chevrolet Stylemaster, Ford DeLuxe, and Studebaker Champion.

**Notable changes:** No changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, driver side sun visor and windshield wiper, rubber window surrounds, stainless steel front fender and beltline molding, chrome rocker panel molding, hood ornament, small hubcaps, and 6.70 × 15 BSW tires.

## Measurements

Wheelbase	117.0"
Length	196.8"
Width	73.6"
Height	67.2"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 2-Door Coupe, 3-p.	P15	\$1,345	+11.62%	2955	16,117*	NA
DeLuxe 2-Door Club Coupe, 6-p.	P15	\$1,409	+12.00%	3005	10,400*	NA
DeLuxe 2-Door Sedan, 6-p.	P15	\$1,382	+12.27%	2995	49,918*	NA
DeLuxe 4-Door Sedan, 6-p.	P15	\$1,440	+12.15%	3030	120,757*	NA
TOTALS	<i>Avg. Price</i>	\$1,394	+12.01%	<i>Production</i>	56,646†	-20.78%†

\*Model year production totals for 1946–1948. †Total estimated production and change from LY is total for 1948, compared to 1947 total.

## Special DeLuxe

*"The Plymouth Special DeLuxe."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1942 through first series 1949.

**Percentage of division's sales volume:** 86.20% (est.).

**Primary competition:** Chevrolet Fleetmaster, Dodge Deluxe, Ford Super DeLuxe, and Nash 600.

## Measurements

	<i>Cars</i>	<i>Station Wagon</i>
Wheelbase	117.0"	117.0"
Length	196.8"	195.6"



**Notable changes:** No changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, dual sun visors, electric clock, glove box lock, dual windshield wipers, stainless steel windshield surround, stainless steel front fender and beltline molding, chrome rocker panel molding, hood ornament, small hubcaps, and 6.70 × 15 BSW tires. Convertible adds: Leather interior trim and power top. Station Wagon adds: Vinyl interior and removable 2nd and 3rd row seats.

### Measurements (cont.)

	Cars	Station Wagon
Width	73.6"	73.6"
Height	67.2"	NA
Legroom — front	NA	NA
Legroom — rear	NA	NA
Headroom — front	NA	NA
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special DeLuxe 2-Door Coupe, 3-p.	P15	\$1,439	+12.60%	2950	31,399*	NA
Special DeLuxe 2-Door Club Coupe, 6-p.	P15	\$1,503	+12.50%	3020	156,629*	NA
Special DeLuxe 2-Door Sedan, 6-p.	P15	\$1,471	+12.38%	3030	125,704*	NA
Special DeLuxe 2-Door Convertible, 5-p.	P15	\$1,857	+12.34%	3225	15,295*	NA
Special DeLuxe 4-Door Sedan, 6-p.	P15	\$1,529	+12.26%	3045	514,986*	NA
Special DeLuxe 4-Door Station Wagon, 8-p.	P15	\$2,067	+10.89%	3320	12,913*	NA
TOTALS	<i>Avg. Price</i>	\$1,644	+12.09%	<i>Production</i>	353,832 <sup>†</sup>	+14.57% <sup>†</sup>

\*Model year production totals for 1946–1948. <sup>†</sup>Total estimated production and change from LY is total for 1948, compared to 1947 total.

# PONTIAC

*“A fine car made even finer.”*

Pontiac made news this year with the “first in its price field” introduction of GM’s Hydra-Matic. Available on any model, with any engine, this new fully automatic transmission had proven its dependability during World War II in battlefield use, as well as in several years in the hands of Oldsmobile and Cadillac customers. Refinements were made to the engine and chassis, but as the sales literature pointed out the big story was “one of the greatest contributions to driving comfort and convenience in the history of the motor car: the General Motors Hydra-Matic Transmission.” It was obviously a feature desired by consumers, as fully 70 percent of 1948 Pontiacs delivered were equipped with the new transmission.

Once again, Pontiac seemed to take the lead in ensuring that there were enough visual differences to distinguish between each model year in the immediate postwar period. The main difference up front was that the upper grille bar ends were flattened, creating a larger opening.

This larger opening still had four horizontal bars, but now had seven vertical bars spaced evenly behind, creating an egg-crate effect. The top horizontal bar carried the Pontiac name in block letters. Parking lights were moved up and inside of the headlights. A revised “Chief Pontiac” hood emblem sat atop the grille, and new “Silver Streaks” appeared with three bands of chrome and body color paint inserts between each strip. Atop the hood was a new “Chief Pontiac” hood ornament with a red plastic insert resembling feathers that could be ordered with an optional light.

Bodyside stainless trim and the fender speed lines were eliminated from all base models, except for the rocker panel molding and hood side script which read “Silver Streak” on 6-cylinder models and “Silver 8 Streak” on 8-cylinder models. The front fender chrome speed lines were replaced on the new DeLuxe models by a single, bulkier trim piece. Gravel shields on base models were black rubber, and chrome on DeLuxe models.

Interiors received some attention in the new DeLuxe models, which were available in both series, and on all body styles, except the Torpedo Business Coupe and 2-Door Sedan. DeLuxe model interiors featured custom-type button-back upholstery, two-tone door panels, and mahogany finish trim on the instrument panel, all doorsills and window surrounds.

All the changes, and the benefit of an extended 1948 model year (15 months), put Pontiac on pace for a best ever fourth place rank in model year production. Not until 1959, with the introduction of "Wide-Track" Pontiacs, would the division again reach that position. Third place finishes would carry Pontiac through most of the 1960s.



Streamliner DeLuxe 4-Door Sedan



Torpedo 2-Door Sedan



Torpedo DeLuxe 2-Door Convertible



Torpedo DeLuxe 2-Door Convertible and 4-Door Station Wagon

**Model year production:** 245,479, up 5.60% from 1947.

**Domestic market share:** 7.60% (4th place).

**Base price range:** \$1,500 to \$2,442.

**Pontiac average base price:** \$1,786, up 5.43%.

**Introduction date:** January 1948.

**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Framingham, MA (F); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); and Wilmington, DE (W).

**Serial number identification:** Eight to nine digit code located on left side of cowl under hood and read as follows:

First digit indicates assembly plant code from above. Second digit indicates engine installation, 6 for 6-cylinder and 8 for 8-cylinder. Third and fourth digits are series code: PA = Series 25 (Torpedo 6) and Series 27 (Torpedo 8); PB = Series 26 (Streamliner 6) and Series 28 (Streamliner 8). (Series code consists of year code P and corporate body designation A or B). Remaining digits are sequential number by plant and series with beginning number of 1001 and ending number as follows in the chart below. Style number is located on body tag on cowl under hood.

### Highest Serial Numbers by Assembly Plant and Series

Series	Atlanta	Los Angeles	Framingham	Kansas City	Linden	Pontiac	Wilmington
25 PA Torpedo 6	3429	5150	3454	5303	5301	25366	4575
26 PB Streamliner 6	2926	4765	2951	5552	4350	18146	3772
27 PA Torpedo 8	2820	4368	2720	4134	5471	18933	3854
28 PB Streamliner 8	7603	13302	7776	16561	12359	61682	10616

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Series 25 and 26	Series 27 and 28
239.2 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	93.5	3-speed manual Hydra-Matic	S \$185	- -

Engine	Compression Ratio	Gross HP	Transmission	Series 25 and 26	Series 27 and 28
248.9 CID, 2-bbl., L-head, 8-cyl.	6.5:1*	107.5	3-speed manual Hydra-Matic	- -	\$48 \$233

\*7.5:1 compression ratio is optional.

### Major Options

	Torpedo	Streamliner
Venti-heater, under seat heater and defroster	\$	\$
Windshield washer	\$	\$
Rear window wiper	-	\$11
Master 5-tube radio	\$	\$
Air Mate 7-tube radio	\$	\$
Air King 8-tube radio	\$	\$
Radio antenna	\$	\$
Clock	\$	\$
Rear fender skirts	\$	\$
Hubcaps	\$	\$
Wheel trim rings	\$	\$
White sidewall discs	\$	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Black	4800
Mariner Blue Metallic	4801
Parma Wine Metallic	4802
Belgian Gray Metallic	4804
Frances Ivory	4805
Rio Red	4806
Genesee Green Metallic	4807
Oyster Gray	4809
Oyster Gray over Belgian Gray Metallic	4814
Volunteer Green Metallic over Genesee Green Metallic	4817
Oyster Gray over Blue Lake Blue Metallic	4818
Blue Lake Blue Metallic over Oyster Gray	4819

## Torpedo

*“Even Finer in Appearance. Even Finer in Dependability. Even Finer in Performance. Even Finer in Quality.”*

Nameplate year of origin: 1940.

Current bodystyle lifespan: 1941 through 1948.

Percentage of division's sales volume: 34.47%.

Primary competition: Dodge Custom, Mercury, Nash 600, and Studebaker Champion Regal.

Notable changes: Restyled grille and trim and detail changes.

Major standard equipment: Grey cloth upholstered full-width cushion seats, front and rear rubber floor mat, rubber covered safety-tread concealed running boards, automatic interior lighting, dual windshield wipers, dual sun visors, trunk lock, stainless individual window surrounds, beltline molding and rocker panel molding, rubber rear fender gravel shield, hubcaps, and 6.00 × 16 BSW tires. Convertible adds: Cloth and leather upholstery and body-color instrument panel.

DeLuxe models add: Button-back upholstery, mahogany interior trim, DeLuxe steering wheel, stainless steel full window surround, front fender stainless and wheel trim rings, and chrome gravel guard.

### Measurements

Wheelbase	119.0"
Length	204.5"
Width	75.8"
Height	66.0"
Legroom — front	42.5"
Legroom — rear	41.5"
Headroom — front	36.8"
Headroom — rear	36.8"
Cargo capacity (cu. ft.)	17.5
Fuel capacity (gals.)	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Torpedo 2-Door Business Coupe, 3-p.	2527B	\$1,500	+8.15%	3230	NA	NA
Torpedo 2-Door Sport Coupe, 5-p.	2527	\$1,552	+7.93%	3220	NA	NA
Torpedo 2-Door Sedan Coupe, 5-p.	2507	\$1,614	+8.76%	3275	NA	NA

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Torpedo 2-Door Sedan, 5-p.	2511	\$1,583	+8.95%	3280	NA	NA
Torpedo 4-Door Sedan, 5-p.	2519	\$1,641	+8.53%	3320	NA	NA
Torpedo DeLuxe 2-Door Sport Coupe, 5-p.	2527D	\$1,641	NEW	3230	NA	NEW
Torpedo DeLuxe 2-Door Sedan Coupe, 5-p.	2507D	\$1,704	NEW	3275	NA	NEW
Torpedo DeLuxe 2-Door Convertible Coupe, 5-p.	2567D	\$2,025	+9.28%	3525	NA	NA
Torpedo DeLuxe 4-Door Sedan, 5-p.	2519D	\$1,731	NEW	3340	NA	NEW
TOTALS	<i>Avg. price</i>	\$1,666	+6.60%	<i>Production</i>	84,622	-18.47%

\*Production figures kept by series and transmission attachment, not body style: Series 25, Synchronmesh 13,937 + Hydra-Matic 25,325 = 49,262. Series 27, Synchronmesh 11,006 + Hydra-Matic 24,294 = 35,360.

## Streamliner

*“Even Finer in Appearance. Even Finer in Dependability.  
Even Finer in Performance. Even Finer in Quality.”*

**Nameplate year of origin:** 1942 (1941 as Streamliner Torpedo sub-series).

**Current bodystyle lifespan:** 1941 through 1948.

**Percentage of division's sales volume:** 65.53%.

**Primary competition:** Dodge Custom, Mercury, Nash 600 Custom, and Oldsmobile 60 Series.

**Notable changes:** Restyled grille and trim and detail changes.

**Major standard equipment:** Cloth upholstered full-width cushion seats, assist straps, robe cords, front and rear rubber floor mat, rubber covered safety-tread concealed running boards, front door armrests, dual sun visors, trunk lock, stainless individual window surrounds, beltline molding and rocker panel molding, rubber rear fender gravel shield, and 6.50 × 16 BSW tires. Station wagon adds: Leatherette (vinyl) upholstery, steel cowl, windshield pillars and underbody with mahogany and natural wood finish framework, and reinforced leatherette top. DeLuxe models add: Button-back upholstery, mahogany interior trim, DeLuxe steering wheel, stainless steel full window surround, front fender stainless and wheel trim rings, and chrome gravel guard.

### Measurements

	Cars	Wagon
Wheelbase	122.0"	122.0"
Length	210.3"	210.3"
Width	76.7"	76.7"
Height	65.3"	69.4"
Legroom — front	42.5"	42.5"
Legroom — rear	42.5"	NA
Headroom — front	36.5"	NA
Headroom — rear	36.0"	NA
Cargo capacity (cu. ft.)	20.5	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Streamliner 2-Door Sedan Coupe, 5-p.	2607	\$1,677	+8.40%	3365	NA	NA
Streamliner 4-Door Sedan, 5-p.	2609	\$1,727	+8.07%	3450	NA	NA
Streamliner 4-Door Station Wagon, 8-p.	STAWAG	\$2,364	+5.77%	3755	NA	NA
Streamliner DeLuxe 2-Door Sedan Coupe, 5-p.	2607D	\$1,766	NEW	3370	NA	NEW
Streamliner DeLuxe 4-Door Sedan, 5-p.	2609D	\$1,817	NEW	3455	NA	NEW
Streamliner DeLuxe 4-Door Station Wagon, 6-p.	STAWAGD	\$2,442	+5.62%	3696	NA	NA
TOTALS	<i>Avg. price</i>	\$1,966	+2.21%	<i>Production</i>	160,857	+25.02%

\*Production figures kept by series and transmission attachment, not body style: Series 26, Synchronmesh 13,834 + Hydra-Matic 23,858 = 37,742. Series 28, Synchronmesh 24,646 + Hydra-Matic 98,469 = 123,115.

# STUDEBAKER

*"First in style ... first in vision ... first by far with a postwar car!"*

Following upon the success of the 1947 cars, Studebaker wisely chose to make few changes. Powertrains were once again a continuation of the prewar designs with minor changes. Interiors similarly were left alone, but the top-of-the-line Land Cruiser did add nylon upholstery to its standard equipment list. Only on the outside could any significant changes be found.

Up front, for the Commander, last year's painted divider bars were now chromed. A larger chrome top bar and additional chrome in the center of the grille completed the new look. On the Champion, fewer horizontal bars were used in the center section, and the outer vertical bars were replaced by an eggcrate grille two rows high and four columns across. As chrome availability went up and prices came down, decorative options like chrome front fender ornaments became more popular. Also new was the addition of series designation in script to the front left hood corner.

Curiously, Studebaker listed a Commander 3-passenger coupe for 1948, but no record of production can be found in industry sources. Apparently it was felt that 3-passenger coupes sold better in the cheaper Champion series, as most competitors similarly were offering this body style only in their lowest priced lines. Studebaker would also list the 3-passenger Commander coupe for 1949, but again no records of actual production were found.

Sales of convertibles in both series increased greatly for 1948, as the body style gained popularity in all segments of the automotive market. Also fast becoming one of the top selling Studebaker models, the Land Cruiser began to be highlighted in much of the advertising for the year. And, for the first and last time in the postwar period, Studebaker's model year production ranking would surpass Oldsmobile, with a total market share of 5.78%.



Commander Regal DeLuxe 2-Door Convertible



Commander Regal DeLuxe Land Cruiser  
4-Door Sedan

**Model year production:** 186,526, up 15.50% from 1947.

**Domestic market share:** 5.78% (7th place).

**Base price range:** \$1,535 to \$2,431.

**Studebaker average base price:** \$1,880, up 10.52%.

**Introduction date:** November 1947.

**Assembly plants:** Los Angeles, CA and South Bend, IN.

**Serial number identification:** Seven digit code located on left front door lock pillar and read as follows: First digit indicates series (Champion = G; Commander = 4), followed by six digit sequential serial number by series and assembly plant as in chart that follows.

## Serial Numbers by Assembly Plant

<i>Assembly plant</i>	<i>Beginning</i>	<i>Ending</i>
Los Angeles, CA — Champion	827301	839550
Los Angeles, CA — Commander	820501	832598
South Bend, IN — Champion	314501	399772
South Bend, IN — Commander	287001	360743



## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Champion</i>	<i>Commander</i>
169.6 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	80	3-speed manual Overdrive	S \$85	- -
226.2 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	94	3-speed manual Overdrive	- -	S \$91

\*7.1:1 compression ratio is optional.

## Major Options

	<i>Champion</i>	<i>Commander</i>
Heater	\$61	\$61
Windshield washer	\$	\$
Electric clock	\$	\$
Starline 6-tube radio	\$81	\$81
Skyway 8-tube radio	\$	\$
Hood ornament	\$	S
Hill-Holder	\$	\$
Hubcaps	\$	\$
Wheel trim rings	\$	\$
White sidewall discs	\$	\$
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Velvet Black	W-ND*
Alleghany Gray Light	W-RG
Holiday Red	W-SE
Shenandoah Green Light	W-SH
Tulip Cream	W-SS*
Balsam Green Metallic	W-SY*
Silver Gray Metallic	W-SZ*
Gala Brown Metallic	W-TB*
Cumberland Blue Metallic	W-TD*
Boulevard Gray	W-TL
Melody Blue	W-TO
Parkway Green	W-TP
Iroquois Blue	W-TR
Peacock Green	W-TS
Rodeo Tan	W-TT
Varsity Maroon Metallic	W-TV*

\*These are the only colors available on convertibles.

## Champion

"A new kind of motoring."

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1947 through 1952.

Percentage of division's sales volume: 65.08%.

Primary competition: Chevrolet Stylemaster, Ford DeLuxe and Plymouth DeLuxe.

Notable changes: Minor trim and detail changes.

Major standard equipment: Cloth upholstery, rubber floor mat, deluxe steering wheel and horn ring, front door armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights (except 3-passenger coupe), black rubber gravel shield, bumper guards, and 5.50 × 15 BSW tires. Regal DeLuxe adds: Stainless steel window moldings, chrome gravel shield, and rocker panel moldings. Convertible adds: Cloth and vinyl interior.

## Measurements

Wheelbase	112.0"
Length	192.8"
Width	69.8"
Height	60.7"
Legroom — front	40.5"
Legroom — rear	39.5"
Headroom — front	36.8"
Headroom — rear	34.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY*</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY*</i>	
Champion DeLuxe 2-Door Coupe, 3-p.	7G-Q1	\$1,535	+11.39%	2590	3,783	-27.54%



	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Champion DeLuxe 2-Door Coupe, 5-p.	7G-C3	\$1,630	+10.73%	2670	5,499	-28.31%
Champion DeLuxe 2-Door Sedan, 6-p.	7G-F3	\$1,604	+10.93%	2675	10,203	-6.05%
Champion DeLuxe 4-Door Sedan, 6-p.	7G-W3	\$1,635	+10.62%	2720	21,436	-10.53%
Champion Regal DeLuxe 2-Door Coupe, 3-p.	7G-Q2	\$1,609	+10.89%	2615	823	-75.64%
Champion Regal DeLuxe 2-Door Coupe, 5-p.	7G-C5	\$1,704	+10.22%	2690	8,982	-0.87%
Champion Regal DeLuxe 2-Door Sedan, 6-p.	7G-F5	\$1,677	+10.33%	2685	9,471	-25.41%
Champion Regal DeLuxe 2-Door Convertible, 5-p.	7G-S2	\$2,059	+8.25%	2865	9,996	+344.07%
Champion Regal DeLuxe 4-Door Sedan, 6-p.	7G-W5	\$1,709	+10.19%	2725	30,494	+1.65%
TOTALS	<i>Avg. price</i>	\$1,685	+10.32%	<i>Production</i>	100,687	-4.20%

## Commander

*"Miles ahead in quality!"*

Nameplate year of origin: 1927.

Current bodystyle lifespan: 1947 through 1952.

Percentage of division's sales volume: 34.92%.

Primary competition: Chevrolet Fleetmaster, Ford Super DeLuxe, Nash 600 and Plymouth Special DeLuxe.

Notable changes: Minor trim and detail changes.

Major standard equipment: Cloth upholstery, rubber floor mats, deluxe steering wheel and horn ring, front door armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights (except 3-passenger coupe), black rubber gravel shield, full wraparound bumper with bumper guards, and 6.50 × 15 BSW tires. Regal DeLuxe adds: Stainless steel window moldings, chrome gravel shield, and rocker panel moldings. Convertible adds: Cloth and vinyl interior.

### Measurements

	All except Land Cruiser	Land Cruiser
Wheelbase	119.0"	123.0"
Length	204.4"	208.4"
Width	69.8"	69.8"
Height	61.3"	61.3"
Legroom — front	40.5	NA
Legroom — rear	39.5	NA
Headroom — front	36.8	NA
Headroom — rear	34.0	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commander DeLuxe 2-Door Coupe, 3-p.	15A-Q1	\$1,856	+11.74%	3070	*	*
Commander DeLuxe 2-Door Coupe, 5-p.	15A-C3	\$1,951	+11.17%	3150	2,913	+6.24%
Commander DeLuxe 2-Door Sedan, 6-p.	15A-F3	\$1,925	+11.34%	3165	1,440	+162.77%
Commander DeLuxe 4-Door Sedan, 6-p.	15A-W3	\$1,956	+11.07%	3195	8,898	+155.32%
Commander Regal DeLuxe 2-Door Coupe, 3-p.	15A-Q2	\$1,977	+11.01%	3085	*	*
Commander Regal DeLuxe 2-Door Coupe, 5-p.	15A-C5	\$2,072	+10.45%	3165	11,529	+9.21%
Commander Regal DeLuxe 2-Door Sedan, 6-p.	15A-F5	\$2,045	+10.54%	3175	1,661	-23.07%
Commander Regal DeLuxe 2-Door Convertible, 5-p.	15A-S2	\$2,431	+8.72%	3385	7,982	+431.07%
Commander Regal DeLuxe 4-Door Sedan, 6-p.	15A-W5	\$2,077	+10.36%	3215	15,685	+15.85%
Commander Regal DeLuxe Land Cruiser 4-Door Sedan, 6-p.	15A-Y5	\$2,265	+10.87%	3280	35,731	+74.14%
TOTALS	<i>Avg. price</i>	\$2,056	+10.67%	<i>Production</i>	85,839	+52.20%

\*Commander 3-passenger coupes are listed in industry references but appear never to have been produced, unless the production was combined with the same body style in the Champion series.

# 1949

The Big Three, and Nash, finally brought their all-new postwar cars to market for 1949. This meant that, with few exceptions, nearly all 1949 automobiles were of postwar design. Exceptions were the Buick Special and Cadillac Series 75 Fleetwood, both of which would be redesigned for the 1950 model year. When the model year was over and the final model year production reported, the 1949 model year resulted in the largest percentage increase over the prior year of any season in the postwar period, more than 60 percent. To be fair, there would be larger increases in terms of volume, but the fact remains that the new 1949 models were of major importance to all the major manufacturers' profits.

Chrysler Corporation handled the introduction of their new postwar models differently than GM and Ford, with a first series of 1949 models being carried-over 1948 cars. The truly new 1949 models were introduced later in the model year and are commonly referred to as the second series 1949 models. For purposes of the reference, the first series cars are included with the 1948 models, and only the second series cars are presented here in the 1949 section. The downside to this strategy was that Ford and GM had the opportunity to get their new cars in the hands of consumers quicker. But on the upside, Chrysler had the advantage of touting that they had the newest postwar cars, an advantage it would hold for at least a few years.

A new and smaller Dodge Wayfarer was introduced this year that shared some of its body and chassis components with Plymouth, while larger Dodges shared their body and chassis with DeSoto. Plymouth introduced its first all-steel station wagon, named the Suburban. An experimental 2-door hardtop model was built with a Newport body and proved to be a preview of what was to come for 1950. All Chrysler Corporation cars this year utilized key-start ignition in place of the old-style, pushbutton starting. Dodge introduced a new semi-automatic transmission, named Gyromatic. Chrysler also introduced bonded

brake linings on its cars, and the Crown Imperial introduced self-energizing 4-wheel hydraulic disc brakes. Chrysler also introduced a new safety feature, the padded dashboard, as an option on some models.

Chrysler reached several important events and milestones this year. Most important to its future was the hiring of Virgil Exner, who came to Chrysler from Studebaker Corporation. Exner would finally give Chrysler a chance to enjoy the styling leadership that General Motors had enjoyed since the mid-thirties. During the 1949 model year, the 5 millionth Dodge car and the 1 millionth DeSoto were built. This year Chrysler marked its 25th anniversary. Also noteworthy, Chrysler increased its emphasis on West Coast production with Plymouth and Dodge assembly beginning at the San Leandro, California, plant and Dodge beginning assembly at the Los Angeles plant.

All-new Ford, Mercury, and Lincoln designs were introduced this year. Original plans were for the body used by the '49 Mercury to have been the Ford, and the Lincoln body was to be shared with Mercury. But, by the time the war ended and work resumed on new postwar cars, it was decided that the Ford should have a more conservative style, so a new car was designed for Ford. All divisions used a slab-sided look, with front and rear fenders blended into the overall styling, making Ford the first of the Big Three to completely do away with separate rear fender lines. The Ford became known as the "Shoe Box" Ford because of its overall boxy appearance. Mercury received what was to have been the Ford body and shared it with the new smaller series Lincoln. This body was also a slab-sided design, but had an upper feature line and more curves, contributing to a bulkier look. The new top line Lincoln Cosmopolitan received its own unique body and styling. Unfortunately with the new Lincoln's introduction, the V12 engine was gone, and in its place was a new flat-head style V8 engine.

General Motors' new styling was at the opposite extreme from Ford, with curved lines and rear fenders that

still appeared as separate entities from the main body. Even though they didn't have the latest fad in styling, the GM cars were debatably the nicest looking of the Big Three new cars, particularly in the smaller A-bodied Chevrolet and Pontiac lines and the Buick Super and Roadmaster series. Adding to the attractive styling was a series of new 2-door hardtop models. Cadillac was first with the Coupe de Ville, followed later in the year by the Oldsmobile 98 Holiday and Buick Roadmaster Riviera hardtops. Chrysler had dabbled with the hardtop concept in its Town & Country line, with a 2-door hardtop version of the stylish convertible, but it was not really meant for mass sales volume and was not considered the first production hardtop, with that distinction being given to General Motors.

Other news from the General included the introduction of the industry's first high-compression V8 engines. Oldsmobile introduced the Rocket V8 engine, a name that set the theme for Oldsmobile engines, exterior styling and marketing for the next twenty years. The Rocket was the first modern OHV V8 engine in mass production in the growing mid-price range. The engine would gain fame on the developing stock car racing circuit, with many wins to its credit. Cadillac also introduced its first modern OHV V8 this year, becoming the first American luxury car with this type of engine. The Cadillac engine would become the choice of small manufacturers building lightweight performance and racing cars.

As a tribute to the overall design and performance of the 1949 Cadillac, upstart magazine *Motor Trend* conducted a review of all the 1949 cars and awarded their first ever Car of the Year award to Cadillac. Being the magazine was virtually unknown at the time, Cadillac declined to accept the award, but later when it received the same honor in 1952, Cadillac decided the award was a true acknowledgement of its automobiles and graciously accepted. To make things even better for GM, a 1949 Oldsmobile 88 Convertible with a Rocket V8 was selected as the official pace car of the 1949 Indianapolis 500 race.

Nash followed the more trendy fashion of slab-sided body design and introduced what they termed the new Air-flyte models. Because of their smooth, rounded lines, they would become known as the "Bathtub" Nash, a reference to their resemblance to an upside down bathtub. Despite the appearance, or maybe because of its uniqueness, the Nash would enjoy sales success that would eventually help push it ahead of Hudson. Speaking of Hudson, few changes were made to the new-for-'48 design.

Kaiser-Frazer Corporation was already beginning to notice a sales decline, only three seasons into their new venture. A couple of new body styles were introduced to fix that situation with varying degrees of success. Kaiser added a utility sedan that combined the cargo capacity of a station wagon with the comforts of a traditional sedan. The

key was in the hatchback design of the luggage compartment opening. Trunk lid and rear window opened upward as a single unit, while the vertical portion of the trunk opened downward like a truck tailgate, allowing greater access to the interior space. Chrysler had used a similar concept in its Suburban models, but they used a one-piece trunk lid design. The second new model was the Frazer 4-door convertible. Having fixed side window frames, it did not have a totally unobstructed open top, but it was unique in being the only 4-door convertible available in the postwar period until the introduction of the 1961 Lincoln 4-door convertible.

Packard celebrated its Golden Anniversary this year. Since Packard practice was not to follow a set model year change, but rather design changes when needed and introduce them by series numbers, the 1949 model year would have two series of Packards; both 22nd and 23rd series cars were produced this year. The 23rd series Packards were introduced on May 2, 1949, the date of the anniversary, and were meant to celebrate the event, but they only received trim and detail changes. Grumblings from engineers about the 23rd series "bathtub" styling caused many internal corporate issues and work immediately began on the 24th series cars, which would be introduced for 1951. Also causing issues within Packard was its marketing department's insistence on building lower priced postwar cars, a strategy that was proving financially disastrous. This at a time when Packard could have sold as many luxury cars as it could produce in the postwar seller's market. Executives finally admitted that Packard was now in the class of Buick and Chrysler, and that Cadillac, Lincoln and Imperial were no longer its true competition. Although the Custom Packard was in the Cadillac class, it was not produced in quantity and was not a real moneymaker. By the time Packard returned to compete with Cadillac it was too late.

New this year was Packard's first automatic transmission, named Ultramatic Drive. Packard had started work on an automatic transmission in 1944, wanting to better GM's Hydra-Matic transmission. Like Buick engineers, Packard felt the best way to go was with a torque converter that eliminated the multiple gear changes required in a 4-speed Hydra-Matic. Packard developed a torque converter with the highest degree of torque multiplication in the industry plus a final direct-drive feature that locked the transmission driveline. Once direct-drive was engaged, power went straight through the torque converter and a conventional clutch delivering power in a conventional fashion operating with no slip.

Studebaker continued for a third year with few changes to its cars. With the introduction of so many new models from its competition within a one-year period, Studebaker prices finally begin to stabilize, due to the competitiveness that was settling in. While the strategy was

good for increasing volume, it did nothing to help the corporate bottom line in the short term, an issue Studebaker had to deal with over the remainder of its existence.

Crosley cars continued unchanged, but the sheetmetal COBRA engine had developed problems which would eventually slow sales, with only 7,431 cars produced for 1949. The engine was quickly replaced with a cast-iron unit, which was even retrofitted into early models. The Crosley earned the distinction of being one of the first American cars to have disc brakes (late in the model year), and it was one of the first low-priced cars to have turn signals as standard equipment on some of its models. The new Hotshot also earned the distinction of being the first postwar sports car produced in America.

Chevrolet, Dodge, Ford, GMC, International and Crosley light-duty trucks entered 1949 basically unchanged. Chevrolet's sedan deliveries carried the styling of the new Chevy passenger cars, as did a new Pontiac sedan delivery, which was added to give buyers an option of a larger 6-cylinder or 8-cylinder power. Studebaker introduced all-new postwar styling for its truck this year with

the 2R Series. Robert Bourke, Raymond Loewy's styling chief, created this all-new postwar design. During its five year run, the 2R styling stayed basically the same with few minor changes. The hood ornament came from the Studebaker Champion car. The 2R's cab style, known as the "C cab," was manufactured until 1964 for the heavy-duty trucks and until 1959 for the light duty trucks.

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### 1949 Overview and Changes from Prior Year

- Total industry production: 5,168,308, up 60.09%.
- Number of manufacturers for model year: 19, no change.
- Number of models and body types offered: 217, up from 212.
- Industry average base price: \$2,360, up 5.94%.
- Industry base price range: \$849 for the Crosley Hotshot 2-Door Roadster, to \$5,334 for the Chrysler Crown Imperial 4-Door, 8-passenger Limousine.

# BUICK

*"When better automobiles are built, Buick will build them."*

Among the first all-new postwar GM cars to be introduced was a new C-body line that included the Roadmaster and Super. Looking leaner and trimmer than before, the new models still had the characteristic Buick waterfall grille bars, set under an over-arching grille bar. Parking lamps moved to the tops of the front fenders. Rear styling was simple and rounded with vertical taillamps set low in the fenders. The body sides were generally smooth with a horizontal beltline running the length of the car. The familiar Buick body line running down from the front towards the rocker panel, then sweeping up over the rear wheel arch would disappear this year, but would return in 1950 in the form of chrome trim, beginning a run of several years in which the "sweep spear" would be highlighted in chrome. Another styling feature that would become a Buick trademark began this year. The "porthole," or "Ventipoint" as Buick would call it in later years, was for 1949 a round chrome trim piece mounted on the side of the front fenders. This unique styling touch gave the Buick a slightly customized look and quickly became a popular regular trim

feature in various forms. Supers got three on each side, and Roadmasters were given four on each side.

The Roadmaster series was among the first GM cars to receive a 2-door hardtop model, and the only new model in the 1949 Buick line. The "Riviera" 2-Door Convertible Hardtop, as it was originally known, was essentially that — a Roadmaster Convertible with a steel hardtop welded into place. The styling was particularly nice on the 1949 Buick, with its already clean and uncluttered looks.

For 1949, several manufacturers offered a first series 1949 model line and then a second series 1949 model as the new postwar designs became ready for production. In the GM house, the Buick Special was the only such car, but it did not take the first and second series route. Instead the "first-series" 1949 models were carry-overs from the 1948 model year, riding on smaller 6.50 × 15" wheels, and the "second series" cars would officially be known as the 1950 Buick Special. Introduced midway through the 1949 model year, they shared the look of the remainder of the Buick lineup, though it was not identical as the Special still uti-

lized the GM B-body. However, the new Special sported the front grille and bumper styling that would appear on the entire 1950 Buick line.

Powertrain changes were few, with the Super adding Dynaflow to its optional features list midway through the

1948 selling season. Engines continued in the same configuration as prior years, with the Dynaflow equipped engines having slightly higher compression and horsepower. The only other significant chassis change was the switch to smaller 15 inch wheels on the Special series.



Roadmaster 2-Door Riviera Hardtop



Roadmaster 4-Door Estate Wagon



Super 4-Door Sedan

**Model year production:** 316,703, up 54.86% from 1948.  
**Domestic market share:** 6.13% (4th place).  
**Base price range:** \$1,787 to \$3,734.  
**Buick average base price:** \$2,642, up 8.98%.  
**Introduction date:** November 1948.  
**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4); Wilmington, DE (5); Atlanta, GA (6); and Framingham, MA (7).  
**Serial number identification:** Eight digit code read as fol-

lows: 1st digit indicating assembly plant code from above, followed by sequential number by plant — Flint, 15020984 to 15348304; Southgate, 25030001 to 25332419; Linden, 35036001 to 35333911; Fairfax, 45043001 to 45335606; Wilmington, 55050001 to 5517948 and 55417001 to 55417948; Atlanta, 65054001 to 65337687; Framingham, 75057001 to 75338786. Style number can be found on body identification plate. “Ionia” denotes the builder of wagon bodies for Buick.

### Powertrains

Engine	Compression		Transmission	Special Super Roadmaster		
	Ratio	Gross HP				
248 CID, 2-bbl., valve-in-head, 8-cyl.	6.3:1	110	3-speed manual	S	-	-
248 CID, 2-bbl., valve-in-head, 8-cyl.	6.6:1	115	3-speed manual	-	S	-
	6.9:1	120	Dynaflow Drive Automatic	-	\$212	-
320.2 CID Fireball, 2-bbl., valve-in-head, 8-cyl.	6.9:1	150	Dynaflow Drive Automatic	-	-	S

### Major Options

	Special	Super	Roadmaster
Weather-Warden heater/defroster	\$	\$	\$
Sonomatic AM radio	\$	\$	\$
Auxiliary driving lights	\$	\$	\$
Exterior spotlight	\$	-	-
Automatic windshield washers	\$	\$	\$
Rear window wiper	\$	-	-
E-Z-I non-glare rear view mirror	\$	\$	\$
Outside rear view mirror	\$	\$	\$
White sidewall tires	\$	\$	\$

Options common to most models. (—= Not Available) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Black	1
Bahama Blue Metallic	2
Sunmist Gray Metallic	3
Verde Green Metallic	4
Elan Blue Metallic	5
Sequoia Cream	7
Cumulus Gray	8
Regency Blue Metallic	9
Allendale Green Metallic	10
Gala Green Metallic	11
Royal Maroon #2 Metallic	12
Cirrus Green Metallic	13
Old Ivory	14
Calvert Blue Metallic	15
Mariner Blue Metallic	16



## Special

*"The sprightly Special."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1941 through 1949.

**Percentage of division's sales volume:** 3.29%.

**Primary competition:** Dodge Meadowbrook, Kaiser, Nash 600, Oldsmobile 76, Pontiac Streamliner, and Studebaker Commander.

**Notable changes:** No significant changes.

**Major standard equipment:** Cloth seats, rubber floor mats, front ash receiver, black Tenite steering wheel, turn signals, automatic choke, twin stainless moldings on front and rear fenders, full-length chrome belt molding, full-length lower rocker panel molding, front and rear bumper guards, rear fender skirts, and 6.50 × 15, 4-ply BSW tires.

### Measurements

Wheelbase	121.0"
Length	207.5"
Width	77.5"
Height	65.1"
Legroom — front	42.5"
Legroom — rear	42.5"
Headroom — front	38.0"
Headroom — rear	35.8"
Cargo capacity (cu. ft.)	17.5
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special 2-Door Sedanet, 6-p., Model 46S	4407	\$1,787	+3.00%	3625	4,631	-57.02%
Special 4-Door Sedan, 6-p., Model 41	4409	\$1,861	+2.87%	3695	5,777	-56.65%
TOTALS	<i>Avg. price</i>	\$1,824	+2.93%	<i>Production</i>	10,408	-56.82%

## Super

*"Looks fine for '49. Now available with Dynaflow Drive."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1949.

**Percentage of division's sales volume:** 69.52%.

**Primary competition:** Chrysler Windsor, DeSoto Custom, Frazer, Kaiser DeLuxe, and Oldsmobile 88.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth interior trim, front rubber floor mats with rear floor carpet, "pilot centered" recessed instrument panel, lower body full-length stainless trim, 3 round Ventiports with series designation in chrome script on both front fenders, rear fender skirts, full wheel discs, and 7.60 × 15, 4-ply BSW tires. Convertible adds: Leather interior trim, power convertible top, power seat, and power windows.

### Measurements

	Cars	Wagon
Wheelbase	121.0"	121.0"
Length	209.5"	209.5"
Width	78.5"	78.5"
Height	63.4"	NA
Legroom — front	43.5"	43.5"
Legroom — rear	42.7"	NA
Headroom — front	35.5"	37.5"
Headroom — rear	35.4"	37.3"
Cargo capacity (cu. ft.)	NA	82.0
Fuel capacity (gals.)	19.0	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 2-Door Sedanet, 6-p., Model 56S	4507	\$2,059	+3.62%	3735	65,395	+99.01%
Super 2-Door Convertible, 6-p., Model 56C	4567	\$2,583	+2.58%	3985	21,426	+17.01%
Super 4-Door Sedan, 6-p., Model 51	4569	\$2,157	+3.35%	3835	131,514	+174.04%
Super 4-Door Estate Wagon, 6-p., Model 59	Ionia	\$3,178	+1.73%	4100	1,830	-6.39%
TOTALS	<i>Avg. price</i>	\$2,494	+2.69%	<i>Production</i>	220,165	+117.73%



# Roadmaster

*“Extra room, extra view and Dynaflow too in these bountiful new Buicks for '49.”*

Nameplate year of origin: 1936.

Current bodystyle lifespan: 1949.

Percentage of division's sales volume: 27.20%.

Primary competition: Cadillac Series 61, Chrysler New Yorker, Frazer Manhattan, Lincoln, Oldsmobile 98, and Packard Super Eight.

Notable changes: Restyled grille and detail changes.

Major standard equipment: Finer grade upholstery, front rubber floor mats with rear floor carpet, “pilot centered” recessed instrument panel, lower body full-length stainless trim, 4 round Ventiports with series designation in chrome script on both front fenders, rear fender skirts, full wheel discs, and 8.20 × 15, 4-ply BSW tires. Estate Wagon adds: Leather interior trim, carpeted cargo floor, and mahogany veneer exterior panels. Riviera Hardtop adds: Leather and cloth interior trim, and power windows. Convertible adds: Leather interior trim, power convertible top, power seat, and power windows.

## Measurements

	Cars	Wagon
Wheelbase	126.0"	126.0"
Length	214.2"	214.2"
Width	78.5"	78.5"
Height	63.5"	NA
Legroom — front	43.5"	43.5"
Legroom — rear	42.7"	NA
Headroom — front	35.5"	37.5"
Headroom — rear	35.4"	37.3"
Cargo capacity (cu. ft.)	NA	82.0
Fuel capacity (gals.)	19.0	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Roadmaster 2-Door Sedanet, 6-p., Model 76S	4707	\$2,618	+13.97%	4115	18,415	-10.35%
Roadmaster 2-Dr. Riviera HT, 6-p., Model 76R	4737	\$3,203	NEW	4420	4,314	NEW
Roadmaster 2-Dr. Convertible, 6-p., Model 76C	4767	\$3,150	+11.03%	4370	8,095	-28.79%
Roadmaster 4-Door Sedan, 6-p., Model 71	4769	\$2,735	+13.11%	4205	54,674	+16.22%
Roadmaster 4-Door Estate Wagon, 6-p., Model 79	Ionia	\$3,734	+8.77%	4490	632	+83.72%
TOTALS	<i>Avg. price</i>	\$3,088	+12.44%	<i>Production</i>	86,130	+8.62%

# CADILLAC

*“Cadillac for 1949. The World's Most Distinguished Motor Car.”*

Billed as “Cadillac’s greatest engineering achievement in 45 years,” an all-new overhead valve V8 engine marked its debut in the 1949 Cadillac line. This new engine boasted higher performance, better fuel economy and smoother operation in a lighter, smaller displacement engine. It was a highly successful powerplant that would become the engine of choice for start-up manufacturer Muntz (see Appendix I: Minor Makes), and for many custom car builders throughout the early fifties.

The season’s other big announcement was the addition of Cadillac’s first two-door hardtop model. In what would

become a tradition among all manufacturers, the new hardtop was given a glamorous or luxurious sounding designation befitting their top of the line status. For Cadillac this nameplate would be the Series 62 “Coupe de Ville.” This new body style was shared with the Buick Roadmaster Riviera and the Oldsmobile 98 Holiday hardtops and early on was commonly referred to as a “hardtop convertible,” which was a literal interpretation of their original construction, a convertible body and frame with a steel top. The Coupe de Ville and Convertible also shared equipment such as standard hydraulic power windows. Beautiful styling and the

powerful new V8 garnered the Cadillac line upstart *Motor Trend* magazine's first ever Car of the Year award. Unsure of the new magazine's intentions, Cadillac officially declined to accept the award.

Exterior and interior styling was not greatly changed, having been all-new just 9 short months earlier on the 1948 models. Up front was a new two-row egg-crate grille design and grooved chrome extensions surrounding the park-

ing lights and wrapping onto the front fender ending at the leading edge of the wheel opening, giving a more massive appearance. Inside was a new horizontal speedometer. Other minor trim changes distinguished the two model years. Finally, with a slightly lowered price, the Series 75 Fleetwood entered its final year of production utilizing the prewar "turret-top" design.



Series 60 Special 4-Door Touring Sedan



Series 75 Fleetwood 4-Door, 7-passenger Sedan



Series 61 2-Door Coupe



Series 62 2-Door Convertible

**Model year production:** 90,330, up 78.40% from 1948.  
**Domestic market share:** 1.75% (15th place).  
**Base price range:** \$2,788 to \$5,170.  
**Cadillac average base price:** \$3,908, down 0.61%.  
**Introduction date:** November 1948.  
**Assembly plants:** Detroit, MI (1).  
**Engine and serial number identification:** Nine-digit code

for engine number (used as serial number). For all cars the number is stamped on front right cylinder block above water pump numbered at right angle to crankshaft. Series motors numbered as follows: 61—496100000 to 496192552; 62—496200000 to 496292554; 60 Special—496000000 to 496088221; 75—497500000 to 497577135.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All Models
331 CID, 2-bbl., V8	7.50:1	160	3-speed Synchronesh manual Hydra-Matic Automatic	S \$200

### Major Options

	61	62	60 Special	75 Fleetwood
Heater and defroster	\$	\$	\$	\$
Radio and antenna	\$	\$	\$	\$
Power windows	-	\$*	S	S
Outside LH rear view mirror	\$	\$	\$	\$
Windshield washers	\$	\$	\$	\$
Full wheel covers	\$25	\$25	\$25	S
White sidewall tires	\$	\$	\$	\$

\*Standard on Series 62 Convertible and Coupe de Ville.

Options common to most models. (—= Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code		Code
Black	1	Kingswood Gray Metallic over Tyrolian Gray Metallic	13
Triumph Blue Metallic	2	Vista Gray Metallic over French Gray	15
Dartmouth Green	3	Lucerne Green Metallic	16
Tyrolian Gray Metallic	4	Corinth Blue	17
Cypress Green Metallic	5	Avalon Gray Metallic	18
El Paso Beige Metallic	6	French Gray over Lucerne Green Metallic	19
Horizon Blue	7	Horizon Blue over Triumph Blue Metallic	20
Madeira Maroon Metallic	9	Chartreuse	21
French Gray	10	Fiesta Ivory	22
Ardsley Green Metallic over Cypress Green Metallic	12		

## Series 61

*“The smart Cadillac Series Sixty-One.”*

**Nameplate year of origin:** 1939.  
**Current bodystyle lifespan:** 1948 through 1949.  
**Percentage of division’s sales volume:** 24.52%.  
**Primary competition:** Buick Roadmaster, Chrysler New Yorker, Frazer Manhattan, and Lincoln.  
**Notable changes:** New grille, trim and detail changes.  
**Major standard equipment:** Dualtone Cord interior trim, full floor covering, chrome rear fender gravel guards, rear fender skirts, directional signals, small hubcaps, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	126.0"
Length	215.0"
Width	78.9"
Height	63.5"
Legroom — front	42.3"
Legroom — rear	39.3"
Headroom — front	36.6"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 61 2-Door Club Coupe, 6-p.	6107	\$2,788	+2.20%	3835	6,409	+82.02%
Series 61 4-Door Sedan, 6-p.	6169	\$2,893	+2.14%	3910	15,738	+209.74%
TOTALS	<i>Avg. Price</i>	\$2,841	+2.16%	<i>Production</i>	22,147	+157.46%

## Series 62

*“The brilliant Cadillac Series Sixty-Two.”*

**Nameplate year of origin:** 1940.  
**Current bodystyle lifespan:** 1948 through 1949.  
**Percentage of division’s sales volume:** 61.20%.  
**Primary competition:** Lincoln Cosmopolitan, Packard Super Eight.  
**Notable changes:** New grille, trim and detail changes.  
**Major standard equipment:** Broadcloth and Bedford Cord interior trim, rear seat center armrest, full floor carpeting, rocker panel molding, chrome rear fender gravel guards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, small hubcaps, and 8.20 × 15 BSW tires. Convertible adds: Leather interior trim and Hydra-electric convertible top, front seat and windows.

### Measurements

Wheelbase	126.0"
Length	215.0"
Width	78.9"
Height	63.5"
Legroom — front	42.3"
Legroom — rear	39.3"
Headroom — front	36.6"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 62 2-Door Club Coupe, 6-p.	6207	\$2,966	+1.85%	3857	7,515	+57.75%
Series 62 2-Door Hardtop Coupe de Ville, 6-p.	6237	\$3,497	NEW	4272	2,150	NEW
Series 62 2-Door Convertible, 6-p.	6267	\$3,497	+1.60%	4213	8,000	+46.79%
Series 62 4-Door Sedan, 6-p.	6269	\$3,050	+1.80%	3951	37,617	+56.76%
TOTALS	<i>Avg. Price</i>	\$3,253	+4.36%	<i>Production</i>	55,282	+61.59%

## Series 60 Special

*"The superb Cadillac — Fleetwood Sixty Special."*

**Nameplate year of origin:** 1938.

**Current bodystyle lifespan:** 1948 through 1949.

**Percentage of division's sales volume:** 12.62%.

**Primary competition:** Packard Custom Eight.

**Notable changes:** New grille, trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, Hydra-electric front seat, power windows, rocker panel molding, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	133.0"
Length	226.0"
Width	78.9"
Height	63.5"
Legroom — front	42.3"
Legroom — rear	39.3"
Headroom — front	36.6"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 60 Special 4-Door Sedan, 6-p.	6069	\$3,828	+0.21%	4124	11,399	+73.74%
TOTALS	<i>Avg. Price</i>	\$3,828	+0.21%	<i>Production</i>	11,399	+73.74%

## Series 75 Fleetwood

*"The Luxurious Cadillac Series Seventy-Five."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1941 through 1949.

**Percentage of division's sales volume:** 1.66%.

**Primary competition:** Chrysler Crown Imperial and Packard Custom Super Clipper.

**Notable changes:** No significant changes.

**Major standard equipment:** Broadcloth interior trim, folding rear seat foot rests, full floor carpeting, power front seat, power windows, full-length lower body trim molding, hood, bodyside and beltline moldings, stainless steel enclosed running boards, rear fender skirts, directional signals, dual downdraft carburetor with automatic choke, large hubcaps, and 7.50 × 16 low pressure BSW tires. 7-passenger and 9-passenger sedans add: Auxiliary jump seats and power-operated glass partition in limousines.

### Measurements

Wheelbase	136.0"
Length	225.0"
Width	82.3"
Height	71.7"
Legroom — front	42.0"
Legroom — rear	NA
Headroom — front	36.8"
Headroom — rear	35.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	24.0

Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 75 Fleetwood 4-Door Sedan, 6-p.	7519	\$4,750	-0.61%	4580	220	-2.22%
Series 75 Fleetwood 4-Door Sedan, 7-p.	7523	\$4,970	-0.58%	4621	595	+19.24%
Series 75 Fleetwood Imperial 4-Door Sedan, 7-p.	7533	\$5,170	-0.56%	4643	626	+63.87%
Series 75 Fleetwood Business 4-Door Sedan, 9-p.	7523L	\$4,650	-0.62%	4491	35	-61.11%
Series 75 Fleetwood Imperial Business 4-Door Sedan, 9-p.	7533L	\$4,839	-0.60%	4542	25	-60.94%
TOTALS	<i>Avg. Price</i>	\$4,905	-0.59%	<i>Production</i>	1,501	+19.13%

# CHEVROLET

*“The most Beautiful BUY of all!”*

The long awaited all-new postwar Chevrolet finally arrived. Appearing longer, lower and wider, the new styling was worth the wait. Following the trend set by the C-bodied 1948 Buick, Cadillac and Oldsmobile models, the new Chevy's styling featured front fenders flush with the doors, wraparound bumpers front and rear, larger glass areas (particularly at the rear), and smaller rear fenders, mounted semi-flush with the bodysides. In actuality, the cars were lower, but actually measured fractions of an inch shorter and only about an inch wider. The big improvement was a seating position for all passengers that was lower and farther forward, putting all passengers between the axles, instead of the rear seat riding on top of the axle. This provided both a better ride and a lower body height. “Fastback” style Fleetline models were available in both of the newly designated series, Special and DeLuxe, as were the “notch-back” type Styleline models.

All models wore a new, lower mounted grille, with two horizontal bars containing seven vertical bars between them. Above this was an upper horizontal bar with “Chevrolet” block lettering, curving down to meet the top of the round parking lights mounted within the top of the lower two horizontal bars. The parking lights were mounted

above vertical bars number two and six. A newly styled winged hood emblem and a new hood ornament on a lowered hood completed the restyled front end. As previously mentioned, bodysides were flush with the front fenders, while rear fenders were less pronounced and wore a stainless steel crown molding. A newly styled deck lid ornament on a raised trunk line and vertically mounted rectangular taillights completed the new rear styling.

Under all the new sheetmetal, the sole engine and transmission choice was basically unchanged. All models rode on new 6.70 × 15 extra-low pressure tires, which helped to enhance the lower profile of the new cars, and a revised “Knee-Action” front suspension was continued.

Sales of the newly redesigned cars skyrocketed, but on a model year basis the equally new 1949 Ford was able to out-produce Chevy in the annual battle for supremacy. On a model year production basis, this was due to Ford having a longer production run. However, on a calendar year basis, Chevrolet still out-sold and out-produced Ford. The old 1948 Stylemaster series continued as the 1949 Special Styleline. Two-Door and 4-Door Fleetline models were new additions to the line. The previous Fleetmaster series was renamed DeLuxe, and gained an all-steel station wagon.



Special and Fleetline 2-Door Sedan



DeLuxe Styleline 4-Door Sedan



DeLuxe Styleline 4-Door Station Wagon

1949

<p><b>Model year production:</b> 1,037,600, up 44.92% from 1948.  <b>Domestic market share:</b> 20.08% (2nd place).  <b>Base price range:</b> \$1,339 to \$2,267.  <b>Chevrolet average base price:</b> \$1,605, up 9.21%.  <b>Introduction date:</b> December 1948.  <b>Assembly plants:</b> Atlanta, GA (8); Baltimore, MD (14); Buffalo, NY (12); Flint, MI (1); Janesville, WI (21); Kansas City, MO (5); Norwood, OH (9); Oakland, CA (6); St. Louis, MO (3); and Tarrytown, NY (2).</p>	<p><b>Serial number identification:</b> Seven to nine digit codes located on left front door hinge pillar and read as follows: First number indicates assembly plant, followed by series designation of GJ for Special or GK for DeLuxe; remaining digits are consecutive serial number, GJ-1001 through 47213 and GK-1001 through 128201. <i>Example:</i> 1GJ1001 is a 1949 Special built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.</p>
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### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
216.5 CID Thrift-Master, 1-bbl., valve-in-head, 6-cyl.	6.6:1	90	3-speed manual	S

### Major Options

	<i>All models</i>
Heater and defroster	\$
Deluxe in-dash heater and defroster	\$
Windshield washer	\$
Deluxe steering wheel	\$
Radio	\$
Deluxe pushbutton radio	\$
Radio antenna	\$
Hubcaps	\$
Wheel trim rings	\$
White sidewall tires	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Black	Blank
Oxford Maroon Metallic	386
Monaco Blue Metallic	387
Grecian Gray	388
Vista Gray Metallic	389
Live Oak Green Metallic	390
Satin Green	391
Ice Green Metallic	392
Live Oak Green Metallic over Satin Green	393
Vista Gray Metallic over Grecian Gray	394
Texas Ivory	395
Spruce Green Metallic	422

## Special

*“An entirely new kind of motoring in the low-priced field.”*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 26.13%.

**Primary competition:** Ford Deluxe and Plymouth Deluxe.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Tan-striped pattern pile upholstery, brown leather scuff pads with stainless steel molding on door tops, adjustable front seat, black rubber luggage mat and front floor mat (rear compartment on business coupe), rear floor carpet on sedans and sport coupe, brown metallic lacquer on instrument panel with Florida Gray stripe on garnish molding, driver-side sun visor, three-spoke steering wheel, trunk lock, luggage compartment light (window in each taillight), stainless steel beltline molding, lower body stainless trim, rubber rear fender gravel shield, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	115.0"
Length	196.9"
Width	74.0"
Height	63.6"
Legroom — front	42.8"
Legroom — rear	41.0"
Headroom — front	35.4"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	19.0
Fuel capacity (gals.)	16.0



Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special Styleline 2-Door Business Coupe, 3-p.	GJ-1504	\$1,339	+7.64%	3015	20,377	+10.55%
Special Styleline 2-Door Sport Coupe, 6-p.	GJ-1524	\$1,418	+7.18%	3030	40,239	+16.59%
Special Styleline 2-Door Town Sedan, 6-p.	GJ-1502	\$1,413	+7.62%	3070	69,398	-1.18%
Special Styleline 4-Door Sport Sedan, 6-p.	GJ-1503	\$1,460	+6.49%	3090	46,334	-4.38%
Special Fleetline 2-Door Sedan, 5-p.	GJ-1552	\$1,413	NEW	3060	58,514	NEW
Special Fleetline 4-Door Sedan, 5-p.	GJ-1553	\$1,460	NEW	3095	36,317	NEW
TOTALS	<i>Avg. price</i>	\$1,417	+7.95%	<i>Production</i>	271,139	+58.01%

DeLuxe

*"A wonderful experience awaits you with this wonderful New Chevrolet."*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 73.87%.

Primary competition: Ford Custom, Nash 600, Plymouth Special Deluxe, and Studebaker Champion.

Notable changes: Completely redesigned.

Major standard equipment: Tan-striped pattern flat cloth upholstery, adjustable front seat, tan rubber luggage mat and front floor mat with simulated carpet inserts, rear floor carpet on sedans and sport coupe, two-tone brown door panels with stainless trim, two-tone tan and brown instrument panel with garnish molding, twin sun visors, two-spoke steering wheel, trunk lock, luggage compartment light (window in each taillight), stainless steel front fender and door molding with DeLuxe nameplate, stainless side window (except convertible and wagons), windshield, beltline, rear gravel shield, and lower body trim, fender skirts, and 6.70 × 15 BSW tires. Convertible adds: Leather and tan Bedford cloth upholstery, front floor mat carpeted inserts, body color instrument panel. Station wagon adds: tan leather upholstery, wood-grained leather headliner and garnish moldings, wood panels on doors and sidewalls, tan linoleum rear compartment floor, and all-steel body with Di-Noc simulated wood trim. Wood-bodied wagon adds: Ash and mahogany wood exterior trim and framework.

Measurements

	All but Wagon	Wagon
Wheelbase	115.0"	115.0"
Length	196.9"	198.0"
Width	74.0"	74.0"
Height	63.6"	65.8"
Legroom — front	42.8"	42.8"
Legroom — rear	41.0"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	35.0"	NA
Cargo capacity (cu. ft.)	19.0	NA
Fuel capacity (gals.)	16.0	16.0

Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe Styleline 2-Door Sport Coupe, 6-p.	GK-2124	\$1,508	+7.56%	3065	78,785	+34.02%
DeLuxe Styleline 2-Door Town Sedan, 6-p.	GK-2102	\$1,492	+8.04%	3100	147,347	+122.55%
DeLuxe Styleline 2-Door Convertible, 5-p.	GK-2134	\$1,857	+6.11%	3375	32,392	+58.23%
DeLuxe Styleline 4-Door Sport Sedan, 6-p.	GK-2103	\$1,539	+6.95%	3125	191,357	+105.45%
DeLuxe Styleline 4-Door Wood Station Wagon, 8-p.	GK-2109	\$2,267	+12.62%	3485	3,342	-67.14%
DeLuxe Styleline 4-Door Steel Station Wagon, 8-p.	GK-2119	\$2,267	NEW	3465	2,664	NEW
DeLuxe Fleetline 2-Door Sedan, 5-p.	GK-2152	\$1,492	+4.04%	3100	180,251	-14.92%
DeLuxe Fleetline 4-Door Sedan, 5-p.	GK-2153	\$1,539	+3.15%	3135	130,323	+55.59%
TOTALS	<i>Avg. price</i>	\$1,745	+11.96%	<i>Production</i>	766,461	+40.79%

1949

# CHRYSLER

*“The Beautiful Chrysler ... Silver Anniversary Models.”*

All-new postwar Chrysler models finally found their way to showrooms, just in time to celebrate Chrysler's 25th anniversary. While not having the stylish lines of contemporary General Motors or Hudson cars, they also were not quite like the slab-sided cars to come from Ford. Chrysler cars were historically known for their engineering prowess, and design usually came second, with notable exceptions such as the Airflow. The result for '49 was rather boxy, upright styling, utilizing fully integrated front fenders and doors, with separate low mounted rear fenders.

Built on longer wheelbases, all models had less front and rear overhang, resulting in a slightly shorter car. Because of the boxier styling though, interior roominess and luggage space were actually greater than before. The front-end styling looked very familiar, as it was a simplified version of the 1946–1948 grille design, coupled to a slightly lowered and shorter front fender and hood lines. The grille featured five horizontal bars, two of which were larger and wrapped around the front fenders, and five equally spaced vertical bars set between the horizontal bars, creating the familiar egg-crate grille design. The top grille bar was capped with a slightly wider than hood width bar, featuring the Chrysler logo in the center. Front and rear bumpers were of a channel type and a full wraparound design. The rear bumper wraparound actually fit into a recess in the rear fender. Bodysides, adorned similarly on all lines, featured front fender stainless trim that ran onto the front doors (except on station wagons), stainless trim running horizontally on the rear fender with a chrome gravel guard, and a

full-length rocker panel molding with a small gravel guard immediately behind the front wheel opening. Taillights were mounted in a large chrome housing sitting atop the fender, flanking a bustle-back style rear treatment.

Seating accommodations continued to be generous, long a Chrysler trademark. Wide, chair height seats with “hat-wearing” headroom were benefits of the boxy exterior styling. New curved “Safety-Cushion” dash panels were an industry first nod to passenger safety. All gauges were mounted in a shrouded round pod mounted directly above the steering column.

Powerplants continued to be the same as the prior three model years, with improvements to boost horsepower and smoothness. The shiftless hydraulically controlled transmission, now called Prestomatic, was improved and was still a semi-automatic design. Prestomatic Fluid Drive was standard on all models except the Royal.

Model changes were many and included the elimination of the 3-passenger Coupe and Brougham 2-Door Sedan in all lines. The Windsor Traveler Sedan and Royal 8-passenger limousine were discontinued, being replaced by the Royal 9-passenger Station Wagon. The new wagon featured faux wood trim, simulating the Town & Country look. Finally, the lone remaining Town & Country model, the Convertible, was officially made a part of the New Yorker series. It now utilized Di-Noc inserts instead of real mahogany wood panels; in fact some of the late season models actually were painted instead of using the Di-Noc, though they still retained the ash woodwork trim.



New Yorker 4-Door Sedan



Royal 4-Door, 9-passenger Station Wagon



Saratoga 2-Door Club Coupe



Windsor 4-Door, 8-passenger Sedan

**Model year production:** 124,217, up 8.28% from 1948.  
**Domestic market share:** 2.40% (12th place).  
**Base price range:** \$2,002 to \$5,334.  
**Chrysler average base price:** \$3,062, up 23.60%.  
**Introduction date:** March 1949.  
**Assembly plants:** Detroit, MI; and Los Angeles, CA.  
**Serial number identification:** Located on left front door hinge pillar. C-45 series: Eight digit code as follows —

Royal, 70041001 to 70057284 (LA plant 65002001 to 65003577); Windsor, 70725001 to 70793638 (LA plant, 67005001 to 67010795). C-46 series: Seven digit code as follows — Saratoga, 6772001 to 6774475; New Yorker, 7094001 to 7118581; Town & Country Convertible, 7410001 to 7411001; Imperial, 7107801 to 7107850. C-47 series: Seven digit code as follows — Crown Imperial, 7813001 to 7813088.

### Powertrains

Engine	Compression		Transmission	Royal	Windsor	Saratoga, NY,
	Ratio	Gross HP				T&C and Imperial
250.6 CID Spitfire, 1-bbl., L-head, 6-cyl.	7.0:1	116	3-speed manual	S	-	-
			Fluid Drive	\$26	-	-
			Prestomatic Transmission	\$95	S	-
323.5 CID Spitfire, 1-bbl., L-head, 8-cyl.	7.25:1	135	Prestomatic Transmission	-	-	S

### Major Options

	Royal	Windsor	Saratoga	New Yorker & T&C	Imperial	Crown Imperial
Heater and defroster	\$70	\$70	\$70	\$70	S	S
Radio	\$90	\$90	\$90	\$90	S	S
Electric clock	\$	S	S	S	S	S
Windshield washer	\$	\$	\$	\$	\$	\$
White sidewall tires	\$	\$	\$	\$	\$	\$
Full wheel covers	\$	\$	\$	\$	\$	\$
Highlander interior upholstery	\$	\$	\$	\$	NA	NA

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code		Code
Black	01	Dust Gray	36
Mist Blue	05	Pearl Tan	45
Ocean Blue	06	Navajo Brown	46
Ensign Blue	07	Burmese Brown	47
Fog Green	20	Burgundy Maroon	60
Gulf Green	21	Pepper Red	61
Scotch Green	22	Pagoda Cream	65
Noel Green Metallic	23	Anniversary Silver Metallic	66
Thunder Gray	35		

## Royal

“The smart new Chrysler.”

**Nameplate year of origin:** 1937. Also used on 1933 Royal Eight.  
**Current bodystyle lifespan:** 1949 through 1952.  
**Percentage of division's sales volume:** 15.36%.

### Measurements

	Coupe & Sedan	8-pass. Sedan	Station Wagon
Wheelbase	125.5"	139.5"	125.5"
Length	206.5"	222.8"	206.5"
Width	73.5"	73.5"	73.5"

1949

**Primary competition:** Buick Super, DeSoto Custom, Hudson Commodore, Kaiser DeLuxe, and Packard Deluxe Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Pile fabric or broadcloth interior trim, rubber floor covering in front compartment, carpeted rear compartment, directional signals, two-speed electric windshield wipers, luggage compartment light, small hubcaps, and 7.60 × 15 BSW tires. Eight passenger sedan adds: Carpeted front compartment, reverse-hinged rear doors, two rear compartment jump seats, and 8.20 × 15 BSW tires. Station wagon adds: Di-Noc exterior wood paneling with ash trim and third row removable seating.

### Measurements (cont.)

	<i>Coupe &amp; Sedan</i>	<i>8-pass. Sedan</i>	<i>Station Wagon</i>
Height	64.8"	NA	65.5"
Legroom — front	41.8"	41.8"	41.8"
Legroom — rear	41.5"	NA	NA
Headroom — front	36.0"	NA	NA
Headroom — rear	37.0"	NA	NA
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	17.0	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Royal 2-Door Club Coupe, 6-p.	C-45S	\$2,002	+3.52%	3495	4,849	NA*
Royal 4-Door Sedan, 6-p.	C-45S	\$2,021	+3.38%	3550	13,192	NA*
Royal 4-Door Sedan, 8-p.	C-45S	\$2,843	+19.50%	4200	185	NA*
Royal 4-Door Station Wagon, 9-p.	C-45S	\$2,968	NEW	4060	850	NEW
TOTALS	<i>Avg. Price</i>	\$2,459	+18.01%	<i>Production</i>	19,076	+143.32%

\*Comparison not available due to model year production totals for 1946–1948 being combined.

## Windsor

*"Distinctive new beauty ... and all the features you've always wanted!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 62.22%.

**Primary competition:** Frazer and Packard Deluxe Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Two-tone wool broadcloth interior trim, rear seat center folding armrest, color-keyed front floor mat and rear carpeted floors, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, small hubcaps, and 7.60 × 15 BSW tires. Convertible adds: Power top. Eight-passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires.

### Measurements

	<i>Coupe, Convertible &amp; Sedan</i>	<i>8-pass. Sedan</i>
Wheelbase	125.5"	139.5"
Length	206.5"	222.8"
Width	73.5"	73.5"
Height	64.8"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	36.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor 2-Door Club Coupe, 6-p.	C-45W	\$2,186	+9.35%	3631	17,732	NA*

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Windsor 2-Door Convertible, 6-p.	C-45W	\$2,598	+7.62%	3845	3,234	NA*
Windsor 4-Door Sedan, 6-p.	C-45W	\$2,206	+9.21%	3681	55,879	NA*
Windsor 4-Door Sedan, 8-p.	C-45W	\$3,037	+24.77%	4290	373	NA*
Windsor 4-Door Sedan Limousine, 8-p.	C-45W	\$3,164	+23.59%	4430	73	NA*
TOTALS	<i>Avg. Price</i>	\$2,638	+20.86%	<i>Production</i>	77,291	+9.86%

\*Comparison not available due to model year production totals for 1946-1948 being combined.

## Saratoga

*"Stylish new driving comfort."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 1.83%.

**Primary competition:** Frazer, Oldsmobile 98, and Packard Deluxe Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Pile fabric or broadcloth interior trim, rubber floor covering in front compartment, carpeted rear compartment, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, small hubcaps, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	131.5"
Length	212.5"
Width	74.8"
Height	65.3"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Saratoga 2-Door Club Coupe, 6-p.	C-46K	\$2,448	+8.08%	4037	465	NA*
Saratoga 4-Door Sedan, 6-p.	C-46K	\$2,473	+7.94%	4103	1,810	NA*
TOTALS	<i>Avg. Price</i>	\$2,461	+9.66%	<i>Production</i>	2,275	+7.26%

\*Comparison not available due to model year production totals for 1946-1948 being combined.

## New Yorker

*"Distinctive ... Distinguished ... The finest of a fine line."*

**Nameplate year of origin:** 1939 (altered from 1938 New York Special model).

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 19.68%.

**Primary competition:** Buick Roadmaster, Cadillac Series 61, Frazer Manhattan, Lincoln, and Packard Custom Eight.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Two-tone wool broadcloth interior trim, rear seat center pull-down armrest, full floor carpeting, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, small hubcaps, and 8.20 × 15 BSW tires. Convertible adds: Power top and outside rear view mirror.

### Measurements

Wheelbase	131.5"
Length	212.5"
Width	74.8"
Height	65.3"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
New Yorker 2-Door Club Coupe, 6-p.	C-46N	\$2,558	+7.25%	4048	4,524	NA*
New Yorker 2-Door Convertible, 6-p.	C-46N	\$3,039	+7.96%	4277	1,137	NA*
New Yorker 4-Door Sedan, 6-p.	C-46N	\$2,583	+7.13%	4113	18,779	NA*
TOTALS	<i>Avg. Price</i>	\$2,727	+11.11%	<i>Production</i>	24,440	-16.96%

\*Comparison not available due to model year production totals for 1946–1948 being combined.

## Town & Country

*“Thrilling new performance and distinctive styling.”*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 0.81%.

**Primary competition:** None.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Leather interior trim, full floor carpeting, power top, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, Di-Noc mahogany colored panels surrounded by solid white ash framework, small hubcaps, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	131.5"
Length	212.5"
Width	74.8"
Height	65.3"
Legroom — front	41.8"
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Town & Country 2-Door Convertible, 6-p.	C-46N	\$3,765	+10.90%	4630	1,000	-69.78%
TOTALS	<i>Avg. Price</i>	\$3,765	+20.38%	<i>Production</i>	1,000	-77.70%

\*Comparison not available due to model year production totals for 1946–1948 being combined.

## Imperial

*“Dramatically re-styled ... the aristocrat of cars.”*

**Nameplate year of origin:** 1926.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 0.04%.

**Primary competition:** Cadillac Series 75 and Packard Custom 8.

**Notable changes:** All-new series.

**Major standard equipment:** Leather and broadcloth interior trim, rear seat center pull-down armrest, full floor carpeting, directional signals, electric clock, canvas covered roof, heater and defroster, two-speed electric windshield wipers, luggage compartment light, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	131.5"
Length	212.5"
Width	74.8"
Height	65.3"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0



Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Imperial 4-Door Sedan, 6-p.	C-46N	\$4,664	NEW	4300	50	NEW
TOTALS	<i>Avg. Price</i>	\$4,664	NEW		<i>Production</i> 50	NEW

\*Comparison not available due to model year production totals for 1946-1948 being combined.

# Crown Imperial

*"Today's new style classic."*

**Nameplate year of origin:** 1940.  
**Current bodystyle lifespan:** 1949 through 1952.  
**Percentage of division's sales volume:** 0.07%.  
**Primary competition:** Cadillac Series 75 and Packard Custom 8.  
**Notable changes:** Completely redesigned.  
**Major standard equipment:** Leather and broadcloth interior trim, rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, divider window between driver and rear passenger compartment on limousine, directional signals, electric clock, heater and defroster, two-speed electric windshield wipers, luggage compartment light, reverse-hinged rear doors, small hubcaps, white sidewall discs, and 8.90 x 15 BSW tires.

Measurements

Wheelbase	145.5"
Length	230.3"
Width	79.9"
Height	68.7"
Legroom — front	41.8"
Legroom — rear	NA
Headroom — front	38.7"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crown Imperial 4-Door Sedan, 8-p.	C-47	\$5,229	+12.16%	5250	40	-84.62%
Crown Imperial 4-Door Limousine, 8-p.	C-47	\$5,334	+11.89%	5295	45	-80.85%
TOTALS	<i>Avg. Price</i>	\$5,282	+12.03%		<i>Production</i> 85	-82.83%

# CROSLEY

*"Crosley announces big new models!"*

New styling and a new model highlighted the 1949 Crosley line. The new model was the Crosley Hot Shot, a two-passenger roadster, lightweight and fast for a 4-cylinder powered car. The Hot Shot was powered by the new cast iron engine block, or CIBA, developed by Crosley, which would eventually replace the old sheetmetal block. As one might expect, hot-rodders quickly picked up on modifications that could be made to give the Hot Shot

roughly 70 horsepower and send it over the 100 mile per hour mark.

Styling features of the new Hot Shot included a "bug-eye" front end, with headlamps set high on a sloping nose that featured a grilleless look, with only the bumper crossing the radiator air inlet opening. Other distinct Hot Shot features included a flat, one-piece windshield, door cutouts without doors, bucket seats, and a rear-deck mounted spare tire.

1949

The regular two-door Crosley line was given a new front-end treatment this year. It combined fender-mounted headlamps with small round parking lamps set inside and below the headlight area and a full-width, three bar grille. The changes gave the Crosley a more modern appearance. The Crosley crest was used as the new hood emblem. Along the body side, a feature line was added near the beltline to highlight the rear fender, and the wheel openings were squared off across the top, a shift from the round wheel openings of prior years. At the back end, all but the station wagon featured a boxier rear, giving more of a notchback look than a fastback look. Most other sheetmetal, including all of the station wagon body from the cowl back, was the same as in 1948.

The CoBra sheetmetal engine was officially the standard

engine. By July 1949, the cast-iron block (CIBA) engine finally became available, and was listed as optional equipment through the end of the model year; however, it is not known whether there was additional cost for customers opting for this engine. The cast-iron block would add quite a bit of weight to the Crosley, but would only minimally affect the gas mileage and performance of the small car.

Besides the new Hot Shot roadster introduction, the two-door Sport Utility sedan was discontinued. Unfortunately for Crosley, even with the new styling updates, sales could not keep up against the forces of all-new models from the Big Three. Production this year fell below 10,000 units, a level that Crosley would only reach one more time in the next three years, before calling it quits in the automotive business.



2-Door Station Wagon

**Model year production:** 7,431, down 74.45% from 1948.

**Domestic market share:** 0.14% (19th place).

**Base price range:** \$849 to \$929.

**Crosley average base price:** \$894, up 2.29%.

**Introduction date:** November 1948. Hot Shot introduced July 1949.

**Assembly plants:** Marian, IN.

**Serial number identification:** Seven to eight digit code lo-

cated on center of cowl, under the hood and read as follows: First two digits are series designation, CD for Crosley sedan, wagon and convertible, VC for Hot Shot. Remaining numbers are sequential serial number as in chart below.

*Note:* Crosley did not build cars on a model year basis, so the serial numbers indicate the year the car was produced in, not its model year.

<i>Series</i>	<i>Series code</i>	<i>Beginning</i>	<i>Ending</i>
Crosley	CD	100001	108628
Hot Shot	VC	10000	10727

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>CD series</i>	<i>Hot Shot</i>
44 CID CoBra 4, 1-bbl., valve-in-head, 4-cyl.	7.8:1	26.5	3-speed manual	S	-
44 CID CIBA 4, 1-bbl., valve-in-head, 4-cyl.	7.8:1	26.5	3-speed manual	\$	S

### Major Options

<i>All models</i>		<i>All models</i>	
Heater	\$	Radio antenna	\$
Seat covers	\$	Bumper guards	\$
Radio	\$		

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

Standard colors of white, gray, blue, yellow and green were offered. Customers could also choose from other colors as available.

# Crosley Series CD

*"It's smart to own a Crosley!"*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1946 through 1952.

Percentage of division's sales volume: 89.88%.

Primary competition: None.

Notable changes: Restyled, and trim and detail changes.

Major standard equipment: Fabric interior, driver's side windshield wiper, stainless steel beltline molding, single horn, dual taillamps, and 4.50 × 12 BSW tires. Wagon and Convertible add: Plastic coated upholstery.

## Measurements

Wheelbase	80.0"
Length	145.0"
Width	49.0"
Height	57.0"
Legroom — front	39.0"
Legroom — rear	37.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	6.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crosley CD 2-Door DeLuxe Sedan, 4-p.	NA	\$899	+3.45%	1363	2,231	-18.84%
Crosley CD 2-Door Convertible Sedan, 4-p.	NA	\$899	0.00%	1320	645	-77.33%
Crosley CD 2-Door Station Wagon, 4-p.	NA	\$929	0.00%	1403	3,803	-83.81%
TOTALS		<i>Avg. price</i> \$909	+4.00%		<i>Production</i> 6,679	-74.45%

# Hot Shot

*"For a New Thrill in motoring ...  
Drive the all new sport car. The Crosley Hot Shot!"*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 10.12%.

Primary competition: None.

Notable changes: All-new model.

Major standard equipment: Vinyl bucket seat interior, dual windshield wipers, single horn, dual taillamps, and 4.50 × 12 BSW tires.

## Measurements

Wheelbase	85.0"
Length	137.0"
Width	51.0"
Height	51.0"
Legroom — front	37.0"
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	6.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Hot Shot 2-Door Roadster, 2-p.	NA	\$849	NEW	1175	752	NEW
TOTALS		<i>Avg. price</i> \$849	NEW		<i>Production</i> 752	NEW

# DESOTO

*“The New DeSoto. The car designed with you in mind.”*

The all-new DeSoto arrived in showrooms during March 1949, about three years after postwar DeSoto sales had resumed. It was a long wait, but the car made it worthwhile. Built on a longer wheelbase that was shared with the Chrysler Royal and Windsor, all models had less front and rear overhang, resulting in a slightly shorter car. However, because of the boxier shape, interior roominess and luggage space were actually greater than before.

The front-end styling was a familiar DeSoto vertical grille, with a top horizontal bar running full width and wrapping onto the front fenders. Front and rear bumpers were of a full wraparound design. Bodysides, adorned similarly on all lines, featured front fender stainless trim that ran onto the front door, stainless steel trim running horizontally on the rear fender (with a chrome gravel guard on Customs), and a full-length rocker panel molding. Tail-lights were mounted in a long, narrow housing sitting atop the fender, flanking a bustle-back style rear treatment.

As mentioned earlier, interior room continued to be generous. Wide, chair height seats with “hat-wearing” headroom were benefits of the boxy exterior styling. Instrument panels used a wood-grained finish, and gauges

were mounted horizontally on either side of the round speedometer, which was placed directly above the steering column.

Powerplants continued to be the same as the prior three model years, with improvements to boost horsepower and smoothness. The shiftless hydraulically controlled 4-speed Tiptoe transmission was improved, and Tiptoe transmission with Fluid Drive was now standard on all Custom models.

Model changes included the elimination of the DeLuxe 3-passenger Coupe and both the DeLuxe and Custom Brougham 2-Door Sedans. The Custom 7-passenger limousine was discontinued, and the long-wheelbase 7-passenger, 4-Door Sedan became an 8-passenger model. Two new models appeared in the DeLuxe line. The first steel bodied DeSoto station wagon made its appearance this year, in the form of a 4-Door model sporting Di-Noc mahogany exterior trim panels with ash wood trim. The other new model was the unique 4-Door, 6-passenger, Carry-All Sedan. This new model featured a folding rear seat, which, in its lowered position, afforded nearly 8 feet of length from the back of the front seat to the trunk edge.



Custom 4-Door Sedan

**Model year production:** 94,371, down 0.04% from 1948.  
**Domestic market share:** 1.83% (14th place).  
**Base price range:** \$1,976 to \$3,179.  
**DeSoto average base price:** \$2,451, up 20.20%.  
**Introduction date:** March 1949.  
**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. Deluxe S-13 series: Seven digit code, 6212001 to 6232740 (LA plant, 60002001 to 60004755). Custom S-13 series: Eight digit code, 50001001 to 50061189 (LA plant, 62004001 to 62011187).

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	DeLuxe	Custom
236.6 CID, Powermaster 1-bbl., L-head, 6-cyl.	7.1:1	112	3-speed manual Gyrol Fluid Drive w/Tip-Toe Transmission shift	S \$121	- S

## Major Options

	<i>DeLuxe</i>	<i>Custom</i>
Heater	\$44	\$44
All-Weather Comfort System heater and defroster	\$	\$
AM radio	\$90	\$90
Electric clock	\$	\$
White sidewall tires	\$	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Black	301
Horizon Blue	305
Regal Blue Metallic	306
Midnight Blue	307
Glade Green	320
Andante Green	321
Thunder Gray	335
Dawn Gray	336
Desert Tan	345
Briar Brown Metallic	346
Imperial Maroon	360
Briar Brown Metallic over Desert Tan	370
Andante Green over Glade Green	371
Thunder Gray over Dawn Gray	372
Regal Blue Metallic over Horizon Blue	373

# DeLuxe

*"The new DeLuxe line."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 24.90%.

Primary competition: Buick Special, Chrysler Royal, Kaiser Special, Mercury and Oldsmobile 76.

Notable changes: Completely redesigned.

Major standard equipment: Broadcloth interior trim, full floor carpeting, front door armrests, two spoke steering wheel, two-speed electric windshield wipers, stainless beltline molding, chrome trim surround on windshield and vent windows, luggage compartment light, small hubcaps, and 7.60 × 15 BSW tires.

## Measurements

Wheelbase	125.5"
Length	206.8"
Width	73.2"
Height	66.4"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	37.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 2-Door Club Coupe, 6-p.	S13-1	\$1,976	+8.93%	3455	6,807	NA*
DeLuxe 4-Door Sedan, 6-p.	S13-1	\$1,986	+8.82%	3520	13,148	NA*
DeLuxe 4-Door Carry-All Sedan, 6-p.	S13-1	\$2,190	NEW	3565	2,690	NA*
DeLuxe 4-Door Station Wagon, 9-p.	S13-1	\$2,959	NEW	3915	850	NA*
TOTALS	<i>Avg. Price</i>	\$2,278	+27.86%	<i>Production</i>	23,495	+8.15%

\*Comparison not available due to model year production totals for 1946-1948 being combined.

# Custom

*"The new Custom line."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 75.10%.

**Primary competition:** Buick Super, Chrysler Windsor, Hudson Super 6, Kaiser DeLuxe, Nash Ambassador, and Oldsmobile 88.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Broadcloth interior trim, full floor carpeting, front door armrests, three spoke steering wheel, two-speed electric windshield wipers, stainless beltline molding, chrome trim surround on windshield and vent windows, twin lower front fender chrome strips, chrome rear fender guard, luggage compartment light, small hubcaps with chrome trim ring, and 7.60 × 15 BSW tires. Convertible adds: Bedford cord and leather interior trim, power top. Suburban adds: Delon plastic (vinyl) upholstery, reverse-hinged rear doors and 8.20 × 15 BSW tires. Eight passenger sedan adds: Cloth upholstery, two rear compartment jump seats.

## Measurements

	<i>All but 8-pass./ Suburban</i>	<i>8-pass. Sedan &amp; Suburban</i>
Wheelbase	125.5"	139.5"
Length	206.8"	223.8"
Width	73.2"	73.5"
Height	66.4"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	37.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Club Coupe, 6-p.	S13-2	\$2,156	+15.11%	3585	18,431	NA*
Custom 2-Door Convertible, 6-p.	S13-2	\$2,578	+12.28%	3785	3,385	NA*
Custom 4-Door Sedan, 6-p.	S13-2	\$2,174	+14.97%	3645	48,589	NA*
Custom 4-Door Sedan, 8-p.	S13-2	\$2,863	+23.67%	4200	342	NA*
Custom 4-Door Suburban, 9-p.	S13-2	\$3,179	+20.83%	4410	129	NA*
<b>TOTALS</b>	<i>Avg. Price</i>	\$2,590	+18.44%	<i>Production</i>	70,876	-2.49%

\*Comparison not available due to model year production totals for 1946–1948 being combined.

# DODGE

*"The daring new Dodge."*

All-new Dodge models arrived early in 1949, after remaining 1948 models had been sold off as the first-series 1949 Dodge. Powertrains and other engineering features were much the same as in the past three years, with the engine compression ratio increasing slightly, and Fluid Drive becoming standard equipment on all models. The rest of the car was new, however.

Following the corporate design philosophy, the new Dodge was very upright and boxy in appearance. Outside, the front fender tops were styled into the bodylines, fading into the front door, and the hood was now slightly flatter and becoming closer to fender height. Rear fenders were more flush with the otherwise flat body sheetmetal, although still visible as a separate piece. The grille of the new



car continued to be of a grid design with three prominent horizontal bars top, center and bottom. The upper bar dipped slightly at each end and continued under the headlights. The middle bar was shorter and had a round parking light just off of each end. The bottom bar ran the full width of the car. Atop the hood was a redesigned ornament, and the Dodge name was in block letters just above the top grille bar. Between the two was the Dodge crest. Bodyside stainless trim continued to be two separate pieces, one on the front fender and one on the rear fender, each horizontally placed just above the wheel openings.

Interiors received a lot of attention also, as passenger comfort became a more prominent selling point. “Knee-level” seats were touted as far more comfortable, chair height seating for all passengers, an approach that was contrary to the increasingly popular “Step-down” Hudson-type designs, in which seating was lowered in pursuit of lower overall car height. Other benefits of the Dodge design included better road visibility, and floors that were flush with the doorsills. Smaller pillars and larger glass areas also greatly improved visibility in all directions. Of course, this left Dodge with a less than glamorous “boxy” design in comparison with the sleek and stylish look of other new postwar cars.

Instrument panels, lower seat frames and doors all received a lot of luxurious looking wood-colored metal trim with chrome accents. Gauges were set into three square openings, which were oddly offset to the left of the steering column. The right-most gauge (fuel and oil pressure) was centered over the steering column, and the speedometer was to the left of that, with the ammeter and temperature gauges farthest to the left.

With the new designs came new series designations. Initially, model offerings included the Meadowbrook and Coronet, direct replacements for the old DeLuxe and Custom lines. The Meadowbrook was the low-priced line, consisting of a lone 4-Door Sedan model. The Coronet was the main Dodge product and would become a best selling line for Dodge for many years. Coronet models included 2- and 4-Door Sedans, a Coupe, Convertible and an all-new wood-bodied Station Wagon, a first for Dodge. At mid-season, Chrysler president K.T. Keller formally announced the introduction of the lower-priced, and smaller, Wayfarer line. The new Wayfarer shared many basic components with the equally new Plymouth P-17 DeLuxe line. The Wayfarer line included a 3-passenger Coupe, a 2-Door Sedan, and Dodge’s first 3-passenger Roadster since 1938.



Coronet 4-Door Sedan



Wayfarer 2-Door, 3-passenger Coupe



Wayfarer 2-Door Roadster



Wayfarer 2-Door Sedan

**Model year production:** 256,852, up 5.59% from 1948.

**Domestic market share:** 4.97% (8th place).

**Base price range:** \$1,611 to \$2,865.

**Dodge average base price:** \$2,058, up 11.40%.

**Introduction date:** February 1949. Wayfarer introduced May 1949.

**Assembly plants:** Detroit, MI; Los Angeles, CA; and San Leandro, CA.

**Serial number identification:** Located on left front door hinge pillar. Wayfarer D-29 series: Eight digit code as follows — Detroit, 37000101 to 37058328; Los Angeles, 48500101 to 48501977; San Leandro, 48000101 to 48003813. Coronet and Meadowbrook D-30 series: Eight digit code as follows — Detroit, 31245001 to 31417330; Los Angeles, 45500101 to 45504688; San Leandro, 45050001 to 45563676.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Wayfarer &amp; Meadowbrook</i>	<i>Coronet</i>
230.2 CID, 1-bbl., L-head, 6-cyl.	7.0:1	103	Gyrol Fluid-Drive Gyro-Matic	S -	S \$90

### Major Options

	<i>Wayfarer</i>	<i>Meadowbrook</i>	<i>Coronet</i>
Heater and defroster	\$	\$	\$
Radio	\$73	\$73	\$73
Electric clock	\$	\$	\$
Electric windshield wipers	\$	S	S
Turn signal	\$	\$	\$
Chrome wheel trim rings	\$	\$	S
White sidewall tires	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Black	501
LaPlata Blue	505
Tunis Blue Metallic	506
Island Green	520
Hunter Green	521
Gypsy Green	522
Granite Gray	535
French Gray	536
Stone Beige	545
Cairo Tan Metallic	546
Monarch Maroon	560
Cadet Red	561
Air Cruiser Red	562
Victoria Ivory	565

## Wayfarer

*“Three new lower-priced models, including the lowest priced, full sized American-made open car.”*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 24.85%.

**Primary competition:** Studebaker Champion.

**Notable changes:** All-new model.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, driver's side sun visor, roll-up side windows (optional on Roadster), chrome beltline molding, small hubcaps, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	115.0"
Length	197.4"
Width	73.0"
Height	64.3"
Legroom — front	42.5"
Legroom — rear	43.0"
Headroom — front	37.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Wayfarer 2-Door Business Coupe, 3-p.	D-29	\$1,611	NEW	3065	9,342	NEW
Wayfarer 2-Door Sedan, 6-p.	D-29	\$1,737	NEW	3180	49,054	NEW
Wayfarer 2-Door Roadster, 3-p.	D-29	\$1,727	NEW	3145	5,420	NEW
TOTALS	<i>Avg. Price</i>	\$1,692	NEW	<i>Production</i>	63,816	NEW

# Meadowbrook

*"Brilliant styling ... but comfort too!"*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 30.00% (est.).\*

Primary competition: Nash 600, Oldsmobile 76, Pontiac Chieftain DeLuxe, and Studebaker Champion Regal DeLuxe.

Notable changes: All-new model.

Major standard equipment: Broadcloth interior trim, full floor rubber covering, directional signals, two-speed electric windshield wipers, windshield, rear window and vent window stainless trim, rocker panel moldings, small hubcaps, and 7.00 × 15 BSW tires.

## Measurements

Wheelbase	123.5"
Length	203.6"
Width	74.0"
Height	65.5"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	37.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Meadowbrook 4-Door Sedan, 6-p.	D-30	\$1,848	NEW	3555	144,390*	NEW
TOTALS	Avg. Price	\$1,848	NEW	Production	144,390*	NEW

\*Meadowbrook and Coronet 4-Door Sedan production records were kept combined. The total is included under Meadowbrook.

# Coronet

*"New elegance, luxury and real living-room comfort."*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 45.15% (est.).\*

Primary competition: DeSoto DeLuxe, Nash Ambassador, Kaiser, and Oldsmobile 88.

Notable changes: Completely redesigned, and renamed — formerly Custom.

Major standard equipment: Broadcloth interior trim, full floor rubber covering, directional signals, two-speed electric windshield wipers, windshield, rear window and vent window stainless trim, rocker panel moldings, rear fender gravel shield, small hubcaps, and 7.00 × 15 BSW tires. Convertible adds: Vinyl interior trim and power top. Wagon adds: Mahogany and ash wood trim body panels, third row seat, and 7.60 × 15 BSW tires. Eight passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires.

## Measurements

	All but 8-pass. Sedan	8-pass. Sedan
Wheelbase	123.5"	137.5"
Length	203.6"	217.5"
Width	74.0"	74.5"
Height	65.5"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	37.0"	37.0"
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Coronet 2-Door Club Coupe, 6-p.	D-30	\$1,913	+7.84%	3325	45,435	NA <sup>†</sup>
Coronet 2-Door Convertible, 6-p.	D-30	\$2,328	+6.35%	3570	2,411	NA <sup>†</sup>

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Coronet 4-Door Sedan, 6-p.	D-30	\$1,927	+7.77%	3380	*	NA <sup>†</sup>
Coronet 4-Door Town Sedan, 6-p.	D-30	\$2,011	+7.43%	3390	ffi	ffi
Coronet 4-Door Sedan, 8-p.	D-30	\$2,617	+20.10%	4070	*	NA <sup>†</sup>
Coronet 4-Door Station Wagon, 9-p.	D-30	\$2,865	NEW	3830	800	NEW
TOTALS	<i>Avg. Price</i>	\$2,277	+16.14%	<i>Production</i>	48,646*	NA <sup>†</sup>

*\*Meadowbrook and Coronet 4-Door Sedan production records were kept combined. The total is included under Meadowbrook. <sup>†</sup>Comparison not available due to model year production totals for 1946–1948 being combined, and the 4-Door Sedan production being combined. <sup>ffi</sup>Listed in some sources, but none known to have been produced.*

# FORD

*“Ford’s out front with ‘The Car of the Year’! There’s a ‘New’ Ford in your future!”*

In the showdown to see which of the Big Three could get their first all-new postwar car to market first, Ford won the battle. Ford had their first 1949 models in production and ready for consumers by June 1948, beating Chevrolet by six months and Plymouth by nine months. The reward was that Ford could once again make a claim as America’s number one auto manufacturer, as production shot up over 300 percent from 1948, in what would be an extended 16 month selling period.

Most striking visually were the new slab-sided bodies, with nary a fender protrusion in sight. While looking somewhat box-like (hence their fond nickname of “the shoe-box Ford”), they were really the most modern looking of the Big Three low priced cars for 1949. The flat bodysides were minimally adorned, with a low mounted stainless trim piece running from the back edge of the front wheel opening, straight back across the top of the rear wheel opening, and ending just shy of the top edge of the rear bumper. No beltline moldings were used, or needed, as bodyside lines flowed smoothly into the greenhouse area.

At the front, a new three-bar grille design featured a full-width center bar with parking lamps housed at each end and a large round center portion with a round “spinner” style ornament inset and a red center area bearing a “6” or “8” depending upon the engine installed. Above this center bar, an over-arching grille bar starting at the bottom bar, just below the headlight, followed the fender and hood edges across the car. A bumped up area in the center of the bar made way for the large round portion of the center grille bar. The lower bar sat just behind the front bumper, and behind this was a body-color pan that funneled air to

the radiator between the center and lower bar. The hood was considerably lower than in prior years, very nearly level with the front fenders. Topping off the new look was “FORD” in block letters over the bumped up portion of the top bar, and a new hood ornament resembling a flattened sphere.

Supporting the new body, Ford engineers were finally able to dispense with the old style transverse mounted rear springs, replacing them with more modern longitudinal mounted springs. This change, combined with a stiffer chassis, provided the Ford with much better ride and drivability than any previous models. Under the hood rested the same L-head 6-cylinder and V8 “Flathead” engines used since prior to the war; despite its age, the Flathead remained popular. Overdrive gearing was introduced as an option, helping to improve fuel economy up to 25 percent.

Interiors were given new colors, materials, and even a dash of style as compared to the 1946–48 models’ rather simple and plain look. Interestingly, Ford finally placed the speedometer directly in front of the driver; it had been positioned to the right of the steering column in nearly all prior Fords. The “Flight Panel” dash featured a raised V-shaped, full-width section housing the round speedometer surrounded by gauges, and a center-mounted clock. Radio, heater, vent and miscellaneous controls were mounted on the bottom section.

Two series continued to be offered, but the Super DeLuxe was renamed Custom. The DeLuxe is sometimes referred to as just a base Ford, but most literature and auto references of the period use the DeLuxe nomenclature. Wording on the front fender portion of the body side

molding identified Customs on the outside, as did chrome window trim. The station wagon continued in the Custom series with wood body trim, and was now a 2-Door, though it retained 8-passenger seating capability. Other model changes included the replacement of the Super DeLuxe 2-

Door Sedan Coupe with a 2-Door, 5-passenger Club Coupe available in both series, and the discontinuation of the slow-selling Super DeLuxe 3-passenger coupe and Sportsman convertible.



Custom 2-Door Convertible



Custom 2-Door Wagon



Custom Fordor (4-Door) Sedan

**Model year production:** 1,118,740, up 351.61% from 1948.  
**Domestic market share:** 21.65% (1st place).  
**Base price range:** \$1,333 to \$2,119.  
**Ford average base price:** \$1,581, up 6.73%.  
**Introduction date:** June 1948.  
**Assembly plants:** Atlanta, GA; Buffalo, NY; Chester, PA; Chicago, IL; Dallas, TX; Dearborn, MI; Edgewater, NJ; Kansas City, MO; Long Beach, CA; Louisville, KY; Memphis, TN; Norfolk, VA; Richmond, CA; Somerville, MA; and Twin Cities (St. Paul), MN. Note that a letter P prefixing the assembly plant code indicates a 255 CID V8, 110-

hp, special engine installed for law enforcement agencies.  
**Serial number identification:** Serial number and engine number are the same and consist of a seven to ten digit code located on right front frame and on right side of dash under hood, and read as follows: First digit indicates year (9 = 1949); second through fourth digits are 8HA for a six-cylinder and 8BA for an eight-cylinder. The remaining digits are sequential as follows: Six-cylinder models, 98HA-101 to 98HA-173310; V8 models, 98BA-101 to 98BA-948236.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	DeLuxe	Custom
226 CID, 1-bbl., L-head, 6-cyl.	6.7:1	95	3-speed manual Overdrive	S \$97	S \$97
239 CID, 2-bbl., L-head, V8	6.75:1	100	3-speed manual Overdrive	\$74-\$108* \$171-\$205*	\$58-\$145* \$155-\$242*

\*Pricing varies by model.

### Major Options

	DeLuxe	Custom
Heater	\$38	\$38
Heater and defroster	\$	\$
Radio	\$78	\$78
Radio antenna	\$8	\$8
Tan leather upholstery	\$	\$*
Hubcaps	\$	\$
Wheel trim rings	\$	\$
White sidewall tires	\$30	\$30

\*Standard on convertible and station wagon.

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Black	M1724
Colony Blue	M14285
Gunmetal Gray Metallic*	M14293
Seamist Green	M14282
Midland Maroon Metallic	M14202
Miami Cream†	M14280
Bayview Blue Metallic*	M14288
Birch Gray	M14286
Meadow Green	M14283
Fez Red†	M14290

\*Available on Custom models only. Gunmetal Gray not available on Station Wagon. †Available on Custom Convertible only.



## DeLuxe

*"You'll love its low cost luxury!"*

**Nameplate year of origin:** 1930.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 18.27%.

**Primary competition:** Chevrolet Special and Plymouth Deluxe.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Green stripe broadcloth or green and red stripe mohair upholstery, left front door armrest, rear seat armrests, front rubber floor mat, horn button, dual horns, dual windshield wipers, driver side sun visor, front and rear window moldings, lower body stainless trim, and 6.00 × 16 BSW tires.

### Measurements

Wheelbase	114.0"
Length	196.8"
Width	71.7"
Height	62.8"
Legroom — front	40.0"
Legroom — rear	41.2"
Headroom — front	35.1"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	22.9
Fuel capacity (gals.)	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe 2-Door Coupe, 3-p.	72C	\$1,333	+15.51%	2871	28,946	+473.42%
DeLuxe 2-Door Club Coupe, 5-p.	72A	\$1,415	NEW	2925	4,170	NEW
DeLuxe 2-Door (Tudor) Sedan, 6-p.	70A	\$1,425	+17.57%	2945	126,770	+442.77%
DeLuxe 4-Door (Fordor) Sedan, 6-p.	73A	\$1,472	+15.91%	2990	44,563	+3181.52%
TOTALS	<i>Avg. price</i>	\$1,411	+16.44%	<i>Production</i>	204,449	+586.95%

## Custom

*"The car of the year that marks you as a smart buyer."*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 81.73%.

**Primary competition:** Chevrolet DeLuxe, Nash 600, Plymouth Special Deluxe, and Studebaker Champion.

**Notable changes:** Completely redesigned. The Custom name replaced the Super DeLuxe.

**Major standard equipment:** Blue-gray tweed broadcloth or gray-green stripe mohair upholstery, left front door armrest, rear seat armrests, assist straps, clock, front rubber floor mat, dual horns, dual windshield wipers, dual sun visors, stainless front, rear and side window surround moldings, lower body stainless trim, and 6.00 × 16 BSW tires. Convertible adds: Leather and bedford cord upholstery and hydraulic power top. Station wagon adds: Leather front seat and vinyl rear seat upholstery, metal spare tire cover mounted on tailgate, and 7.10 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	114.0"	114.0"
Length	196.8"	208.0"
Width	71.7"	71.7"
Height	62.8"	NA
Legroom — front	40.0"	40.0"
Legroom — rear	41.2"	NA
Headroom — front	35.1"	35.1"
Headroom — rear	35.3"	NA
Cargo capacity (cu. ft.)	22.9	NA
Fuel capacity (gals.)	17.0	19.5

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom 2-Door Club Coupe, 5-p.	72B	\$1,511	+13.61%	2928	150,254	+235.18%
Custom 2-Door (Tudor) Sedan, 6-p.	70B	\$1,511	+15.43%	2948	433,316	+427.40%



	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom 2-Door Convertible, 6-p.	76	\$1,885	+8.33%	3234	51,133	+324.94%
Custom 4-Door (Fordor) Sedan, 6-p.	73B	\$1,558	+13.56%	2993	248,176	+254.54%
Custom 2-Door Station Wagon, 8-p.	79	\$2,119	NEW	3523	31,412	NEW
TOTALS		<i>Avg. price</i> \$1,717	+7.52%	<i>Production</i> 914,291		+319.47%

# FRAZER

*"America's most copied cars again lead the way—the Frazer for '49!"*

The 1949 Frazer line received a minor restyling to compete with the all-new cars coming from the Big Three manufacturers. To help keep Frazer in the car buying public's mind, a new body style, the Manhattan 4-Door Convertible, was introduced. Being the only body style of its type on the market, along with its Kaiser equivalent, it garnered a lot of attention for Kaiser-Frazer.

The most noticeable styling change was the all-new egg-crate style grille, which actually looked similar to the new for 1948 Cadillac grille. A heavy overarching grille bar ran straight across the top and down each side of the grille. A large, wraparound chrome bar and bezel contained the parking lamp and turn signal unit set at each end of the grille below the headlamps with their new chrome bezels. Other changes to the front end included the Frazer crest being lowered on the front of the hood, and the elimination of the Frazer name on the hood. The name was now embossed on a piece of chrome trim on the leading edge of the hood, atop the upper grille bar. Completing the new look was a new bumper with a lower portion which jutted outward slightly from the main upper portion. Two over-size bumper guards were mounted on the front bumper and on the similarly styled rear bumper.

At the back end, larger taillamps with larger bezels were introduced. Along the bodysides, the Manhattan

added a larger two-piece lower body molding, basically being a rocker panel molding. New beltline stainless steel moldings were added on all Franzers, beginning at the cowl and following the crease under the windows, and along the top of the rear fender edge down to the rear bumper. Sometime during the model year, Manhattan models added their series designation in script on the front fender.

The aforementioned Manhattan convertible offered regular Manhattan sedan features plus leather interior trim, hydraulically operated power top, and fender skirts. Of course, there was also the unique design of the side windows, which had the B-pillar made of chrome-framed glass, and chrome framework on the door windows to keep the side windows in place. Sadly, only 62 of these unique cars would be built for the 1949 and 1950 model years.

Under the hood, the 1948 Manhattan's optional 2-barrel carbureted engine was now standard equipment on all 1949 Frazer models. Otherwise there were virtually no other changes to be found for the powertrain or chassis. Unfortunately, despite the styling changes, added features and lowered pricing, Frazer was in a downhill slide that could not be stopped, with production dropping more than 50 percent this year. It was an ominous sign after what had been a great beginning.



Frazer 4-Door Sedan



Manhattan 4-Door Sedan

**Model year production:** 21,183, down 55.93% from 1948.

**Domestic market share:** 0.41% (18th place).

**Base price range:** \$2,395 to \$3,295.

**Frazer average base price:** \$2,762, up 5.63%.

**Introduction date:** October 1948.

**Assembly plants:** Willow Run, MI.

**Serial number identification:** Eight to nine-digit code on plate located on left front door hinge pillar. First digit is F for Frazer. Second and third digits indicate model year: 49 = 1949. Fourth digit denotes series number: 5 is Frazer and 6 is Manhattan. Remaining digits are sequential serial numbers as follows in chart below.

### Serial Numbers by Series

Series	Series code	Beginning	Ending
Frazer	F495	1001	17169
Manhattan	F496	1001	11750

### Powertrains

Engine	Compression		Transmission	Frazer	Manhattan
	Ratio	Gross HP			
226.2 CID, 2-bbl., L-head, 6-cyl.	7.3:1	112	3-speed manual Overdrive	S \$96	S \$96

### Major Options

	Frazer	Manhattan
Heater and defroster	\$48	\$48
Radio and antenna	\$	\$
Clock	\$	\$
Fog lamps	\$	\$
Stainless steel wheel trim rings	\$	S
Full wheel covers	S	S
White sidewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code		Code
Onyx Black	101	Executive Green	170
Sportsman Beige Metallic	105	Yale Blue Metallic	175
Cardinal	110	Bermuda Tan	180
Polar Gray	115	Ranger Gray Metallic	185
Flax	120	Executive Green Metallic	190
Hickory Brown Metallic	125	Caribbean Coral Metallic	195
Horizon Blue	130	Adirondack Gray	200
Academy Blue Metallic	135	Parakeet	205
Wedgewood Blue Dark Metallic	145	Linden Green Metallic	210
Crystal Green	150	Glass Green	215
Dubonnet	155	Bermuda Tan Metallic	220
Teal Blue	160	Mineral Gray Metallic	225
Ranger Gray	165	Blade Green Metallic	230

## Paint Colors (cont.)

	<i>Code</i>		<i>Code</i>
Saddle Bronze	235	Sportsman Beige Metallic over	
Silver Fox Gray Metallic	240	Sportsman Beige	605
Horizon Blue Metallic	245	Suede Gray Metallic over Silver	
Ocean Spray Green Metallic	250	Fox Gray Metallic	610
Green Spray	255	Garden Green over Glass Green	615
Sportsman Beige	260	Wedgewood Blue Dark Metallic	
Garden Green	265	over Wedgewood Blue	625
Suede Gray Metallic	270	Blade Green Metallic over Ocean	
Green Spray Metallic	285	Spray Green Metallic	630
Doeskin	290	Mineral Gray Metallic over Gray	635
Blue Satin Metallic	295	Green Spray Metallic over Green Spray	640
Indian Ceramic	300	Hickory Brown Metallic over Doeskin	645
Crystal Green Metallic	305	Cardinal over Doeskin	650

## Frazer

*"Distinctive new styling identifies the Frazer as a fine car — coming or going!"*

**Nameplate year of origin:** 1947.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 60.87%.

**Primary competition:** Buick Super, Chrysler Saratoga, Hudson Commodore, Nash Ambassador, Oldsmobile 88, and Packard Deluxe Clipper.

**Notable changes:** New grille, trim and detail changes.

**Major standard equipment:** Cloth and leather interior trim, robe, automatic dome lights, rubber floor covering with carpeted inserts, custom dashboard and window control knobs/handles, door armrests, dual sun visors, dual windshield wipers, stainless steel exterior window divider trim, rocker panel molding, hood emblem, front bumper guards, small hubcaps with wheel trim rings, and 7.10 × 15 BSW tires.

## Measurements

Wheelbase	123.5"
Length	207.5"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	25.3
Fuel capacity (gals.)	21.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY*</i>
Frazer 4-Door Sedan, 6-p.	F495	\$2,395	-3.54%	3386	12,894	-56.26%
TOTALS	<i>Avg. Price</i>	\$2,395	-3.54%	<i>Production</i>	12,894	-56.26%

\*Production records for 1949 and 1950 model years were kept as one total. Production figures given here are estimated based on approximately 85 percent of the total known production being 1949 models.

# Manhattan

*"The Frazer Manhattan attains an even greater degree of custom-car beauty and distinction for 1949!"*

**Nameplate year of origin:** 1947.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 39.13%.

**Primary competition:** Buick Roadmaster, Chrysler New Yorker, Lincoln, Oldsmobile 98, and Packard Super Clipper.

**Notable changes:** New grille, trim and detail changes.

**Major standard equipment:** Broadcloth and leather interior trim, robe cord, rear seat center armrest, full floor carpeting, automatic dome lights, deluxe steering wheel, custom chrome instrument panel trim, door armrests, dual sun visors, dual windshield wipers, stainless steel exterior window trim, wide rocker panel molding, hood emblem, four front bumper guards, full wheel covers, and 7.10 × 15 BSW tires. Convertible adds: Leather interior, power top, and rear fender skirts.

## Measurements

Wheelbase	123.5"
Length	207.5"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	25.3
Fuel capacity (gals.)	21.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY*
Manhattan 4-Door Sedan, 6-p.	F496	\$2,595	-5.50%	3391	8,237	-55.70%
Manhattan 4-Door Convertible, 6-p.	F496	\$3,295	NEW	3726	53	NEW
TOTALS	<i>Avg. Price</i>	\$2,762	+7.25%	<i>Production</i>	8,289	-55.41%

\*Production records for 1949 and 1950 model years were kept as one total. Production figures given here are estimated based on approximately 85% of the total known production being 1949 models.

# HUDSON

*"The Modern Design for '49! New Hudson!"*

Few changes were made to the 1949 Hudson models, at least from what the customer could see from the outside or under the hood. This year a slight decrease in prices coupled with added standard interior features provided Hudson customers with more car for the money. And of course, Hudson offered the exclusive "Step-Down" design to entice customers. The strategy was a successful one as production and sales soared more than 35 percent higher than 1948 levels.

For Super models, the interior trim additions included such things as non-glare dashboard tops, cloth robe hangers on the rear of the front seat (except in the business coupe), a new design rubber front floor mat, and leather grained trim on the kick panels of all doors, armrests, pack-

age tray, under all windows, and on the rear quarter interior panels of Brougham coupes. The Commodore line had similar upgrades with a few exceptions. The top line Hudson series added a brown color rubber front floor mat with simulated carpet insert, pocket-type storage on the back of convertible front seats, metal hand rails on the back of all front seats, and two instrument panel storage compartments.

There were few other changes made for 1949. Model availability remained the same as in 1948, with one exception. The Super Six 2-door Brougham coupe was now available as a Super Eight model. Hudson would enter the new decade in good condition as far as product and sales were concerned.



Commodore 2-Door Brougham Convertible



Commodore 2-Door Brougham Convertible



Commodore 4-Door Sedan



Super 4-Door Sedan

**Model year production:** 162,224 up 38.18% from 1948.

**Domestic market share:** 3.14% (9th place).

**Base price range:** \$2,053 to \$2,952.

**Hudson average base price:** \$2,389, down 1.21%.

**Introduction date:** November 1948.

**Assembly plants:** Detroit, MI.

**Serial number identification:** Six to nine digit codes on plate located on right front door hinge pillar. First two digits are

model year designation (49 = 1949). Third digit is equal to the third digit from series code as in chart below. Remaining digits are sequential serial numbers beginning with 101 and ending as follows in chart below. *Examples:* 491101 is a 1949 Hudson Super Six, serial number 101; 494159159 is a 1949 Hudson Commodore Eight, serial number 159159. Being the highest serial number, 491159201 would have been the last 1949 Hudson built.

### Highest Serial Numbers by Series

Series	Series code	Ending
Super Six	491	159201
Commodore Six	492	159081
Super Eight	493	159193
Commodore Custom	494	159159

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Super Six & Commodore Six <sup>†</sup>	Super Eight & Commodore Custom <sup>ff</sup>
262 CID Super-Six, 2-bbl., L-head, 6-cyl.	6.5:1	121	3-speed manual	S	-
			Vacumotive Drive	\$47	-
			Overdrive	\$101	-
			Drivemaster*	\$112	-
254 CID Super-Eight, 2-bbl., L-head, 8-cyl.	6.5:1	128	3-speed manual	-	S
			Vacumotive Drive	-	\$47
			Overdrive	-	\$101
			Drivemaster*	-	\$112

\*Includes Vacumotive Drive. <sup>†</sup>Models 491 and 492. <sup>ff</sup>Models 493 and 494.

## Major Options

	<i>Super</i>	<i>Commodore</i>	
"Weather Master" heater	\$64	\$64	
Radio and antenna	\$84	\$84	
Electric clock	\$17	S	
Leather upholstery	\$83-\$145*	\$83-\$145*	Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.
18" custom steering wheel	\$20	S	
Directional signal	\$20	S	
Convertible glass rear window	\$20	\$20	
Wheel trim rings	\$13	\$13	
Large hubcaps	\$10	\$10	
White sidewall tires	\$	\$	

\*Prices vary depending upon model.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Brigantine Blue Metallic	B	Pacemaker Green Metallic	P-8
Brazilian Blue Metallic	B-1	Queenstown Gray Metallic	Q
Platinum Gray Metallic	CC	Quebec Gray Metallic	Q-9
Gray Gold Metallic	CC-17	Ruby Red Metallic	R
Brigade Blue Metallic	E-18	Radiant Red Metallic	RR-16
Glowing Gray Metallic	G	Savoy Green Metallic	S
Gull Gray Metallic	G-2	Sierra Green Metallic	S-10
Holster Tan Metallic	H	Naples Tan Metallic over Harwood Tan Metallic	HN-11
Harwood Tan Metallic	H-3	Brazilian Blue Metallic over Jet Blue Metallic	JB-12
Jersey Blue Metallic	J	Gull Gray Metallic over Quebec Gray Metallic	QG-13
Jet Blue Metallic	J-4	Pacemaker Green Metallic over Sierra Green Metallic	SP-14
Black	K	Burgundy Maroon Metallic over Radiant Red Metallic	RM-15
Maroon Deep Metallic	M		
Burgundy Maroon Metallic	M-6		
Roman Red	M-19		
Nomad Bronze Metallic	N		
Naples Tan Metallic	N-7		
Piedmont Green Metallic	P		

*Two-tone combinations available at \$18 extra.*

## Super

*"Hudson ... the only car with step-down design!"*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1948 through 1954.

**Percentage of division's sales volume:** 61.38%.

**Primary competition:** Buick Super, Chrysler Saratoga, Kaiser, and Oldsmobile 98.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Bedford cord upholstery, ribbed rubber front floor covering with carpet-like insert, and rear floor carpeting, leather grain interior trim, walnut color instrument panel, four door/side panel armrests, 17" steering wheel, wind-up clock, dual sun visors, manual latch front door vent windows, stainless steel front, and side window surrounds, chrome rocker panel molding, hood ornament, small hubcaps, and 7.10 × 15 BSW tires. Convertible adds: Fabric upholstery, power top.

## Measurements

Wheelbase	124.0"
Length	207.5"
Width	77.1"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	37.3"
Headroom — rear	37.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0



## Models Available

	Model No.	Base FADP*	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super Six 2-Door Coupe, 3-p.	491	\$2,053	-0.77%	3485	97,701 <sup>†</sup>	+78.52% <sup>†</sup>
Super Six 2-Door Club Coupe, 6-p.	491/493	\$2,204*	-0.68%	3480	†	NA <sup>†</sup>
Super Six 2-Door Brougham Coupe, 6-p.	491/493	\$2,156*	-0.74%	3515	†	NA <sup>†</sup>
Super Six 2-Door Brougham Convertible, 6-p.	491	\$2,799	-1.30%	3750	1,868	+2072.09 <sup>†</sup>
Super Six 4-Door Sedan, 6-p.	491/493	\$2,207*	-0.68%	3555	†	NA <sup>†</sup>
TOTALS	<i>Avg. Price</i>	\$2,284	-0.86%	<i>Production</i>	99,569	+81.65%

\*Add \$89 for Super Eight Club Coupe, model 493, Super Eight Brougham Coupe, model 493, and Super Eight Sedan, model 493, with 8-cylinder engine. <sup>†</sup>Production records not kept by body style, except for convertible models.

## Commodore

*"Hudson brings you the most of all you've wanted most!"*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1948 through 1954.

Percentage of division's sales volume: 38.62%.

Primary competition: Buick Roadmaster, Chrysler New Yorker, Frazer, Lincoln, and Packard DeLuxe Clipper.

Notable changes: Minor trim and detail changes.

Major standard equipment: Broadcloth interior trim, brown rubber front floor covering with carpet-like inserts and rear floor pile carpet, 16" wide rear seat center armrest, electric clock, leather grain interior trim, two-tone walnut grained instrument panel, crank-type front door vent windows, wing-type rear quarter ventilation windows (sedans only), stainless steel front, side and rear window surrounds, chrome rocker panel molding, hood and fender ornaments, bumper guards, full wheel covers, and 7.10 × 15 BSW tires. Convertible adds: Fabric upholstery, power windows, and power top.

### Measurements

Wheelbase	124.0"
Length	207.5"
Width	77.1"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	37.3"
Headroom — rear	37.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP*	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commodore Six 2-Door Club Coupe, 6-p.	492/494	\$2,359*	-0.63%	3585	61,403 <sup>†</sup>	-1.72% <sup>†</sup>
Commodore Six 2-Door Brougham Convertible, 6-p.	492/494	\$2,952*	-3.43%	3780	1,252	+998.25%
Commodore Six 4-Door Sedan, 6-p.	492/494	\$2,383*	-0.67%	3625	NA <sup>†</sup>	NA <sup>†</sup>
TOTALS	<i>Avg. Price</i>	\$2,565	-1.74%	<i>Production</i>	62,655	+0.11%

\*Add \$89 for Commodore Eight Coupe, model 494, Commodore Eight Sedan, model 494, and Commodore Eight Convertible, model 494 with 8-cylinder engine. <sup>†</sup>Production records not kept by body style, except for convertible models.

# KAISER

*“America’s most-copied cars again lead the way!”*

In the face of all-new models from the Big Three manufacturers, Kaiser bravely struggled to maintain its position in the marketplace as a style and performance leader. Millions of dollars were spent on updating the looks and adding new models, all in an effort to keep consumer attention on the Kaiser line of cars. As it would turn out, the competition nonetheless managed to capture the limelight and take away some of Kaiser’s thunder.

The focus of Kaiser’s restyling effort was to give the cars a longer, lower appearance. In reality, only a few inches were added to the length, and a restyled grille gave the illusion of added width, yet the height of the body remained the same. At the front end, a new grille consisting of three large, full-width horizontal bars gave an all-new appearance. Enlarged rectangular parking lamps were mounted near the ends of the center bar, directly below the headlamps. The top bar had the name “Kaiser” embossed across the center section, which curved out slightly to match the hood’s curved line. On the hood’s leading edge was a thick chrome bar with a new Kaiser emblem attached. The new emblem placed more emphasis on the top “K” portion and less on the buffalo lower section. A new bumper with a lower ridge that angled away from the car was used front and rear. Among the other new exterior features were larger horizontal taillamps with large chrome bezels and a rocker panel molding on all cars, consisting of a single strip on the newly named base Special series, and a wider molding for the new DeLuxe series, formerly the Custom series.

Most of the aforementioned expenditures ended up being spent on expanding the body styles available. While still not having a two-door model, Kaiser came out with three new four-door models, two of them unique in concept. First up were the Special Traveler and Vagabond 4-door utility sedan. Designed to provide station wagon like utility within a traditional sedan body, this type of model was also produced by Chrysler, DeSoto and Packard. Kaiser’s version was unique in that it featured a lower rear portion that opened downward, much as a contemporary station wagon tailgate did, while the rear window and top portion of the trunk lid opened upwards as a unit, like a hatchback on later models cars. Standard features of the Traveler and Vagabond included heavy-duty springs and shocks, fold-down rear seatback with plastic seat covers, and revised license plate mount and rear bumper guards.

The left rear door was welded shut to accommodate a vertically mounted spare tire at the door opening, thus freeing up rear compartment space.

The other two new models were the DeLuxe 4-Door Convertible and the Virginian 4-Door Hardtop Sedan. Designed with similar components, the pair of 4-doors were truly unique for their time. What made them unique was that although both had chrome framed door windows and still used a B-pillar, it was fashioned of glass framed in a chrome support. While not a true hardtop, the Virginian did combine the open feeling of a hardtop with the convenience of a closed 4-door model. Unfortunately, just over 1,000 of the two models were built during the 1949 and 1950 model years, and they were subsequently discontinued when Kaiser completely restyled their cars in 1951. It would take the Big Three about five more years to create a true 4-door hardtop, and they would meet with much greater success. It is interesting to note that the convertible was not introduced until November 1949, at the same time as the 1950 models, yet there are records confirming 1949 convertibles were built and coded as such in their serial number. It is not known exactly how many were built as 1949 models since Kaiser production figures were combined for the 1949 and 1950 model years. Note that all production figures presented below are estimated, unless otherwise noted. However, the totals for the two years combined are accurate according to most industry references.

Powertrain choices continued basically unchanged from the original 1947 and 1948 features and designs. Typical interior updates were made, most noticeably in the new DeLuxe series, which used color-keyed interior appointments such as gearshift knob, sun visors, headliners, and pedal pads. The Kaiser DeLuxe was one of the first cars to make use of a fully color-keyed interior. Another unique feature of the DeLuxe series was the use of chrome nameplates on the front fenders to designate the main body exterior paint color, such as Horizon Blue, or Executive Green.

In 1948, Kaiser had introduced the concept of the accessory group, something that other manufacturers were also beginning to explore. The idea was to group the most popular options into a discounted package. This year, Kaiser lowered base prices by making some previously standard items optional. They offered three option groups that

consisted of the most popular items in their place: AG1 (Accessory Group 1), AG2, and AG3. AG1 featured an oil-bath air cleaner and turn signals for \$18. AG2 included AG1 features plus rear cigar lighter, full wheel covers and DeLuxe bumper guards priced at \$60. AG3 include the

AG1 and AG2 features plus electric clock, front cigar lighter, heavy-duty air cleaner, replaceable oil filter element, dual-action fuel pump, tailpipe extension, two front and three rear bumper guards, and spare tire and tube on wheel, priced at \$105.



DeLuxe 4-Door Sedan



Special 4-Door Sedan

**Model year production:** 78,397, down 14.65% from 1948.  
**Domestic market share:** 1.52% (16th place).  
**Base price range:** \$1,995 to \$3,195.  
**Kaiser average base price:** \$2,459, up 4.43%.  
**Introduction date:** September 1948.  
**Assembly plants:** Willow Run, MI.

**Serial number identification:** Eight to nine digit code on plate located on left front door hinge pillar. First digit is K for Kaiser. Next two digits denote year: 49 = 1949. Fourth digit is series number: 1 is Special and 2 is DeLuxe. Remaining digits are sequential serial numbers as follows in chart below.

### Serial Numbers by Series

Series	Series code	Beginning	Ending
Special	K491	1001	52740
DeLuxe	K492	1001	45050

### Powertrains

Engine	Compression		Transmission	Special	DeLuxe
	Ratio	Gross HP			
226.2 CID Thunderhead, 1-bbl., L-head, 6-cyl.	7.3:1	100	3-speed manual Overdrive	S \$96	- -
226.2 CID Thunderhead, 2-bbl., L-head, 6-cyl.	7.3:1	112	3-speed manual Overdrive	- -	S \$96

### Major Options

	Special	DeLuxe
Heater and defroster	\$48	\$48
Radio and antenna	\$	\$
Clock	\$	\$
Dual sunvisors	S	S
Fog lamps	\$	\$
Four front bumper guards	\$	S
Stainless steel wheel trim rings	\$	S
Full wheel covers	\$	\$
White sidewall discs	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Onyx Black	101	Saddle Bronze	235
Sportsman Beige Metallic	105	Silver Fox Gray Metallic	240
Cardinal	110	Horizon Blue Metallic	245
Polar Gray	115	Ocean Spray Green Metallic	250
Flax	120	Green Spray	255
Hickory Brown Metallic	125	Sportsman Beige	260
Horizon Blue	130	Garden Green	265
Academy Blue Metallic	135	Suede Gray Metallic	270
Wedgewood Blue Dark Metallic	145	Green Spray Metallic	285
Crystal Green	150	Doeskin	290
Dubonnet	155	Blue Satin Metallic	295
Teal Blue	160	Indian Ceramic	300
Ranger Gray	165	Crystal Green Metallic	305
Executive Green	170	Sportsman Beige Metallic over Sportsman	
Yale Blue Metallic	175	Beige	605
Bermuda Tan	180	Suede Gray Metallic over Silver Fox Gray	
Ranger Gray Metallic	185	Metallic	610
Executive Green Metallic	190	Garden Green over Glass Green	615
Caribbean Coral Metallic	195	Wedgewood Blue Dark Metallic over	
Adirondack Gray	200	Wedgewood Blue	625
Parakeet	205	Blade Green Metallic over Ocean Spray	
Linden Green Metallic	210	Green Metallic	630
Glass Green	215	Mineral Gray Metallic over Gray	635
Bermuda Tan Metallic	220	Green Spray Metallic over Green Spray	640
Mineral Gray Metallic	225	Hickory Brown Metallic over Doeskin	645
Blade Green Metallic	230	Cardinal over Doeskin	650

## Special

*“The Kaiser Special bears the stamp of quality at low cost!”*

**Nameplate year of origin:** 1947. Replaces base Kaiser series.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 53.13% (estimated).

**Primary competition:** Buick Special, Chrysler Royal, DeSoto DeLuxe, Dodge Coronet, Mercury, Nash Statesman, Oldsmobile 76, and Studebaker Commander.

**Notable changes:** Restyled front and rear, trim and detail changes.

**Major standard equipment:** Cloth interior trim, front rubber floor covering and rear carpeting, two-spoke steering wheel, dual sun visors, automatic dome lights, black rubber window surrounds, rocker panel molding, hood emblem, small hubcaps, and 7.10 × 15 BSW tires.

### Measurements

Wheelbase	123.5"
Length	206.7"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	16.5
Fuel capacity (gals.)	21.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY*</i>
Special 4-Door Sedan, 6-p.	K4911	\$1,995	-11.10%	3311	23,800	-73.73%
Special 4-Door Traveler Utility Sedan, 6-p.	K4915	\$2,088	NEW	3456	17,850	NEW
TOTALS	<i>Avg. Price</i>	\$2,042	-9.02%	<i>Production</i>	41,650	-54.02%

\*Production figures and change from last year are estimated due to 1949 and 1950 model year production records being combined.

## DeLuxe

*"The luxury car of its field!"*

**Nameplate year of origin:** 1949. Replaces Custom series.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 46.87% (estimated).

**Primary competition:** Buick Super, Chrysler Windsor, DeSoto Custom, Hudson Super, Nash Ambassador, Oldsmobile 88, and Packard DeLuxe Clipper.

**Notable changes:** Restyled front and rear, trim and detail changes.

**Major standard equipment:** Cloth and leather interior trim, robe cord, full floor carpeting, color-keyed interior trim, padded dashboard, wood grain instrument panel, automatic dome lights, glove box clock, front fender exterior color nameplate script, stainless steel exterior window trim, wide rocker panel molding, hood emblem, dual front and rear bumper guards, small hubcaps with wheel trim rings, and 7.10 × 15 BSW tires. Convertible adds: Leather interior and power top. Vagabond adds: Front fender nameplate, rear fender skirts,\* and special features included in the 1949 Kaiser introduction above. Virginian adds: Special color-keyed interior upholstery and trim, beltline stainless steel molding, nylon covered top, roof trim moldings, front fender nameplate, and rear fender skirts. (Rear fender skirts are listed as a "standard option," meaning that the customer paid extra for them unless it was specially requested that they not be included on the car.)

## Measurements

Wheelbase	123.5"
Length	206.7"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	16.5
Fuel capacity (gals.)	21.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY*</i>
DeLuxe 4-Door Sedan, 6-p.	K4921	\$2,195	-10.99%	3341	32,470	+2,470.86%
DeLuxe 4-Door Convertible Sedan, 6-p.	K4922	\$3,195	NEW	3726	3,825	NEW
DeLuxe Vagabond 4-Door Sedan, 6-p.	K4925	\$2,288	NEW	3501	25	NEW
DeLuxe Virginian 4-Door Hardtop Sedan, 6-p.	K4923	\$2,995	NEW	3541	428	NEW
TOTALS	<i>Avg. Price</i>	\$2,668	+8.20%	<i>Production</i>	36,747	+2,809.52%

\*Production figures are estimated due to 1949 and 1950 model year production records being combined.

# LINCOLN

*“Presenting two great new 1949 Lincolns!  
Nothing could be finer! Nothing could be newer!”*

A completely redesigned Lincoln arrived for the 1949 model year, and it was unlike any Lincoln before it. Visually the smooth, slab-sided bodies were among the most modern on the market, with flush fender lines on the new Cosmopolitan series and fender lines that faded into the body line on the Lincoln. Hood and front fender heights were much closer together, while the rear lines were smooth and rakish. The Cosmopolitan ushered in the first mainstream use of a one-piece curved windshield, while the Lincoln still utilized a two-piece design. Powertrains and chassis improvements provided a better ride and driving experience, making the Lincoln a force to be reckoned with. Lincolns even won two NASCAR Grand National races during 1949.

Under the hood, a variation of the Flathead Ford L-head V8 was introduced, marking the first time Lincoln had shared a Ford designed engine, and also the first time since 1932 that Lincoln had V8 power. Since 1933, a V12 engine had powered all Lincolns. Ford Motor Company was still several years away from introducing its own automatic transmission. With luxury car buyers demanding the convenience and prestige of an automatic, Ford was forced to buy GM-designed Hydra-Matic automatic transmissions as a temporary solution, introducing them at the beginning of the 1949 calendar year.

Bodies of the base Lincoln were shared with the Mercury, and from a distance it was difficult to distinguish the two cars. A beltline molding and a full-length body side molding were the extent of trim. Four-door sedans of both the Lincoln and Cosmopolitan series continued the “suicide” door arrangement in which the back door is rear hinged, a design for which Lincoln was famous. The Cosmopolitan Town Sedan utilized a dramatic, slab-sided, fastback style body that gave it the look of speed just standing still. Other Cosmopolitan models utilized a more typical notchback design. Rear fender skirts added to the sleek appearance. Unfortunately the clean lines of the body side were marred by a huge chrome appendage placed on the front fender above the wheel opening.

At the front end, both Lincoln series had similar styling, with a heavy horizontal upper grille bar that curved down at each end, and two horizontal grille bars between the top bar and the full width wraparound front bumper. Several vertical bars crossed through the horizontal bars. A new streamlined winged hood ornament was also introduced. Recessed headlights were a unique Lincoln feature; rumor held that they were originally designed as hidden headlamps until complications in the system mechanics developed, prompting the tunneled headlamp design. A wraparound bumper was used around back also, nearly reaching the edge of the rear wheel opening. Round taillamps were mounted low on the ends of the quarter panel. Trunk lids were of a “bustle-back” design on the Lincoln and a sloping style on the Cosmopolitan. Interestingly the Cosmopolitan used exposed chrome trunk hinges.

All-new interiors were, of course, of a more modern design with the gauge cluster in a horizontal arrangement that was more easily viewed by the driver. Upholstery materials were also of new nylon and broadcloth patterns and colors, with, as Lincoln advertised, “superior appointments ... to create that luxurious ‘custom touch.’” The Cosmopolitan convertible used standard leather interiors. With the Continental temporarily gone, the Cosmopolitan took on the role of the most luxurious Lincoln. It was available in open and closed two-door models and two different four-door models, the Sport Sedan and Town Sedan, the latter being of fastback-type styling as previously mentioned. The base Lincoln series consisted of a two- and four-door sedan. Some industry sources list a two-door convertible as being available also, which would make sense since the body shell was shared with Mercury. However, proof of this body style in production numbers or even Lincoln marketing does not seem to exist. For historical reference, the Lincoln convertible model is listed in the facts and figures below as they are presented in the October 1952 NADA price guide.





Lincoln 2-Door Club Coupe



Cosmopolitan 2-Door Convertible



Cosmopolitan 4-Door Town Sedan

**Model year production:** 73,507, up 846.21% from 1948.

**Domestic market share:** 1.42% (17th place).

**Base price range:** \$2,527 to \$3,948.

**Lincoln average base price:** \$3,118, down 5.36%.

**Introduction date:** April 22, 1948.

**Assembly plants:** Detroit, MI.

**Serial number identification:** Serial number consists of a four to eight digit code located on right side of cowl, and read as follows: First digit indicates year (9 = 1949); second and third letters indicate series (EL is Lincoln, EH is Cosmopolitan). The remaining digits are sequential beginning with 1 and ending with 73563.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
336.7 CID, 2-bbl., L-head, V8	7.0:1	152	3-speed manual Touch-O-Matic overdrive Hydra-Matic	S \$100 \$200

## Major Options

	<i>Lincoln</i>	<i>Cosmopolitan</i>
Heater and defroster	\$111	\$111
Radio	\$69	\$71
Power windows	\$	S
Power front seat	\$	S
Full wheel cover	S	S
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors\*

Biscay Blue Metallic
Alberta Blue
Teal Blue <sup>†</sup>
Haiti Beige
Lima Tan Metallic
Temple Gray <sup>†</sup>
Dakota Gray
Mogul Green Gray <sup>†</sup>
Blue Steel Gray Metallic <sup>†</sup>
Hampton Gray Metallic <sup>ffi</sup>
Adalia Green <sup>†</sup>
Banff Green Metallic
Berwick Green Metallic <sup>ffi</sup>
Lido Green Metallic
Calcutta Green <sup>†</sup>
Royal Bronze Maroon Metallic
Tampico Red Metallic <sup>ffi</sup>
Pirate Red <sup>†</sup>
Lincoln Ivory <sup>†</sup>
Calabash Yellow
Black

\*Paint codes not presently available. <sup>†</sup>Available on Cosmopolitan series only. <sup>ffi</sup>Available on Lincoln series only.

# Lincoln

*"You'll be proud to own a Lincoln."*

**Nameplate year of origin:** 1921.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 52.22%.

**Primary competition:** Buick Roadmaster, Cadillac Series 61, Chrysler New Yorker, Frazer Manhattan, Oldsmobile 98, and Packard Super Eight.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon and broadcloth upholstery, rear seat center armrest, front rubber floor mat, rear carpeting, electric clock, chrome window surround moldings, electric luggage compartment light, full-length bodyside beltline trim, and 8.20 × 15 BSW tires.

## Measurements

Wheelbase	121.0"
Length	213.0"
Width	76.6"
Height	63.6"
Legroom — front	42.0"
Legroom — rear	41.0"
Headroom — front	36.1"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	23.4
Fuel capacity (gals.)	19.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Lincoln 2-Door Club Coupe, 6-p.	72	\$2,527	-0.24%	3959	*	*
Lincoln 2-Door Convertible, 6-p.	76	\$3,116	-0.86%	4224	*	*
Lincoln 4-Door Sport Sedan, 6-p.	74	\$2,574	+0.78%	4009	*	*
TOTALS	<i>Avg. price</i>	\$2,739	+0.31%	<i>Production</i>	38,384	+493.30%

*\*Production by body style not available.*

# Cosmopolitan

*"Long and low-to-the road ... with a broad, breath-taking silhouette ... the Cosmopolitan is luxury itself!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 47.78%.

**Primary competition:** Cadillac Series 62 and Packard Super Eight.

**Notable changes:** All-new series.

**Major standard equipment:** Nylon and broadcloth upholstery, rear seat center armrest, full floor carpeting, electric clock, power windows, power front seat, chrome window surround moldings, large front fender molding, rocker panel stainless trim, and 8.20 × 15 BSW tires.  
Convertible adds: Power top.

## Measurements

Wheelbase	125.0"
Length	220.5"
Width	79.0"
Height	62.6"
Legroom — front	42.0"
Legroom — rear	39.8"
Headroom — front	35.8"
Headroom — rear	34.9"
Cargo capacity (cu. ft.)	22.9
Fuel capacity (gals.)	21.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Cosmopolitan 2-Door Coupe, 6-p.	72	\$3,185	NEW	4194	7,685	NEW
Cosmopolitan 2-Door Convertible, 6-p.	76	\$3,948	NEW	4419	1,230	NEW
Cosmopolitan 4-Door Town Sedan, 6-p.	73	\$3,238	NEW	4274	7,302	NEW
Cosmopolitan 4-Door Sport Sedan, 6-p.	74	\$3,238	NEW	4259	18,906	NEW
TOTALS	<i>Avg. price</i>	\$3,402	NEW	<i>Production</i>	35,123	NEW

# MERCURY

*“Make your next car the Road-Proven 1949 Mercury!”*

After ten years of selling a slightly larger Ford, with a few more trim pieces and accessories, Mercury was finally given a combination that would boost it to the status it had been aspiring to reach. The 1949 Mercury was a bulkier appearing car, based on a body shell shared with the small Lincoln, giving it more luxury and distinctiveness than ever before. More luxurious interiors and a more powerful engine completed the package. It was a package that came with a hefty 20 to 25 percent price increase, but that would not turn many buyers away.

Styling was very modern, having a curved and streamlined look. Bodies were five inches longer, three inches wider, and nearly four inches lower than the 1948 models. Slab-sided styling had only a feature line running from front fender top to rear quarter panel end to interrupt the gently curved body. The hood was raised slightly over the fender line, sitting above a grille made up of eight sections separated by a bar, and each section had six vertical slots. At the center was a large vertical ornament with the word “Eight” in vertical block letters. Rectangular parking lamps sat below each headlamp, a crest and the Mercury name in block letters adorned the front of the hood, and a jet-type ornament sat atop the hood. Around back, a raised trunk line provided more luggage capacity and was set between oval shaped taillights on the rounded rear quarter panels. Bumpers, front and rear, were now of a full, wraparound design. About the only thing a customer would find that looked like a Ford in the Mercury catalog was the new 2-Door station wagon, the body of which was shared with Ford from the doors back.

Passengers were greeted by larger door openings, and easier access to the rear seat, as the 4-Door model continued with its rear hinged back doors. This was one of the few features shared with the Lincoln. Once inside, thinner pillars and larger expanses of glass were evident. Upholstery

color choices were increased, and more trim was used on door panels and the instrument panel. Mercury had one of the first driver focused instrument panels, with all gauges and controls grouped around the steering column area in a rectangular pod section of the instrument panel. With a full set of gauges, it was one of the most driver friendly interiors in the industry.

Once on the road, the new front coil spring suspension and rear longitudinally mounted leaf springs provided greatly improved riding comfort. And the best news of all, Mercury finally earned a more powerful standard Flathead V8 to further distinguish it from the lower content Ford. The Ford “Law enforcement and pursuit” engine was now the standard Mercury powerplant. As an added bonus, “Touch-O-Matic” overdrive was again available after an eight-year absence from the Mercury line.

With the model lineup cut down to four models, the 2-Door Sedan being discontinued, and an extended model production year of about 16 months, one might have thought that Mercury production would at least double that of the prior year. Much to Ford Motor Company’s delight, the all-new Mercury had a production increase of 500 percent over the prior season, reaffirming their decision ten years prior that a lower medium-priced car line was needed and could succeed. It also affirmed that a move away from the lower-priced Ford line and closer to the Lincoln was a wise move. To clarify just how significant the 1949 Mercury was to Ford as a whole, the annual production rankings saw Mercury leapfrog over such popular nameplates as Oldsmobile, Studebaker, Dodge, Hudson and Nash. While Oldsmobile and Dodge would have many future opportunities to outsell Mercury, Studebaker would only outsell Mercury again in 1950 and 1952, and the others would never regain their position above Mercury.



Mercury 2-Door Station Wagon



Mercury 4-Door Sport Sedan

**Model year production:** 301,307, up 499.81% from 1948.

**Domestic market share:** 5.83% (6th place).

**Base price range:** \$1,978 to \$2,715.

**Mercury average base price:** \$2,283, up 25.37%.

**Introduction date:** May 1948.

**Assembly plants:** Dearborn, MI (DA); Los Angeles, CA (LA); Metuchen, NJ (ME); and St. Louis, MO (SL).

**Serial number identification:** Serial number and engine

number are the same and consist of a six to nine digit code located on right side of cowl. The first digit indicates model year (9 = 1949). Second and third digits are CM indicating Mercury eight-cylinder. The remaining digits are sequential as follows: 101 to 302439.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
255.4 CID, 2-bbl., L-head, V8	6.8:1	110	3-speed manual Overdrive	S \$95

## Major Options

	<i>All models</i>
Heater	\$59
Heater and defroster	\$
Radio	\$94
Radio antenna	\$
Fog lamps	\$
Hubcaps	S
Whitewall tires	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors\*

Biscay Blue Metallic  
 Alberta Blue  
 Alaska Blue Gray Metallic  
 Haiti Beige  
 Lima Tan Metallic  
 Dakota Gray  
 Cairo Gray  
 Banff Green Metallic  
 Berwick Green Metallic  
 Royal Bronze Maroon Metallic  
 Midland Maroon Metallic  
 Tampico Red Metallic  
 Bermuda Cream  
 Black  
 Lima Tan Metallic over Haiti Beige  
 Banff Green Metallic over Berwick Green Metallic

\*Paint codes are not available.

# Mercury

*"Longer, lower, wider! You too will like the new Mercury!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** Buick Special, Chrysler Royal, DeSoto Custom, Hudson Super 6, Kaiser, Nash Ambassador, and Oldsmobile 76 DeLuxe.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Broadcloth upholstery, rubber floor mats, electric clock, horn ring, chrome window surround moldings, luggage compartment light, full-length body side stainless trim, and 7.10 × 15 BSW tires. Convertible adds: Leather and whipcord upholstery, power windows, power front seat adjustment, and hydraulic power top. Station wagon adds: Vinyl upholstery, front fender stainless molding, wood exterior door and quarter panel mahogany panels with maple trim, and metal spare tire cover and lock.

## Measurements

	<i>Cars</i>	<i>Wagon</i>
Wheelbase	118.0"	118.0"
Length	206.8"	213.8"
Width	76.5"	76.5"
Height	64.8"	NA
Legroom — front	42.0"	NA
Legroom — rear	41.5"	NA
Headroom — front	36.1"	NA
Headroom — rear	34.0"	NA
Cargo capacity (cu. ft.)	24.1	NA
Fuel capacity (gals.)	19.5	19.5

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Mercury 2-Door Coupe, 6-p.	72	\$1,978	+20.24%	3321	120,616	+632.12%
Mercury 2-Door Convertible, 6-p.	76	\$2,409	+20.33%	3591	16,765	+121.00%
Mercury 4-Door Sport Sedan, 6-p.	74	\$2,031	+22.35%	3386	155,882	+541.94%
Mercury 2-Door Station Wagon, 8-p.	79	\$2,715	+23.02%	3696	8,044	+325.83%
TOTALS	<i>Avg. price</i>	\$2,283	+25.37%	<i>Production</i>	301,307	+499.81%

# NASH

*"This is it! This is Nash!"*

An all-new Nash, the company's first new postwar design, appeared for the 1949 season. With rounded "Air-flyte" styling and unit-body construction on all models, the curvaceous lines quickly earned the cars the nickname of "bathtub" Nash. Unique features included a "shielded" wheel opening design that enclosed most of the traditional wheel opening, revealing only about 60 percent of the tire, and a one-piece curved windshield. On the inside, a "Uniscope" gauge cluster housing the speedometer and all of the gauges in a single pod mounted atop the steering column created a unique instrument panel. Despite the unique design, the cars retained all of the traditional Nash dependability and durability.

For 1949, all models were now built using "Uni-body" construction. This type of construction had proven its worth, and the new styling of the Nash proved that it was practical for any size or type of car. Styling for the new year could best be described as an upside down bathtub, as the nickname indicated. The new front end featured a large oval, chrome encircled, egg-crate grille filling the area between the hood edge and bumper pan, and was only slightly wider than the front edge of the hood. Rectangular parking lamps were mounted directly below the headlamps, and a simple wraparound front bumper completed the new design.

Bodysides were mostly unadorned, with no feature lines along the sides. Beltline trim was mounted just below the windows, delineating the break between the greenhouse area and lower body. This was also the break line for cars with optional two-tone paint jobs. There was lower body side trim, running across the top of the shielded-style wheel openings. Custom models also used a rocker panel mold-

ing. Around back, all cars were of a fastback design, and all panels — roof, rear quarter panels and decklid — met smoothly at the rear bumper. The Ambassador's extra length was entirely in the front end, with the main body from the cowl back being shared with the smaller 600.

Interiors were all new with the previously mentioned instrument panel design featuring the "Uniscope" gauge cluster. All gauges were placed within this round pod set atop the steering column. Other controls were mounted lower on the dashboard, with radio and ventilation controls mounted near the center. Brougham two-door models in all series featured a front seatback which folded forward and inward to provide more space for rear set occupants to enter the car. A center front seat armrest was also included with this model. Upholstery was generally of broadcloths and vinyls, with increasing amounts of trim and design variations as the level increased from the base Super to the Super Special, and finally the top-line Custom.

Power continued to be delivered by the dependable inline sixes of the past few years, with no significant changes to be found. Both the 600 and Ambassador series utilized coil spring suspension and torque-tube drive, giving the Nash a smooth ride and drive. While tire changing may have appeared to be an issue on the new Nash with its skirted wheel opening design, it was actually not that difficult as the coil spring design allowed the wheels to move more freely and drop down quickly as the car was raised.

Model changes for the year included the deletion of the 600 DeLuxe 3-passenger business coupe, the Ambassador convertible, and the wood-trimmed Suburban sedans. A mid-level Super Special trim package was added in both series. All three trim levels in both the 600 and



Ambassador series were available in 2-Door Sedan, 2-Door Brougham and 4-Door Sedan body styles. Overall, prices were gradually creeping up for all Nash models, just enough to put Nash into the medium-priced field. This meant

Nash was technically competing with a wider range of cars varying from Dodge and Mercury, to Chrysler and Kaiser. This situation would be corrected for 1950 as Nash lowered prices slightly.



Ambassador Super 2-Door Sedan



600 Super 4-Door Sedan

**Model year production:** 130,000, up 18.18% from 1948.  
**Domestic market share:** 2.52% (10th place).  
**Base price range:** \$1,786 to \$2,359.  
**Nash average base price:** \$2,257, up 9.80%.  
**Introduction date:** October 1948.  
**Assembly plants:** Kenosha, WI (K and R); and El Segundo, CA (KC and RC).

**Serial number identification:** Six to seven-digit code on plate located on right side of cowl under hood. First digit (two digits on California built cars) indicates assembly plant and series code from above. Remaining digits are sequential serial numbers as follows in chart below.

### Serial Numbers by Series

Series	Series Code	Beginning	Ending
600	K	260501	338821
600	KC	1001	9358
Ambassador	R	515501	555554
Ambassador	RC	1001	3340

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	600	Ambassador
172.6 CID, 1-bbl., L-head, 6-cyl.	7.0:1	82	3-speed manual Overdrive (Cruising Gear)	S \$30	- -
234.8 CID, 1-bbl., L-head, 6-cyl.	7.0:1	112	3-speed manual Overdrive (Cruising Gear)	- -	S \$30

### Major Options

	600	Ambassador
Conditioned air system heater and defroster	\$	\$
Radio and antenna	\$89	\$89
Seat mattress — single/double	\$19/\$39	\$19/\$39
Electric clock*	S	S
Dual sunvisors	S	S
Dual windshield wipers	S	S
Turn signals*	\$16	\$16
Full wheel covers*	\$17	\$17
White sidewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

\*Standard on Custom models.



Paint Colors

	Code		Code
Blue Black	P1	Steel Blue Dark	P14
Marlin Blue	P2	Nash Ivory	P15
Sunset Maroon Light	P3	Blue Black over Nash Ivory	P1A13
Everglade Green Dark	P4	Guiana Green Medium over	
Horizon Blue Medium	P5	Everglade Green Dark	P4A11
Nile Green Light	P6	Steel Blue Dark over Horizon	
Fawn Brown Medium	P7	Blue Medium	P5A14
Nile Green	P8	Seal Brown Dark over Fawn	
Peru Gray Light	P9	Brown Medium	P7A13
Arlington Gray Light	P10	Nile Green Light over Nile Green	P8A6
Guiana Green Medium	P11	Seal Brown Dark over Nile Green	P8A13
Yukon Gray Dark	P12	Yukon Gray Dark over Peru Gray Light	P9A12
Seal Brown Dark	P13		

600

*"Nash '600.' Over 25 miles to the gallon at average highway speed!"*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1949 through 1951.

Percentage of division's sales volume: 67.06%.

Primary competition: Buick Special, Dodge Meadowbrook, Kaiser, Mercury, Oldsmobile 76, Pontiac Streamliner, and Studebaker Commander.

Notable changes: Completely redesigned.

Major standard equipment: Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, dual sun visors, dual windshield wipers, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 6.40 × 15 BSW tires. Super Special adds: Additional interior trim and rocker panel molding. Custom adds: Electric clock, turn signals, and full wheel covers.

Measurements

Wheelbase	112.0"
Length	201.0"
Width	77.5"
Height	63.0"
Legroom — front	41.0"
Legroom — rear	39.0"
Headroom — front	36.0"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	24.4
Fuel capacity (gals.)	20.0

Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
600 Super 2-Door Sedan, 6-p.	4929	\$1,786	NEW	2885	9,605	NEW
600 Super 2-Door Brougham Coupe, 5-p.	4923	\$1,808	+17.56%	2910	2,564	-77.76%
600 Super 4-Door Sedan, 6-p.	4928	\$1,811	+17.37%	2905	23,606	-5.74%
600 Super Special 2-Door Sedan, 6-p.	4949	\$1,824	NEW	2885	17,006	NEW
600 Super Special 2-Door Brougham Coupe, 5-p.	4943	\$1,846	NEW	2910	2,954	NEW
600 Super Special 4-Door Sedan, 6-p.	4948	\$1,849	NEW	2905	31,194	NEW
600 Custom 2-Door Sedan, 6-p.	4959	\$1,975	NEW	2985	17	NEW
600 Custom 2-Door Brougham Coupe, 5-p.	4953	\$1,997	+15.63%	2970	29	-82.94%
600 Custom 4-Door Sedan, 6-p.	4958	\$2,000	+15.47%	2985	199	-40.06%
TOTALS	<i>Avg. Price</i>	\$1,877	+15.47%	<i>Production</i>	87,174	+37.39%

# Ambassador

*"It's 'Rocket' performance! In a Big, Nimble Luxury Automobile."*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 32.94%.

**Primary competition:** Buick Super, Chrysler Windsor, Dodge Custom, Hudson Super Six, Kaiser DeLuxe, Oldsmobile 88, and Studebaker Commander Land Cruiser.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, dual sun visors, dual windshield wipers, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 7.10 × 15 BSW tires. Super Special adds: Additional interior trim and rocker panel molding. Custom adds: Electric clock, turn signals, and full wheel covers.

## Measurements

Wheelbase	121.0"
Length	210.0"
Width	77.5"
Height	63.5"
Legroom — front	41.0"
Legroom — rear	39.0"
Headroom — front	36.0"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	24.4
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Ambassador Super 2-Door Sedan, 6-p.	4969	\$2,170	NEW	3320	4,602	NEW
Ambassador Super 2-Door Brougham Coupe, 5-p.	4963	\$2,191	+17.92%	3300	1,541	-78.66%
Ambassador Super 4-Door Sedan, 6-p.	4968	\$2,195	+17.13%	3325	17,960	+21.54%
Ambassador Super Special 2-Door Sedan, 6-p.	4999	\$2,218	NEW	3320	691	NEW
Ambassador Super Special 2-Door Brougham Coupe, 5-p.	4993	\$2,239	NEW	3300	1,837	NEW
Ambassador Super Special 4-Door Sedan, 6-p.	4998	\$2,243	NEW	3325	6,539	NEW
Ambassador Custom 2-Door Sedan, 6-p.	4979	\$2,338	NEW	3400	2,072	NEW
Ambassador Custom 2-Door Brougham Coupe, 5-p.	4973	\$2,359	+14.22%	3350	807	+123.04%
Ambassador Custom 4-Door Sedan, 6-p.	4978	\$2,363	+14.54%	3350	6,777	+63.58%
TOTALS	<i>Avg. Price</i>	\$2,257	+9.80%	<i>Production</i>	42,826	-8.00%

# OLDSMOBILE

*"The new thrill ... Futuramic Oldsmobile."*

Nineteen forty-nine is the year that put Oldsmobile on the map for performance. After the highly successful introduction of the first newly designed postwar Oldsmobile, the "Futuramic" 98, Oldsmobile further upped the ante with the introduction of the first modern overhead valve V8 engine. Pumping out 135 horsepower at 3600 rpm, the new V8 was used as standard equipment in both

the 98 series and the new 88 series, sometimes referred to as the "Rocket" 88. The V8 was mated to the Hydra-Matic fully automatic transmission, now standard equipment on both the 88 and 98 series, making Oldsmobile the first manufacturer to have this feature as standard equipment on two-thirds of cars sold. The 88 series used the lighter weight body of the newly redesigned 76 series, and with the V8

engine, it quickly became a hot commodity on the street and on the racetrack. In fact, a Series 88 Convertible was selected as the official 1949 Indianapolis 500 pace car.

With the 76 series and the new 88 series now using “Futuramic” design, signs of the old Oldsmobile began to fade away. The Dynamic Series 60 was discontinued, and the Dynamic Series 70 was dropped to the bottom line Olds as the 76, now available only as a 6-cylinder. In place of the former Dynamic eight cylinders (68 and 78) was the new 88. The Futuramic 98 continued in its place atop the Oldsmobile pecking order, giving Olds its typical three series lineup.

As for the new styling, the Seventy-Six and Eighty-Eight series utilized the corporate A-body structure shared with Chevrolet and Pontiac. This meant a full line of body styles in both series, with notchback (Club Coupe and Sedan) and fastback (Club and Town Sedan) designs, convertible and wagon, as well as standard and DeLuxe versions. Interiors were similar to those of the lower-priced corporate siblings. Also new for the year was Oldsmobile’s

first 2-Door Hardtop model in the Ninety-Eight series, known as the “Holiday.” Sharing its style with the Buick Roadmaster Riviera and Cadillac Coupe de Ville, the Olds 98 Holiday was essentially a convertible body and frame with a steel hardtop for all-weather protection.

Exterior styling features of the 76 and 88 included integrated front fenders with a lower hood line and rear quarter panels that were more closely blended into the body. Frontal features echoed those on the revised Ninety-Eight, continuing the arching two-bar design, but new parking lamp/turn signal units were in a rectangular housing under the headlights with a three bar intake vent between the two that oddly seemed to support the “pouty” look. It was a unique look that proved popular with traditional Oldsmobile buyers, and sales continued to climb steadily through the end of the fifties, with only minor stumbles. Bodyside trim varied by series slightly, with all cars having stainless steel rocker panel and rear fender moldings and rear fender gravel shields. DeLuxe models in all series added additional chrome to window and trunk trim.



88 2-Door Convertible Pace Car — display car



88 2-Door Convertible Pace Car



76 4-Door Town Sedan



88 DeLuxe 4-Door Station Wagon



98 4-Door Sedan

**Model year production:** 288,310, up 66.08% from 1948.  
**Domestic market share:** 5.58% (7th place).  
**Base price range:** \$1,732 to \$3,296.  
**Oldsmobile average base price:** \$2,302, up 14.27%.  
**Introduction date:** December 1948.  
**Assembly plants:** Atlanta, GA (A); Framingham, MA (B); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); Lansing, MI (M); and Wilmington, DE (W).

**Serial number identification:** Located on left front door hinge pillar and under the hood on right front side of cowl. Eight to nine digit code read as follows: 1st two digits, 49, indicate year. Third digit indicates series as follows: 6 = 76, 8 = 88, and 9 = 98. Fourth digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning number of 1001, and ending number as follows in the chart below.

### Highest Serial Numbers by Series

Series	Atlanta	Framingham	Los Angeles	Kansas City	Linden	Lansing	Wilmington
76	6595	7168	9069	11687	8703	48479	8794
88	7203	8544	10512	13460	10496	46245	9630
98	6327	7508	9508	11676	9576	46908	8750

### Powertrains

Engine	Compression		Gross HP	Transmission	76	88	98
	Ratio						
257 CID Fire-Power, 1-bbl., L-head, 6-cyl.	6.5:1		105	3-speed manual Hydra-Matic Drive	S \$185	- -	- -
303.7 CID Rocket, 2-bbl., OHV, V8	7.25:1		135	Hydra-Matic Drive	-	S	S

### Major Options

	76	76 DeLuxe	88	88 DeLuxe	98	98 DeLuxe
Condition-Air heater and defroster	\$67	\$67	\$67	\$67	\$67	\$67
Standard radio	\$88	\$88	\$88	\$88	\$88	\$88
DeLuxe radio	\$96	\$96	\$96	\$96	\$96	\$96
Electric clock	\$15	S	\$15	S	\$15	S
DeLuxe steering wheel	-	S	-	S	-	S
Auxiliary driving and fog lights	\$19	\$19	\$19	\$19	\$19	\$19
Turn signals	\$21	S	\$21	S	S	S
Rear fender skirts	S	S	S	S	S	S
Chrome wheel trim rings	\$10	S	\$10	S	S	S
Whitewall tires	\$	\$	\$	\$	\$	\$

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Black	40
Garnet Maroon Metallic	42
Chariot Red	42-C
Tawnee Buff	43
Praline Brown Metallic over Tawnee Buff	43A
Crest Blue	44
Serge Blue Metallic over Crest Blue	44A
Serge Blue Metallic	45
Praline Brown Metallic	46
Silver Gray	47
Metal Gray Metallic over Silver Gray	47A
Metal Gray Metallic	48
Ivy Green Metallic	49
Ivy Green Metallic over Seafoam Green Metallic	49B
Seafoam Green Metallic	49C

## Seventy-Six

*“Action-styled and action-engineered cars for ‘Going Places.’”*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 33.14%.

**Primary competition:** Dodge Coronet, Kaiser Special, Mercury, Nash 600, and Pontiac Chieftain DeLuxe.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Bedford cord or broadcloth upholstery, rubber floor mats, dual sun visors, dual windshield wipers, automatic choke, rear fender stainless trim, rocker panel moldings, and 7.10 × 15 BSW tires. Convertible adds: Leather or cloth and leather interior and power top. Station wagon adds: Wood side body panels. DeLuxe series adds: Foam rubber seat cushions, DeLuxe steering wheel and instrument cluster, clock, special external moldings, chrome wheel trim rings, and 7.60 × 15 BSW tires (except station wagon).

### Measurements

Wheelbase	119.5"
Length	202.0"
Width	75.2"
Height	62.5"
Legroom — front	42.6"
Legroom — rear	40.8"
Headroom — front	35.9"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Seventy-Six 2-Door Club Coupe, 6-p.	3527	\$1,732	+7.64%	3260	9,403	+14.31%
Seventy-Six 2-Door Club Sedan, 6-p.	3507	\$1,758	+7.59%	3290	23,059	+10.16%
Seventy-Six 2-Door Convertible, 6-p.	3567X	\$2,148	+7.24%	3580	5,338	+37.15%
Seventy-Six 4-Door Sedan, 6-p.	3569	\$1,832	+9.24%	3340	23,631	+49.17%
Seventy-Six 4-Door Town Sedan, 6-p.	3508	\$1,821	NEW	3335	3,741	NEW
Seventy-Six DeLuxe 2-Door Club Coupe, 6-p.	3527D	\$1,873	+7.09%	3315	3,280	+198.18%
Seventy-Six DeLuxe 2-Door Club Sedan, 6-p.	3507D	\$1,900	+6.98%	3355	8,960	+220.00%
Seventy-Six DeLuxe 4-Door Sedan, 6-p.	3569D	\$1,974	+8.58%	3375	13,874	+503.22%
Seventy-Six DeLuxe 4-Door Town Sedan, 6-p.	3508D	\$1,963	NEW	3400	2,725	NEW
Seventy-Six DeLuxe 4-Door Station Wagon, 6-p.	3561D	\$2,895	+5.70%	3680	1,545	+39.57%
TOTALS	<i>Avg. price</i>	\$1,990	+1.63%	<i>Production</i>	95,556	+65.32%

## Eighty-Eight

*"Smartly styled and superbly engineered.  
'Going Places' in luxury and comfort."*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1951.

Percentage of division's sales volume: 34.43%.

Primary competition: Buick Super, Chrysler Windsor, DeSoto Custom, Frazer, Hudson Super, and Nash Ambassador.

Notable changes: All-new model.

Major standard equipment: Bedford cord or broadcloth upholstery, rubber floor mats, dual sun visors, dual windshield wipers, automatic choke, rear fender stainless trim, rocker panel moldings, and 7.60 × 15 BSW tires. Convertible adds: Leather or cloth and leather interior and power top. Station wagon adds: Wood side body panels. DeLuxe series adds: Foam rubber seat cushions, DeLuxe steering wheel and instrument cluster, clock, special external moldings, and chrome wheel trim rings.

### Measurements

Wheelbase	119.5"
Length	202.0"
Width	75.2"
Height	63.3"
Legroom — front	42.6"
Legroom — rear	40.8"
Headroom — front	35.9"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

## Models Available

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Eighty-Eight 2-Door Club Coupe, 6-p.	3527	\$2,143	+24.16%	3550	6,562	-61.22%
Eighty-Eight 2-Door Club Sedan, 6-p.	3507	\$2,170	NEW	3585	16,887	NEW
Eighty-Eight 2-Door Convertible, 6-p.	3567DX	\$2,559	NEW	3845	5,434	NEW
Eighty-Eight 4-Door Sedan, 6-p.	3569	\$2,244	+24.60%	3615	23,342	+87.58%
Eighty-Eight 4-Door Town Sedan, 6-p.	3508	\$2,233	NEW	3625	2,859	NEW
Eighty-Eight DeLuxe 2-Door Club Coupe, 6-p.	3527D	\$2,274	+21.41%	3590	4,999	-39.40%
Eighty-Eight DeLuxe 2-Door Club Sedan, 6-p.	3507D	\$2,301	NEW	3615	11,820	NEW
Eighty-Eight DeLuxe 4-Door Sedan, 6-p.	3569D	\$2,375	+22.05%	3645	23,044	+88.85%
Eighty-Eight DeLuxe 4-Door Town Sedan, 6-p.	3508D	\$2,364	NEW	3665	2,974	NEW
Eighty-Eight DeLuxe 4-Door Station Wagon, 6-p.	3561D	\$3,296	NEW	3945	1,355	NEW
TOTALS	<i>Avg. price</i>	\$2,396	+30.46%	<i>Production</i>	99,276	+99.28%

\*Comparisons made to 1948 Series 78.



## Futuramic Series 98

*"Into a new Golden Era. Futuramic Oldsmobile!  
The dramatic design of the future."*

**Nameplate year of origin:** 1941 (Futuramic prefix was only for 1948–1949).

**Current bodystyle lifespan:** 1948 through 1949.

**Percentage of division's sales volume:** 32.42%.

**Primary competition:** Chrysler New Yorker, Frazer Manhattan, Hudson Commodore, Lincoln, and Packard Deluxe Clipper.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth or Bedford cord upholstery, front seat center armrest, carpeted inserts in floor mats, deluxe steering wheel, clock, E-Z-I rear view mirror, rear fender stainless trim, rear fender gravel guard, rear fender skirts, solenoid starter, and 7.60 × 15 BSW tires. DeLuxe series adds: Front and rear floor mats, DeLuxe steering wheel, chrome wheel trim rings, rear seat center armrest, power (hydraulic) windows and front seat adjustment, and 8.20 × 15 BSW tires. Convertible adds: Leather interior, power top, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	125.0"
Length	213.0"
Width	78.8"
Height	63.8"
Legroom — front	42.9"
Legroom — rear	42.5"
Headroom — front	36.2"
Headroom — rear	34.9"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Futuramic 98 2-Door Club Sedan, 6-p.	3807	\$2,426	+16.75%	3835	3,849	+66.55%
Futuramic 98 4-Door Sedan, 6-p.	3869	\$2,500	+16.23%	3890	8,820	+57.36%
Futuramic 98 DeLuxe 2-Door Club Sedan, 6-p.	3807D	\$2,520	+15.49%	3840	16,200	+35.58%
Futuramic 98 DeLuxe 2-Door Holiday Hardtop, 6-p.	3847X	\$2,973	NEW	4000	3,006	NEW
Futuramic 98 DeLuxe 2-Door Convertible, 6-p.	3867X	\$2,973	+13.30%	4200	12,602	-2.42%
Futuramic 98 DeLuxe 4-Door Sedan, 6-p.	3869D	\$2,594	+14.98%	3925	49,001	+50.98%
TOTALS	<i>Avg. price</i>	\$2,664	+17.98%	<i>Production</i>	93,478	+43.29%

# PACKARD

*"The new Golden Anniversary Packard. Ask the Man who owns one!"*

Packard entered 1949 with a continuation of its 1948 Series 22 cars. Cars built from November 1948 until May 1949 were titled as 1949 models. The features, prices and comments pertaining to the first-series 1949 models are contained in the 1948 section, while production figures are included within the 1949 section. In May of 1949, the truly new Series 23 models would be introduced on the occasion of Packard's 50th anniversary in the motorcar business. To celebrate the anniversary, 2,000 cars were specially painted in a non-standard, custom gold color.

While not totally new in design, the new cars carried enough trim and detail changes to distinguish them from the Series 22 models. Most noticeable at the front was a full-width chrome plated bumper, no longer having a painted center section. Most other features at the front remained the same for base and Super Eight series, but the new Super Eight DeLuxe series used the dual bar horizontal grille also seen on the Custom Eight series. Egg-crate style trim was used on the rear deck of the Super Eight DeLuxe and Custom Eight series also, along with new tail-



lamp bezels in all series. Also, the Super Eight series was moved from the base series' 120 inch wheelbase to the longer 127 inch wheelbase, which it now shared with the Custom Eight series. All of the additional length was forward of the cowl area.

Along the bodysides, most models now carried a full-length, mid-level stainless steel bodyside trim, but not a rocker panel molding. The Custom Eight 4-Door sedan continued the use of the dual strips of stainless steel trim on the lower body sides. The standard line Super Eight models were trimmed similarly to the Packard Eight and both bore the name Packard in block letters on the front fender. Rear windows on all sedans were enlarged to improve rearward visibility.

Interiors carried on the traditional and conservative Packard luxury look. The black-lighted "Flite-Glo" instruments introduced in 1948, mainly as a sales gimmick, continued in the new models. Upholstery choices ranged from broadcloth in base models to pinstriped wool in the

Super DeLuxe, and up to new color-keyed Bedford cloth and leather trim in the Custom Eight series.

Engine offerings remained the same for the 23rd series cars, but a new transmission was introduced as optional equipment in the Custom Eight series at their May 1949 introduction. The new "Ultramatic," Packard's first fully automatic unit, proved to be reliable and a very worthy competitor to General Motors' Hydra-Matic unit. Some sources list this transmission as being optional on the Super Eight series.

Model changes for the 23rd series Packards included the Super Eight 4-Door Touring Sedan, Victoria Convertible and 2-Door Club Sedan being moved to what was now called the DeLuxe trim level. A standard line of Super Eight Touring Sedan and Club Sedan was added. The 7-passenger Business Sedan (formerly Touring Sedan) and Limousine models were now only offered in the Super Eight series in standard trim. Also, the Custom Eight 2-Door Club Sedan was discontinued.



Custom Eight 2-Door Convertible



Packard Eight 4-Door Sedan

**Model year production:** 113,599, up 30.15% from 1948.  
**Domestic market share:** 2.20% (13th place).  
**Base price range:** \$2,224 to \$4,520.  
**Packard average base price:** \$3,115, down 9.02%.  
**Introduction date:** May 1949 (Second-series '49 models, or Series 23).  
**Assembly plants:** Detroit, MI.  
**Serial number identification:** Seven-digit code located on

left side of cowl under hood, and read as follows: First digit is H. Second through seventh digits are engine/serial numbers as follows in chart below. Note that second-series 1949 and 1950 models' serial numbers continue sequentially with no break to allow for distinction between model years. Also, numbers may have been skipped in between beginning and ending numbers.

### Serial Numbers by Series

Series	Beginning (2nd series 1949)	Ending (1950)
Packard Eight	200001	295000
Super Eight	400001	425000
Custom Eight	600001	610000

### Powertrains

Engine	Compression		Transmission	Packard Eight	Super Eight	Custom Eight
	Ratio	Gross HP				
288 CID, 2-bbl., L-head, 8-cyl.	7.0:1	135	3-speed manual Overdrive	S \$92	- -	- -
327 CID, 2-bbl., L-head, 8-cyl.	7.0:1	150	3-speed manual Overdrive	- -	S \$92	- -

Engine	Compression Ratio	Gross HP	Transmission	Packard Eight	Super Eight	Custom Eight
356 CID, 2-bbl., L-head, 8-cyl.	7.0:1	160	3-speed manual	-	-	S
			Overdrive	-	-	\$92
			Ultramatic Drive <sup>†</sup>	-	-*	\$225 <sup>†</sup>

\*Some sources list Ultramatic Drive as an option for the Super Eight at \$225, but most do not list it as available until November 1949, during the 1950 model year.

<sup>†</sup>Some sources list Ultramatic Drive as standard on Series 23 Custom Eights, while others do not list it as standard equipment until September 1949.

### Major Options

	Packard Eight	Super Eight	Custom Eight
Heater and defroster	\$68	\$68	\$68
Radio	\$	\$	\$
Fender skirts	\$	*\$	S
Electromatic Clutch	\$36	\$36	\$36
Full wheel covers	\$	S	S
White sidewall tires	\$	\$	\$

\*Standard on Super Eight DeLuxe models.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Lowell Gray Metallic	A
Packard Blue Metallic	B
Egyptian Sand	C
Spruce Green Metallic	D
Granada Gray	E
Corona Cream	F
Argentine Gray Metallic	G
Yosemite Blue Metallic	H
Valiant Green Metallic	K
Aztec Brown Metallic	M
Sylvan Green Metallic	N
Grenadier Maroon Metallic	P
Ash Green	Q
Coronet Blue Metallic	S
Turquoise Blue	T
Matador Maroon Metallic	U
Arizona Beige	W
Black	X
Astral Blue Metallic	Y
Maumee Maize	Z

Two-tone color combinations available at extra cost.

## Packard Eight

*"In a great new Golden Anniversary line, Packard combines enduring distinction with spectacular new thrift!"*

**Nameplate year of origin:** 1948.

**Current bodystyle lifespan:** 1948 through 1950.

**Percentage of division's sales volume:** 78.57%.

**Primary competition:** Buick Super, Chrysler Saratoga, Frazer, Kaiser DeLuxe, Nash Ambassador, and Oldsmobile 88 DeLuxe.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth interior trim, full floor covering, electric clock, courtesy lights, front and rear window stainless steel moldings, stainless steel beltline molding, hood ornament, fender skirts, small hubcaps, and 7.60 × 15 BSW tires. DeLuxe models add: Additional interior trim appointments, trip odometer, and wheel trim rings.

### Measurements

Wheelbase	120.0"
Length	204.7"
Width	77.5"
Height	64.1"
Legroom — front	44.3"
Legroom — rear	42.3"
Headroom — front	36.7"
Headroom — rear	36.3"
Cargo capacity (cu. ft.)	17.2
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY</i>
Packard Eight Series 2301 2-Door Club Sedan, 6-p.	2395	\$2,224	-1.16%	3740	NA	NA
Packard Eight Series 2301 4-Door Touring Sedan, 6-p.	2392	\$2,249	-1.14%	3815	NA	NA
Packard Eight Series 2301 4-Door Station Sedan, 6-p.	2393	\$3,449	+0.70%	4075	NA	NA
Packard DeLuxe Eight Series 2301 2-Door Club Sedan, 6-p.	2365	\$2,358	-6.32%	3770	NA	NA
Packard DeLuxe Eight Series 2301 4-Door Touring Sedan, 6-p.	2362	\$2,383	-6.29%	3840	NA	NA
<b>TOTALS</b>	<i>Avg. Price</i>	<i>\$2,533</i>	<i>-2.67%</i>	<i>Production</i>	<i>89,250*</i>	<i>+47.29%</i>

\*Production totals by body style are not available. However, 12,532 were Series 22 standard Eight models, 27,438 were Series 22 DeLuxe Eights, and 49,280 were Series 23 standard Eight or DeLuxe Eight models.

## Super Eight

*"Luxury story of the year ... told in silence!"*

**Nameplate year of origin:** 1948.

**Current bodystyle lifespan:** 1948 through 1950.

**Percentage of division's sales volume:** 22.25%.

**Primary competition:** Buick Roadmaster, Cadillac Series 61, Frazer Manhattan, and Lincoln.

**Notable changes:** Based on 127" wheelbase of Custom Eight. Other changes include new grille and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, full floor carpeting, electric clock, stainless steel hood, front and rear window, side window and beltline molding, rocker panel molding, "Goddess of Speed" hood ornament, full wheel covers, and 7.60 × 15 BSW tires. Seven-passenger models add: Auxiliary jump seats, and 8.20 × 15 BSW tires. Limousine adds: Driver partition. DeLuxe models add: Pinstripe wool cloth upholstery, additional interior trim appointments, "Winged Goddess" hood ornament, and 8.00 × 15 BSW tires. Convertible adds: Leather interior and power top.

## Measurements

	<i>Series 2302 &amp; 2332</i>	<i>Series 2322</i>
Wheelbase	127.0"	141.0"
Length	211.7"	225.7"
Width	77.5"	76.2"
Height	64.1"	NA
Legroom — front	44.3"	44.3"
Legroom — rear	42.3"	NA
Headroom — front	36.7"	36.7"
Headroom — rear	36.3"	NA
Cargo capacity (cu. ft.)	17.2	17.2
Fuel capacity (gals.)	20.0	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY</i>
Super Eight Series 2302 2-Door Club Sedan, 6-p.	2385	\$2,608	NEW	3800	NA	NEW
Super Eight Series 2302 4-Door Touring Sedan, 6-p.	2382	\$2,633	NEW	3870	NA	NEW
Super Eight DeLuxe Series 2302 2-Door Club Sedan, 6-p.	2375	\$2,894	+3.28%	3855	NA	NA
Super Eight DeLuxe Series 2332 2-Door Victoria Convertible, 6-p.	2379	\$3,350	+3.08%	4260	4,921	+3.60%
Super Eight DeLuxe Series 2302 4-Door Touring Sedan, 6-p.	2372	\$2,919	+3.25%	3925	NA	NA

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Super Eight Series 2322 4-Door Business Sedan, 7-p.	2371	\$3,950	+12.86%	4600	NA	NA
Super Eight Series 2322 4-Door Limousine, 7-p.	2370	\$4,100	+12.33%	4620	NA	NA
TOTALS	<i>Avg. Price</i>	\$3,208	-5.97%	<i>Production</i>	20,226	+4.16%

\*Production totals by body style are not available, except for convertible. However, 5,871 were Series 22 Super Eight sedans, 865 were Series 22 Super Eight 7-passenger sedans, 8,565 were Series 23 Super Eight sedans, and 4 were Series 23 Super Eight 7-passenger models.

## Custom Eight

*“The Golden Anniversary Packard Custom Eight!”*

**Nameplate year of origin:** 1948.  
**Current bodystyle lifespan:** 1948 through 1950.  
**Percentage of division’s sales volume:** 3.63%.  
**Primary competition:** Cadillac Fleetwood Sixty-Special, Chrysler Imperial, and Lincoln Cosmopolitan.  
**Notable changes:** Minor trim and detail changes.  
**Major standard equipment:** Broadcloth and leather interior trim, full floor carpeting, electric clock, stainless steel body trim molding, hood, side window and beltline moldings, dual lower body moldings, “Winged Goddess” hood ornament, full wheel covers, and 8.20 × 15 BSW tires. Convertible adds: Leather interior and power top.

### Measurements

Wheelbase	127.0"
Length	213.3"
Width	77.5"
Height	64.1"
Legroom — front	44.3"
Legroom — rear	42.3"
Headroom — front	36.7"
Headroom — rear	36.3"
Cargo capacity (cu. ft.)	17.2
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom Eight Series 2333 2-Door Victoria Convertible, 6-p.	2359	\$4,520	+5.24%	4530	275	-75.07%
Custom Eight Series 2306 4-Door Touring Sedan, 6-p.	2352	\$3,975	+6.00%	4310	3,848	NA
TOTALS	<i>Avg. Price</i>	\$4,248	-0.37%	<i>Production</i>	4,123	-43.28%

# PLYMOUTH

*“The Beautifully New Plymouth. Plymouth builds great cars!”*

The first all-new postwar Plymouths arrived in March 1949. Styling was characterized by the typical Chrysler conservatism of then president K.T. Keller, meaning fairly upright and boxy designs. Bolt-on style rear fenders continued, but they now appeared smaller and more unified with the rest of the body. The front grille consisted of five horizontal bars, alternating with a heavy bar on top, then a thin

bar, and middle heavy bar, etc. Three vertical bars were spaced with one in the center, and one below each side of the hood opening. On the leading edge of the hood, above the top grille bar, was a large chrome emblem with the Mayflower design. On top of the hood was a more stylized Mayflower hood ornament.

Body sides were nearly flat, but gently curved. A small

feature line ran off the front fender and just barely onto the front door. Bodyside trim included front and rear fender trim placed just above the wheel openings and a ribbed rocker panel molding. Special DeLuxe models also bore rear fender gravel shields. Front and rear bumpers were of a one-year-only fluted design. Special DeLuxe models also had stainless steel windshield and rear window moldings.

Interiors received updated instrument panels and upholstery fabrics. DeLuxe models had painted instrument panels and window garnish moldings, while in the Super DeLuxe they were of a mahogany grained finish. Upholstery differed slightly between the two series. Under the hood, the same L-head 6-cylinder engine was found, now with compression ratio increased to 7:1 and horsepower in-

creased by two to 97. Other features shared throughout the corporation included a counter-balanced trunk lid, rotary type door latches, "Oilite" gasoline filter, and an electrically operated automatic choke.

Several model changes were seen at the beginning of the new model year, but additional models at mid-year put the model count at only one fewer than 1948. The DeLuxe line initially consisted of only a Club Coupe and 4-Door Sedan. At mid-year, new lower-priced, shorter wheelbase models were introduced to both the Plymouth and Dodge lines. For Plymouth, this meant the addition of a 111 inch wheelbase 3-passenger Coupe, 2-Door Sedan and a 2-Door Suburban station wagon. The Special DeLuxe line lost its 3-passenger Coupe and 2-Door Sedan models.



DeLuxe 2-Door, 3-passenger Coupe



Special DeLuxe 4-Door Station Wagon



Special DeLuxe 2-Door Convertible

**Model year production:** 519,400, up 26.54% from 1948.  
**Domestic market share:** 10.05% (3rd place).  
**Base price range:** \$1,371 to \$2,372.  
**Plymouth average base price:** \$1,690, up 9.43%.  
**Introduction date:** March 1949. P-17 Deluxe models introduced May 1949.  
**Assembly plants:** Detroit, MI; Evansville, IN; Los Angeles, CA; and San Leandro, CA.  
**Serial number identification:** Located on left front door hinge pillar. P-17 DeLuxe series: Eight digit code as fol-

lows — Detroit, 18000101 to 18040467; Evansville, 24000001 to 24011890; Los Angeles, 28000101 to 28003814; San Leandro, 28500101 to 28503162. P-18 DeLuxe series: Eight digit code as follows — Detroit, 15300001 to 15358928; Evansville, 22080001 to 22096252; Los Angeles, 26025001 to 26030100; San Leandro, 26500101 to 26504423. P-18 Special DeLuxe series: Eight digit code as follows — Detroit, 12120001 to 12384178; Evansville, 20304001 to 20366486; Los Angeles, 25075001 to 25097094; San Leandro, 25500101 to 25510640.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
217.8 CID, 1-bbl., L-head, 6-cyl.	7.0:1	97	3-speed manual	S

### Major Options

	DeLuxe	Special DeLuxe
Heater and defroster	\$44	\$44
Radio	\$73	\$73
Electric clock	\$	S
Dual sunvisors	\$	S
Dual windshield wipers	\$	S
Turn signal	\$16	\$16
Full wheel covers	\$	\$
White sidewall tires	\$	\$

### Paint Colors

	Code
Black	601
Salvador Blue	605
New Brunswick Blue	606
Kitchener Green	620
Bolivia Green	621
Peru Gray	635
Yukon Gray	636
Edmonton Beige	645



## Major Options (cont.)

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors (cont.)

	Code
Trinidad Brown	646
Malibu Brown	647
Rio Maroon	660
Mexico Red	661
Plymouth Cream	665

# DeLuxe

“The Plymouth DeLuxe.”

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 28.53%.

**Primary competition:** Chevrolet Special Styleline, Ford DeLuxe, and Studebaker Champion.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, driver side sun visor and windshield wiper, rubber window surrounds, stainless steel front and rear fender and beltline moldings, chrome rocker panel molding, hood ornament, small hubcaps, and 6.40 × 15 BSW tires. P-18 series adds: 6.70 × 15 BSW tires.

## Measurements

	P-17 series	P-18 series
Wheelbase	111.0"	118.5"
Length	185.3"	191.5"
Width	71.1"	71.5"
Height	64.2"	65.6"
Legroom — front	NA	40.3"
Legroom — rear	NA	42.3"
Headroom — front	NA	37.0"
Headroom — rear	NA	37.0"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe 2-Door Coupe, 3-p.	P17	\$1,371	+1.93%	2825	13,715	NA*
DeLuxe 2-Door Club Coupe, 6-p.	P18	\$1,519	+7.81%	3034	25,687	NA*
DeLuxe 2-Door Sedan, 6-p.	P17	\$1,492	+7.96%	2951	28,516	NA*
DeLuxe 4-Door Sedan, 6-p.	P18	\$1,551	+7.71%	3059	61,021	NA*
DeLuxe 2-Door Suburban Wagon, 6-p.	P17	\$1,840	NEW	3105	19,220	NEW
TOTALS	<i>Avg. Price</i>	\$1,555	+11.52%	<i>Production</i>	148,159	+161.55%

\*Comparison not available due to model year production totals for 1946–1948 being combined.

# Special DeLuxe

“The Plymouth Special DeLuxe.”

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 71.47%.

**Primary competition:** Chevrolet DeLuxe Styleline, Ford Custom and Studebaker Champion DeLuxe.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, dual sun visors, electric clock, glove box lock, dual windshield wipers, stainless steel windshield surround,

## Measurements

Wheelbase	118.5"
Length	191.5"
Width	71.5"
Height	65.6"
Legroom — front	40.3"
Legroom — rear	42.3"
Headroom — front	37.0"
Headroom — rear	37.0"



stainless steel front and rear fender and beltline moldings, chrome rocker panel molding, chrome rear fender gravel shield, small hubcaps, and 6.70 × 15 BSW tires. Convertible adds: Leather interior trim and power top. Station Wagon adds: Vinyl interior and removable 2nd and 3rd row seats.

**Measurements (cont.)**

Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

**Models Available**

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Special DeLuxe 2-Door Club Coupe, 6-p.	P18	\$1,602	+6.59%	3046	99,680	NA*
Special DeLuxe 2-Door Convertible, 5-p.	P18	\$1,982	+6.73%	3323	15,240	NA*
Special DeLuxe 4-Door Sedan, 6-p.	P18	\$1,629	+6.54%	3079	252,878	NA*
Special DeLuxe 4-Door Station Wagon, 8-p.	P18	\$2,372	+14.76%	3341	3,443	NA*
TOTALS		<i>Avg. Price</i> \$1,896	+15.32%	<i>Production</i>	371,241	+4.92%

\*Comparison not available due to model year production totals for 1946–1948 being combined.

1949

# PONTIAC

*“The Most Beautiful thing on Wheels ... and even Better than it Looks!”*

Pontiac’s all-new postwar cars finally arrived in dealer showrooms in March of 1949. Everything was new from the ground up, except for the powertrains. The inline 6- and 8-cylinder engines, and 3-speed manual and Hydra-Matic transmissions soldiered on with no more than refinements. In fact the sales brochure was so bold as to proclaim, “So enthusiastic has been the praise of (the Pontiac Six and Eight) by discriminating motorists all over America, that Pontiac engineers have confined their efforts to the refinement of Pontiac’s Famous Power-Packed Engines rather than undertake radical changes for the 1949 model.”

On the exterior, all Pontiac models shared the GM corporate A-body with Chevrolet. This was the first time in over ten years for Pontiac not to have a version of either the corporate B- or C-body. Fortunately the A-body was a very clean lined car that looked good in either fastback-style Streamliner or the newly named notchback-style Chieftain. While the Chieftain replaced the Torpedo, it was now the top-line series, and was an indication of the future for Streamliner fastback body styling. Flush mounted front fenders and rear fender lines that were nearly fully blended into the body side were characteristics of all new Pontiacs. The greenhouse area of all models was common between Chevrolet and Pontiac, but the rest of the car, although slightly smaller for ’49, was distinctively Pontiac.

The grille began a new theme for Pontiac. The top bar, attached to the leading edge of the hood and front fenders, curved down under the headlights to meet the center bar. The center and lower horizontal bars were full-width, and rectangular parking lights were placed in-between at each end. Between these two bars were eight vertical bars, four to a side. In the middle a vertical bar ran between the top hood bar and bottom horizontal bar, with a round Indian head medallion at the intersection with the center bar. A new Pontiac hood emblem was the start point for the “Silver Streaks,” this year consisting of five strips separated by body color paint. These were again used on the decklid of most models, ending at the trunk handle. A new “Chief Pontiac” hood ornament was used, with the face being an opaque reddish color, and could be illuminated if desired. Taillights were again of a round design placed low on the rear fender ends, just above the full wraparound rear bumper.

Exterior trim on base models was virtually nonexistent, limited to stainless steel windshield and rear window trim, a beltline molding and rocker panel molding. DeLuxe models featured a chrome strip running from the back edge of the front wheel opening, straight back over the rear wheel opening to the taillights, and a chrome rear quarter gravel shield.

A new interior accompanied the all-new exterior. The centerpiece was a round grille decorated with stainless trim. The clock, when fitted, was mounted in the center of the grille. In cars equipped with a radio, the speaker was placed behind the grille, and the radio controls below. Instruments consisted of a curved speedometer mounted directly above the steering column and two gauges on each side of it. Thinner pillars meant more glass area that greatly improved visibility, although the Streamliners still had limited rearward vision. Upholstery and instrument panels were done in two-tone gray, with DeLuxe models featuring the popular button-tufted seats.

Model choices in the Streamliner series continued as in 1948, with the addition of an all steel wagon using Di-Noc vinyl simulated wood paneling and trim. The only visual difference between the all-steel and wood-bodied wagons was that the steel wagons' Di-Noc paneling had a rounded end at the back, while the real wood panels were

squared off. The Chieftain replaced the Torpedo model for model, with the exception of the Sport Coupe being dropped, and the 2-Door Sedan being available in both trim levels.

On a historical note, this would be the only year for the wood wagon on the new body style, and the last year for Streamliner wagons of any type, as they would move to the Chieftain series next year. Also, this year marked Pontiac's short-lived entry into the light-duty truck market in the U.S. with the introduction of a Sedan Delivery. Distinguished by having only two doors and a metal wagon body with no windows, it was sold as an alternative to the Chevrolet Sedan Delivery, since it could be had with an 8-cylinder engine. Since it is technically a truck, it is not covered in detail here, but most specifications are similar to a base Streamliner Wagon, sans the wood trim. The Sedan Delivery offered only a driver's seat as standard.



Chieftain 4-Door Sedan



Chieftain DeLuxe 2-Door Convertible (with '49 Pontiac logo)



Streamliner DeLuxe 4-Door Sedan

**Model year production:** 304,819, up 24.17% from 1948.  
**Domestic market share:** 5.90% (5th place).  
**Base price range:** \$1,689 to \$2,622.  
**Pontiac average base price:** \$1,984, up 11.13%.  
**Introduction date:** March 1949.  
**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Framingham, MA (F); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); and Wilmington, DE (W).  
**Serial number identification:** Eight to nine digit code located on left front door hinge pillar and read as follows:

First digit indicates assembly plant code from above. The second digit indicates engine installation, 6 for 6-cylinder Series 25 and 8 for 8-cylinder Series 27. The third digit indicates year code: R = 1949. Fourth digit indicates transmission: S = Synchronesh 3-speed manual, or H = Hydra-Matic. Remaining digits are sequential number by engine and transmission installation with beginning number of 1001 and ending number as follows in the chart below. Style number is located on body tag on cowl under hood. Production by engine and transmission is in right column.

### Highest Serial Numbers and Production by Series

<i>Series</i>	<i>Ending Serial Number</i>	<i>Model Year Production</i>
6-cylinder with Synchronesh	41109	40,139
6-cylinder with Hydra-Matic	30492	29,515
8-cylinder with Synchronesh	61703	60,716
8-cylinder with Hydra-Matic	175468	174,449
		304,819 <i>Total</i>

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All <sup>†</sup>
239.2 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	90	3-speed manual Hydra-Matic	S \$185
248.9 CID, 2-bbl., L-head, 8-cyl.	6.5:1*	104	3-speed manual Hydra-Matic	\$68 \$253

\*7.5:1 compression ratio is optional. <sup>†</sup>Six-cylinder models are Series 25. When 8-cylinder is ordered, it becomes Series 27.

## Major Options

	Streamliner	Chieftain
Venti-heater, under seat heater and defroster	\$68	\$68
Windshield washer	\$	\$
Seven-tube radio	\$82	\$82
Electric clock	\$	\$
Rear fender skirts	\$	\$
Hubcaps	\$	\$
Wheel trim rings	\$	\$
White sidewall tires	\$	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code
Black	4900
Starlight Blue Metallic	4901
Parma Wine Metallic	4903
Sheffield Gray Metallic	4904
Nankeen Cream	4905
Rio Red	4906
Sage Green	4907
Blue Lake Blue Metallic	4908
Coventry Gray	4909
Wellington Green Metallic	4910
Mayan Gold Metallic	4911
Sheffield Gray Metallic over Coventry Gray	4914
Wellington Green Metallic over Sage Green	4917
Coventry Gray over Blue Lake Blue Metallic	4918
Blue Lake Blue Metallic over Coventry Gray	4919

## Streamliner

*"The year's outstanding beauty."*

**Nameplate year of origin:** 1942 (1941 as Streamliner Torpedo sub-series).

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** NA.

**Primary competition:** Dodge Coronet, Nash 600, Oldsmobile 70 Series, and Studebaker Champion.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Two-tone grey cloth upholstered full-width cushion seats, assist straps, front and rear rubber floor mat, front door armrests, dual sun visors, stainless front and rear window surrounds, beltline molding and rocker panel molding, rubber rear fender gravel shield, and 7.10 × 15 BSW tires. Metal station wagons add: Leatherette (vinyl) upholstery, all metal body with Di-Noc simulated wood trim. Wood station wagon adds: Mahogany and natural wood finish trim. DeLuxe models add: Button-back upholstery, DeLuxe steering wheel, full-length stainless and wheel trim rings, and chrome gravel guard.

## Measurements

	Cars	Wagon
Wheelbase	120.0"	120.0"
Length	202.5"	202.5"
Width	75.8"	75.8"
Height	63.3"	65.5"
Legroom — front	42.8"	42.8"
Legroom — rear	40.8"	NA
Headroom — front	36.0"	36.0"
Headroom — rear	35.8"	NA
Cargo capacity (cu. ft.)	17.5	NA
Fuel capacity (gals.)	17.5	17.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Streamliner 2-Door Sedan Coupe, 5-p.	2507	\$1,689	+0.72%	3260	NA	NA
Streamliner 4-Door Sedan, 5-p.	2508	\$1,740	+0.75%	3270	NA	NA
Streamliner 4-Door Wood Station Wagon, 8-p.	2561	\$2,543	+7.57%	3680	NA	NA
Streamliner 4-Door Metal Station Wagon, 8-p.	2562	\$2,543	NEW	3580	NA	NEW
Streamliner DeLuxe 2-Door Sedan Coupe, 5-p.	2507D	\$1,784	+1.02%	3270	NA	NA
Streamliner DeLuxe 4-Door Sedan, 5-p.	2508D	\$1,835	+0.99%	3315	NA	NA
Streamliner DeLuxe Wood 4-Door Station Wagon, 6-p.	2561D	\$2,622	+7.37%	3650	NA	NA
Streamliner DeLuxe Metal 4-Door Station Wagon, 6-p.	2562D	\$2,622	NEW	3550	NA	NEW
TOTALS	<i>Avg. price</i>	\$2,172	+10.52%	<i>Production</i>	NA	NA

\*Production figures kept by series and transmission, not body style.

## Chieftain

*"It's NEW— all NEW— brand NEW— from Indian head medallion up front to the contoured bumpers in the rear."*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** NA.

**Primary competition:** Dodge Coronet, Nash 600, Oldsmobile 70 Series, and Studebaker Champion.

**Notable changes:** Completely redesigned. Replaces Torpedo series.

**Major standard equipment:** Two-tone grey cloth upholstered full-width cushion seats, front and rear rubber floor mat, automatic interior lighting, stainless steel front and rear window trim, beltline molding and rocker panel molding, rubber rear fender gravel shield, hubcaps, and 7.10 × 15 BSW tires. DeLuxe models add: Button-back upholstery, DeLuxe steering wheel, full-length body side stainless and wheel trim rings, and chrome gravel guard. Convertible adds: Cloth and leather upholstery and power top.

### Measurements

Wheelbase	120.0"
Length	202.5"
Width	75.8"
Height	63.3"
Legroom — front	42.8"
Legroom — rear	40.8"
Headroom — front	36.0"
Headroom — rear	35.8"
Cargo capacity (cu. ft.)	17.5
Fuel capacity (gals.)	17.5

## Models Available

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production†	Change from LY
Chieftain 2-Door Business Coupe, 3-p.	2527B	\$1,587	+5.80%	3185	NA	NA
Chieftain 2-Door Sedan Coupe, 6-p.	2527	\$1,710	+8.02%	3225	NA	NA
Chieftain 2-Door Sedan, 6-p.	2511	\$1,710	+10.18%	3245	NA	NA
Chieftain 4-Door Sedan, 6-p.	2569	\$1,761	+7.31%	3275	NA	NA
Chieftain DeLuxe 2-Door Sedan Coupe, 6-p.	2527D	\$1,805	+5.93%	3230	NA	NA
Chieftain DeLuxe 2-Door Sedan, 6-p.	2511D	\$1,805	+9.99%	3260	NA	NA
Chieftain DeLuxe 2-Door Convertible Coupe, 6-p.	2567D	\$2,138	+5.58%	3485	NA	NA
Chieftain DeLuxe 4-Door Sedan, 6-p.	2569D	\$1,856	+7.22%	3290	NA	NA
TOTALS	<i>Avg. price</i>	\$1,797	+7.85%	<i>Production</i>	NA	NA

\*Price comparisons made to 1948 Torpedo series. †Production figures kept by series and transmission, not body style.

# STUDEBAKER

*“The 1949 buy word for thrift that lasts and style that thrills!”*

Studebaker had the wind taken away from its sails (sales) for the 1949 model year. With its primary competitors finally getting their all-new postwar cars, Studebakers, while still good-looking cars, suddenly didn't look quite so modern. The competition now had equally modern appearance, and with more corporate resources than Studebaker, most of the competitors were able to offer more car for less money. Although the competitive model listings that follow show Ford, Chevy and Plymouth as competition, Studebaker was suddenly competing in price with Dodge, Kaiser and Oldsmobile. This would be a one-year anomaly, but it is interesting in retrospect to ponder whether the South Bend company was testing the market in the mid-price field as it prepared to enter the new decade.

For the first time since the late 1930s, the displacement and horsepower of the Commander engine was increased. Displacement increased 19.6 cubic inches, and horsepower was up to 100 @ 3400 rpm. Overdrive and the Hill Holder clutch continued to be popular options and proved Stude-

baker's appeal as an economical car.

Styling changes were few for 1949, which is to be expected, as this was the third year of the 1947 styling, and the 1950s would get updated styling. A new grille design for the Champion added a horizontal bar and now consisted of three rows of rectangular openings across the full width of the car. The Champion also received a full, wraparound front bumper like that the Commander had used since 1947. Updates for the Commander grille include a heavier top grille bar and a wide, center vertical bar. A chassis improvement was made for the Champion series, which finally received larger tires to improve ride and handling.

As mentioned in the 1948 Studebaker chapter, the 3-passenger business coupe was officially dropped from the Commander series, most likely because of the slow sales of any 3-passenger business coupe in all but the lowest priced cars. There was also the possible issue that these body styles often contributed to a low-cost, low-content image at a time when Studebaker wanted the former association but not the latter.



Champion



Commander 4-Door Land Cruiser Sedan



Champion DeLuxe 2-Door, 5-passenger Coupe

**Model year production:** 129,299, down 30.68% from 1948.

**Domestic market share:** 2.50% (11th place).

**Base price range:** \$1,588 to \$2,467.

**Studebaker average base price:** \$1,935, up 2.95%.

**Introduction date:** December 1948.

**Assembly plants:** Los Angeles, CA, and South Bend, IN.

**Serial number identification:** Seven digit code located on left front door lock pillar and read as follows: First digit indicates series (Champion = G; Commander = 4), followed by six digit sequential serial number by series and assembly plant as in chart that follows.



## Serial Numbers by Assembly Plant and Series

<i>Assembly plant</i>	<i>Beginning</i>	<i>Ending</i>
Los Angeles, CA — Champion	839701	851669
Los Angeles, CA — Commander	832701	838950
South Bend, IN — Champion	400501	467959
South Bend, IN — Commander	361001	398473

## Powertrains

<i>Engine</i>	<i>Compression</i>		<i>Transmission</i>	<i>Champion</i>	<i>Commander</i>
	<i>Ratio</i>	<i>Gross HP</i>			
169.6 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	80	3-speed manual Overdrive	S \$92	- -
245.6 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	100	3-speed manual Overdrive	- -	S \$98

\*7.0:1 compression ratio is optional.

## Major Options

	<i>Champion</i>	<i>Commander</i>
Heater	\$61	\$61
Windshield washer	\$	\$
Electric clock	\$	\$
Starline 6-tube radio	\$81	\$81
Skyway 8-tube radio	\$	\$
Hood ornament	\$	S
Hill-Holder	\$	\$
Hubcaps	\$	\$
Wheel trim rings	\$	\$
White sidewall discs	\$	\$
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Velvet Black	W-ND
Alleghany Gray Light	W-RG
Holiday Red	W-SE
Tulip Cream	W-SS*
Varsity Maroon Metallic	W-TU*
Bahama Mist Metallic	W-UF*
Highland Mist Metallic	W-UG*
Copper Mist Metallic	W-UH*
Silver Mist Metallic	W-UJ*
Sonora Tan	W-UK
Plaza Gray	W-UL
Willow Green	W-UM
Concord Blue	W-UN
Glacier Green	W-UO
Midnight Blue	W-UP
Bermuda Green	W-UR

\*These are the only colors available on convertibles.

# Champion

*“Studebaker’s low cost mileage is your real money’s worth!”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1947 through 1952.

**Percentage of division’s sales volume:** 66.19%.

**Primary competition:** Chevrolet DeLuxe, Dodge Wayfarer and Meadowbrook, Ford Custom, Nash 600, and Plymouth Special DeLuxe.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth upholstery, rubber floor mat, deluxe steering wheel and horn ring, front door armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights (except 3-passenger coupe), black rubber gravel shield, full wraparound bumper with bumper guards, and 6.40 × 15 BSW tires. Regal DeLuxe adds: Stainless steel window moldings, chrome gravel shield, and rocker panel moldings. Convertible adds: Cloth and vinyl interior.

## Measurements

Wheelbase	112.0"
Length	192.8"
Width	69.8"
Height	60.7"
Legroom — front	40.5"
Legroom — rear	39.5"
Headroom — front	36.8"
Headroom — rear	34.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0



## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Champion DeLuxe 2-Door Coupe, 3-p.	8G-Q1	\$1,588	+3.45%	2645	1,642	-56.60%
Champion DeLuxe 2-Door Coupe, 5-p.	8G-C3	\$1,683	+3.25%	2705	5,917	+7.60%
Champion DeLuxe 2-Door Sedan, 6-p.	8G-F3	\$1,657	+3.30%	2720	10,359	+1.53%
Champion DeLuxe 4-Door Sedan, 6-p.	8G-W3	\$1,688	+3.24%	2745	20,134	-6.07%
Champion Regal DeLuxe 2-Door Coupe, 3-p.	8G-Q2	\$1,662	+3.29%	2650	718	-12.76%
Champion Regal DeLuxe 2-Door Coupe, 5-p.	8G-C5	\$1,757	+3.11%	2725	9,829	+9.43%
Champion Regal DeLuxe 2-Door Sedan, 6-p.	8G-F5	\$1,730	+3.16%	2725	5,618	-40.68%
Champion Regal DeLuxe 2-Door Convertible, 5-p.	8G-S2	\$2,086	+1.31%	2895	7,035	-29.62%
Champion Regal DeLuxe 4-Door Sedan, 6-p.	8G-W5	\$1,762	+3.10%	2750	24,328	-20.22%
TOTALS		<i>Avg. price</i> \$1,735	+2.97%	<i>Production</i>	85,580	-15.00%

## Commander

*"How proudly you drive America's top-value new car!"*

Nameplate year of origin: 1927.

Current bodystyle lifespan: 1947 through 1952.

Percentage of division's sales volume: 33.81%.

Primary competition: DeSoto DeLuxe, Dodge Coronet, Kaiser, Nash Ambassador, and Oldsmobile 88.

Notable changes: Minor trim and detail changes.

Major standard equipment: Cloth upholstery, rubber floor mats, deluxe steering wheel and horn ring, front door armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights, black rubber gravel shield, full wraparound bumper with bumper guards, and 6.50 × 15 BSW tires. Regal DeLuxe adds: Stainless steel window moldings, chrome gravel shield, and rocker panel moldings. Convertible adds: Cloth and vinyl interior.

### Measurements

	All except Land Cruiser	Land Cruiser
Wheelbase	119.0"	123.0"
Length	204.4"	208.4"
Width	69.8"	69.8"
Height	61.3"	61.3"
Legroom — front	40.5"	NA
Legroom — rear	39.5"	NA
Headroom — front	36.8"	NA
Headroom — rear	34.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commander DeLuxe 2-Door Coupe, 5-p.	16A-C3	\$2,014	+3.23%	3200	2,712	-6.90%
Commander DeLuxe 2-Door Sedan, 6-p.	16A-F3	\$1,988	+3.27%	3215	1,418	-1.53%
Commander DeLuxe 4-Door Sedan, 6-p.	16A-W3	\$2,019	+3.22%	3240	6,280	-29.42%
Commander Regal DeLuxe 2-Door Coupe, 5-p.	16A-C5	\$2,135	+3.04%	3205	6,278	-45.55%
Commander Regal DeLuxe 2-Door Sedan, 6-p.	16A-F5	\$2,109	+3.13%	3220	934	-43.77%
Commander Regal DeLuxe 2-Door Convertible, 5-p.	16A-S2	\$2,467	+1.48%	3415	1,702	-78.68%
Commander Regal DeLuxe 4-Door Sedan, 6-p.	16A-W5	\$2,140	+3.03%	3245	10,005	-36.21%
Commander Regal DeLuxe Land Cruiser 4-Door Sedan, 6-p.	16A-Y5	\$2,328	+2.78%	3325	14,390	-59.73%
TOTALS		<i>Avg. price</i> \$2,116	+2.94%	<i>Production</i>	43,719	-49.07%

# 1950

After the introduction of the 1950 Buick Special and Cadillac Series 75 Fleetwood models, the entire industry had officially cycled through their new postwar introductions. However, even with few all-new cars for 1950, there was still plenty of activity in the marketplace, with the popular two-door hardtop body style beginning to flow from more manufacturers, and a fully automatic transmission making its appearance in the low-priced field. Production and sales continued to climb, with a 28 percent increase over 1949, marking the highest model year production ever for the industry. But there were signs of the market cooling, and ironically this would work in favor of the companies that were last to market with their postwar cars.

General Motors, having a reputation for being the style leader of the industry, was the first to expand its two-door hardtop styling to encompass the full line. New two-door hardtop models included the Chevrolet Styleline DeLuxe Bel Air, Pontiac Chieftain DeLuxe Catalina and Super DeLuxe Catalina, Oldsmobile 76 Holiday and 88 Holiday, and Buick Super Riviera. All new hardtop models were being given designations with glamorous places, sporting or luxurious sounding names such as the previously mentioned GM cars and the Cadillac de Ville. Even outside of General Motors, the trend would be the same with names like the Hollywood, Starliner, Cross Country, Crestliner, Monterey, Lido, Belvedere, Diplomat, Sportsman, Newport, and Mayfair.

Other news out of GM included the production of Cadillac's one millionth car on November 25, 1949. The car was a 1950 Coupe de Ville. The large C-bodied cars, including the Buick Super and Roadmaster, all Cadillacs, and the Oldsmobile 98 series, were restyled this year. Also this year, Chevrolet introduced the Powerglide automatic transmission, becoming the first manufacturer in the low-price field with fully automatic shifting. The Powerglide transmission was of a two-speed design.

Chrysler Corporation also got into the game, introducing several new two-door hardtop models including the Dodge Coronet Diplomat, DeSoto Custom Sportsman, and Chrysler Windsor, New Yorker and Town and Country Newport hardtops. Styling continued to follow the new-for-'49 appearance. Two milestones reached this year included the assembly of the six millionth Plymouth and the two millionth Chrysler.

In Dearborn, Ford was content to revise grilles and trim, continuing with the same line of cars introduced for 1949. The Mercury division was in the midst of its greatest sales success since its 1939 introduction, and a Mercury convertible was selected to be the official pace car of the 1950 Indianapolis 500 race. The Lincoln division was in its second year of using Hydra-Matic automatic transmissions purchased from General Motors, and they were proving to be a popular accessory.

Nash made a bold move and introduced a compact car in America, one that would successfully compete with the steady stream of imported European cars beginning to flow into the country. The new Rambler was a small 100 inch wheelbase car available in a variety of two-door models. The Rambler name was first used on Thomas Jeffery's 1902 Rambler, the predecessor of the Nash Company. The first of the modern postwar compact cars, it would become the most successful compact car introduced prior to the Big Three's assault in 1960. Other Nash products were basically unchanged.

For Studebaker, 1950 was the year of the soon to be famous bullet-nose design. While the remainder of the styling was similar to prior years, the new front-end styling created quite a stir and became one of those looks that people either loved or hated. Apparently more people loved it, as production hit a peak at over 340,000 cars, a 165% increase over 1949.

Things seemed to be stabilizing at Kaiser-Frazer Corporation. The apparent steep drop in production numbers

was attributed to a very short 1950 model year. New styling for 1951 was introduced early, and the production figures for that year would show the rebound. To help keep the momentum going, Kaiser and Frazer introduced several innovative new products to capture the public interest. Among the new body styles introduced were a 4-Door Convertible, a 4-Door Hardtop Virginian, and Traveler and Vagabond hatchback-style utility sedans. All would turn out to be unique, low-production models, but they brought the attention to Kaiser-Frazer that they wanted. The first signs of possible trouble came to light by year's end, as both Kaiser and Frazer would finish the 1950 model year behind Studebaker and Nash in percent of overall industry production.

For the other manufacturers, there was little change. Packard, coming off its 50th anniversary year, had a shortened 1950 model year, although they were officially still on the system of having series designations rather than model years. Packard would make a \$5.2 million profit this year, something any manufacturer would be proud of. Crosley

also had few changes this year, other than the Hotshot roadster being available in two versions. On the truck side of the market, International introduced its first new postwar design, maintaining a conservative, upright cab and somewhat boxy styling. All other manufacturers continued with basically carry-over designs.

### 1950 Overview and Changes from Prior Year

- **Total industry production:** 6,626,586, up 28.22%.
- **Number of manufacturers for model year:** 19, no change.
- **Number of models and body types offered:** 257, up from 217.
- **Industry average base price:** \$2,242, down 4.99%.
- **Industry base price range:** \$872 for the Crosley Hotshot 2-Door Roadster to \$5,334 for the Chrysler Crown Imperial 4-Door, 8-passenger Limousine.

# BUICK

*"Buick's the fashion for 1950."*

Though the Super and Roadmaster lines had been all-new for 1949, Buick upped the ante by completely redesigning them again. The result was what appeared to be an all-new car. The most noticeable change was the "bucktooth" grille. First seen on the mid-year 1949 Special, this massive combination bumper-grille was itself a one-year-only design that featured nine grille bars, which doubled as bumper guards by extending down over the bumper; at each end of the grille bars was a parking light in a round housing, and a bumper guard extension below the light. This was topped off with the usual over-arching grille bar seen on past Buicks. Buick advertised the grille this way: "Front and Center with Duty-plus-Beauty."

Body styling for all Buick lines incorporated a body feature line which ran from the top of the front fender down the body side to a point just aft of the front door, then kicked up and curved over the top of the rear fender line. This bodyside feature was later made more prominent on Buicks by being trimmed in chrome, and it would become known as the "Sweepspear." For 1950, this trim was initially only offered on Roadmaster Riviera Hardtops and Con-

vertibles; later it would be seen across the entire Roadmaster line. The "Sweepspear" was chrome trim that ran the length of the car, starting at a point above the front wheel opening, roughly paralleling the above mentioned body line, sweeping down to the gravel guard in front of the rear wheel opening, and then extending straight back across the top of the rear wheel, ending at the rear bumper. Series designations were in script just behind the front wheel (except base Special), and Dynaflo script was seen above the trim at the rear quarter on cars so equipped. The Super line and Specials with Deluxe trim used a lower bodyside molding that began behind the front wheel opening and ran straight to the rear bumper. Buick's trademark Ventiport was used on all lines this year, with three on each side for the Special and Super and four on each side for the Roadmaster. Also, 1950 Supers and Roadmasters now used a slightly curved one-piece windshield, as opposed to the previous two-piece windshield with divider bar, still used on the Special.

The number of models this year increased with the addition of Deluxe trim lines for the Special and Roadmaster

and the new, longer-wheelbase Riviera Sedans in Super and Roadmaster variants. Although the Riviera name is generally associated with pillarless hardtop models, the original Riviera Sedans were 4-Door Sedans riding on a four inch longer wheelbase, providing additional rear seat room. Other changes for 1950 included the use of improved interior fabrics on all lines, a slightly redesigned instrument panel, and the introduction of a newly improved Weather-Warden venti-heater that utilized two-level airflow to maximize uniform air temperature.

The 1950 Special line, introduced early as the second-

series 1949 models, shared the general look of the new sheetmetal with the remainder of the Buick lineup. To eliminate confusion in this book, the first-series Specials are listed as 1949 models, and the second-series 1949 Specials are included with the 1950 models. Recording the early Special models in this manner skews the production numbers below. Some sources report 1950 Buick production around 580,000, good for a fourth place market ranking behind Plymouth, which also had a first and second series 1949 line and is reported in this book similarly.



Roadmaster 4-Door Tourback Sedan



Special 4-Door Jetback Sedan



Super 2-Door Riviera Hardtop

**Model year production:** 667,826 up 110.87% from 1949.

**Domestic market share:** 10.07% (3rd place).

**Base price range:** \$1,803 to \$3,433.

**Introduction date:** August 1949. Second series 1949 Specials were introduced approximately April 1949.

**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4); Wilmington, DE (5); Atlanta, GA (6); and Framingham, MA (7).

**Serial number identification:** Eight digit code in which 1st digit indicates assembly plant code from above, followed by

sequential number by plant — Flint, 15360001 to 16031255; Southgate, 25370001 to 26000610; Linden, 35374001 to 36002483; Fairfax, 45380001 to 46007160; Wilmington, 55388001 to 55417001 and 55417948 to 56009173; Atlanta, 65393001 to 66031256; Framingham, 75397001 to 76011309.

Style number can be found on body identification plate. An × after the style number denotes Hydraulic (power) seats, windows and convertible tops. “Tonia” denotes the builder of station wagon bodies for Buick.

### Powertrains

Engine	Compression		Transmission	Special Super Roadmaster		
	Ratio	Gross HP				
248.1 CID Fireball 2-bbl., valve-in-head, 8-cyl.	6.6:1	115	3-speed manual	S	-	-
	7.2:1	120	Dynaflow Drive Automatic	\$169	-	-
263.3 CID Fireball 2-bbl., valve-in-head, 8-cyl.	6.9:1	124	3-speed manual	-	S	-
	7.2:1	128	Dynaflow Drive Automatic	-	\$169	-
320.2 CID Fireball, 2-bbl., valve-in-head, 8-cyl.	7.2:1	152	Dynaflow Drive Automatic	-	-	S

### Major Options

	Special	Super	Roadmaster
Weather-Warden heater/defroster	\$58	\$58	\$58
Selectronic AM radio	\$	\$	\$
Sonomatic AM radio	\$80	\$80	\$80
Automatic windshield washers	\$	\$	\$
E-Z-I non-glare rear view mirror	\$	S	S
Outside rear view mirror	\$	\$	\$
Vanity visor mirror	\$	\$	\$
Full wheel covers	\$	\$	S

Options common to most models. (—= Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code		Code
Black	1	Geneva Green Metallic	14
Cumberland Gray Metallic	2	Cumberland Gray	15
Verde Green Metallic	3	Sunmist Gray Metallic over	
Imperial Blue Metallic	4	Cumberland Gray	16
Sunmist Gray Metallic	5	Niagra Green	17
Allendale Green Metallic	6	Calvin Gray	18
Royal Maroon #2 Metallic	7	Barton Gray	19
Cirrus Green Metallic	8	Meredith Green	20
Old Ivory	9	Verde Green over Niagra Green	21
Olympic Blue Metallic	10	Black over Calvin Gray	22
Verde Green Metallic over		Imperial Blue Metallic over	
Cirrus Green Metallic	11	Barton Gray	23
Imperial Blue Metallic over		Cloudmist Gray Metallic	24
Olympic Blue Metallic	12	Kashmir Green Metallic	25
Sunmist Gray Metallic over			
Cumberland Gray Metallic	13		

## Special

*"Very SPECIAL indeed are these seven beauties."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** Second series 1949 through 1953.

**Percentage of division's sales volume:** 50.60%.

**Primary competition:** Hudson Deluxe/Pacemaker, Kaiser Special, Nash Statesman, Oldsmobile 76, and Studebaker Commander.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth seats, full floor covering, interior hood release, turn signals, three Ventiports per side, front and rear bumper guards, and 7.60 × 15, 4-ply tires. Deluxe models add: Front and rear side armrests, full-length lower body side molding, and series identification on front fender.

### Measurements

Wheelbase	121.0"
Length	204.0"
Width	79.4"
Height	63.9"
Legroom — front	43.3"
Legroom — rear	39.7"
Headroom — front	35.1"
Headroom — rear	34.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special 2-Door Jetback Coupe, 3-p., Model 46	4407B	\$1,803	NEW	3615	2,500	NEW
Special 2-Door Sedanet, 6-p., Model 46S	4407	\$1,856	+3.86%	3655	42,935	+827.12%
Special 4-Door Jetback Sedan, 6-p., Model 43	4408	\$1,909	NEW	3715	58,700	NEW
Special 4-Door Tourback Sedan, 6-p., Model 41	4469	\$1,941	+4.30%	3710	1,141	-80.25%
Special Deluxe 2-Door Sedanet, 6-p., Model 46D	4407D	\$1,899	NEW	3665	76,902	NEW
Special Deluxe 4-Door Jetback Sedan, 6-p., Model 43D	4408D	\$1,952	NEW	3720	14,335	NEW
Special Deluxe 4-Door Tourback Sedan, 6-p., Model 41D	4469D	\$1,983	NEW	3735	141,396	NEW
TOTALS	<i>Avg. price</i>	\$1,906	+4.50%	<i>Production</i>	337,909	+3,146.63%



# Super

*"A new Power Plant Makes the SUPER a Super-Fine Buy."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 37.72%.

**Primary competition:** Chrysler Royal, DeSoto DeLuxe, Frazer, Hudson Commodore, Kaiser DeLuxe, and Mercury.

**Notable changes:** Completely restyled.

**Major standard equipment:** Grey herringbone-pattern cloth interior trim, front rubber floor mats with rear floor carpet, side armrests, rear seat center armrest, "pilot-centered" instrument panel, lower body full-length stainless trim, three Ventiports with series designation in chrome script on front fender, and 7.60 × 15, 4-ply tires. Convertible adds: Leather interior trim, power convertible top, front seat, and windows.

## Measurements

	<i>All but Model 52</i>	<i>Model 52</i>
Wheelbase	121.5"	125.5"
Length	204.0"	208.0"
Width	80.0"	80.0"
Height	63.9"	63.9"
Legroom — front	43.3"	43.3"
Legroom — rear	39.2"	42.1"
Headroom — front	35.1"	35.1"
Headroom — rear	35.5"	35.6"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	19.0	19.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Super 2-Door Jetback Sedanet, 6-p., Model 56S	4507	\$2,041	-0.87%	3645	10,697	-83.64%
Super 2-Door Riviera Hardtop, 6-p., Model 56R	4537	\$2,139	NEW	3790	56,030	NEW
Super 2-Door Convertible, 6-p., Model 56C	4567	\$2,476	-4.14%	3965	12,259	-42.78%
Super 4-Door Tourback Sedan, 6-p., Model 51	4569	\$2,139	-0.83%	3745	55,672	-57.67%
Super 126 4-Door Riviera Sedan, 6-p., Model 52	4519	\$2,212	NEW	3870	114,745	NEW
Super 4-Door Estate Wagon, 6-p., Model 59	Ionia	\$2,844	-10.51%	4115	2,480	+35.52%
TOTALS	<i>Avg. price</i>	\$2,309	-7.45%	<i>Production</i>	251,883	+14.41%

# Roadmaster

*"You're Lord of Every Highway in the Luxurious ROADMASTER."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 11.68%.

**Primary competition:** Cadillac Series 61, Chrysler New Yorker, Frazer Manhattan, Lincoln, Oldsmobile 98, and Packard Super Eight.

**Notable changes:** Completely restyled.

**Major standard equipment:** Grey luxury-pattern upholstery, front rubber floor mats with rear floor carpet, "pilot centered" instrument panel, lower body full-length stainless trim, four Ventiports with series designation in chrome script on both front fenders (in front fender molding if car has Sweepspear molding), full wheel discs, and 8.00 × 15, 4-ply tires. Riviera Hardtop adds: Leather and cloth interior trim, and power windows. Convertible adds: Leather interior trim and power convertible top, seat, and windows. Estate Wagon adds: Leather interior trim, carpeted cargo floor, mahogany veneer exterior panels, and 8.20 × 15, 4-ply tires. Deluxe models add: Finer grade interiors and power windows and seats.

## Measurements

	<i>All but Model 72</i>	<i>Model 72</i>
Wheelbase	126.3"	130.3"
Length	208.8"	212.8"
Width	80.0"	80.0"
Height	64.4"	64.4"
Legroom — front	43.3"	43.3"
Legroom — rear	39.6"	42.5"
Headroom — front	35.1"	35.1"
Headroom — rear	34.8"	35.0"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	19.0	19.0



### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Roadmaster 2-Door Jetback Sedanet, 6-p., Model 76S	4707	\$2,528	-3.44%	4025	2,968	-10.35%
Roadmaster 2-Door Riviera Hardtop, 6-p., Model 75R	4737	\$2,633	NEW	4135	2,300	NEW
Roadmaster 2-Door Convertible, 6-p., Model 76C	4767	\$2,981	-5.37%	4345	2,964	-63.38%
Roadmaster 4-Door Tourback Sedan, 6-p., Model 71	4769	\$2,633	-3.73%	4135	6,738	-87.68%
Roadmaster 130 4-Door Riviera Sedan, 6-p., Model 72	4719	\$2,738	NEW	4220	51,212	NEW
Roadmaster 4-Door Estate Wagon, 6-p., Model 79	Ionia	\$3,407	-8.76%	4470	420	-33.54%
Roadmaster Deluxe 2-Door Hardtop, 6-p., Model 76R	4737X	\$2,854	-10.90%	4245	8,432	+95.46%
Roadmaster 130 Deluxe 4-Door Riviera Sedan, 6-p., Model 72R	4719X	\$2,764	NEW	4215	3,000	NEW
Roadmaster Deluxe 4-Door Estate Wagon, 6-p., Model 79R	Ionia	\$3,433	NEW	4430	*	NEW
TOTALS	<i>Avg. price</i>	\$2,886	-6.55%	<i>Production</i>	78,034	-9.04%

\*Production of Roadmaster Deluxe Estate Wagon, Model 79R, included with Roadmaster Estate Wagon, Model 79.

# CADILLAC

*"Distinguished beyond all others! In its 48th year as Standard of the World."*

Bigger, longer, and lower characterized Cadillac styling as it entered the 1950s. Styling for all Cadillac models, including the long neglected Series 75 Fleetwood models, whose design now aligned with the regular lines, was vastly changed while retaining a familiar look. In general the new cars featured heavier looking grille bars and bumpers, longer hoods and deck lids, and generally bulkier bodies with lower profiles. New styling features distinguishing the new models included one-piece curved windshields, wrap-around rear windows (on most models), front wheel openings that were flat across the top and an imitation air intake positioned vertically at the front edge of the rear quarter panel. Mechanically there was little change; however, the Hydra-Matic automatic transmission was now standard equipment on all Series 62 and Series 60 Special models.

Traditional two-door coupe body styles were gone

from the Cadillac line. Although officially referred to as coupes, all Cadillac two-door models were now of the hardtop design. This meant that the Series 62 line now had two hardtop models, a regular 62 2-Door Hardtop, and the Coupe de Ville. Other changes in the line included moving the Series 61 to a shorter wheelbase than the Series 62, something last done with the 1947 models. This smaller Series 61 shared a basic "greenhouse" body area with the Buick Super. With the redesign of the 75 Fleetwood series, the 5-passenger sedan was dropped along with both 9-passenger limousines, leaving only the two 7-passenger models.

As a side note, two milestones were achieved this year. The first milestone was the one millionth Cadillac, a Coupe de Ville, being produced on November 25, 1949. Second was an all-time production record being reached, with over 100,000 Cadillacs produced for the first time ever in a single model year.



Series 60 Special 4-Door Sedan



Series 62 4-Door Sedan



Series 62 2-Door Coupe de Ville Hardtop



Series 75 Fleetwood 4-Door, 7-passenger Sedan

**Model year production:** 101,490, up 12.35% from 1949.  
**Domestic market share:** 1.53% (14th place).  
**Base price range:** \$2,761 to \$4,959.  
**Cadillac average base price:** \$3,631, down 7.09%.  
**Introduction date:** December 1949.  
**Assembly plants:** Detroit, MI (1).  
**Engine and serial number identification:** Nine-digit code

for engine number (used as serial number). For all cars the number is stamped on front right side of the crankcase above the water pump. Series motors numbered as follows: 61—506100000 and up; 62—506200000 and up; 60 Special—506000000 and up; 75—507500000 and up. Ending engine number for all series is 103857.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Series 61 & 75 Fleetwood	Series 62 & 60 Special
331 CID, 2-bbl., V8	7.50:1	160	3-speed Synchronesh manual Hydra-Matic Automatic	S \$174	- S

### Major Options

	61	62	60 Special	75 Fleetwood
Heater and defroster	\$95	\$95	\$95	\$125
Radio and antenna	\$90	\$90	\$90	\$90
Power windows	\$	\$*	S	S
Power seat adjustment	\$	\$*	S	S
Outside LH rear view mirror	\$	\$	\$	\$
Windshield washers	\$10	\$10	\$10	\$10
Full wheel covers	\$25	\$25	\$25	S
White sidewall tires	\$35	\$35	\$35	\$35

\*Standard on Series 62 Convertible and Coupe de Ville.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Black	1
Hampden Blue Metallic	2
Lynton Green	3
Tyrolian Gray Metallic	4
Berkshire Blue Metallic	5
El Paso Beige Metallic	6
Corinth Blue	7
Savoy Gray Metallic	8
Madeira Maroon Metallic	9
French Gray	10
Glacier Green Metallic	12
Vista Gray Metallic over French Gray	15
Marlow Green Metallic over Lynton Green Metallic	16
French Gray over Berkshire Blue Metallic	17
Kingswood Gray Metallic over Tyrolian Gray Metallic	19
Hampden Blue Metallic over Corinth Blue	20
Fiesta Ivory	22
Black over Fiesta Ivory	23

## Series 61

*"Offering all the basic Cadillac virtues at an extremely moderate price."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1950 through 1951.

Percentage of division's sales volume: 26.07%.

Primary competition: Buick Roadmaster, Chrysler New Yorker, Frazer Manhattan, and Lincoln.

Notable changes: Completely restyled.

Major standard equipment: Two-tone gray fabric interior trim, full floor covering, rear fender skirts, directional signals, small hubcaps, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	122.0"
Length	211.8"
Width	80.2"
Height	62.0"
Legroom — front	43.5"
Legroom — rear	39.8"
Headroom — front	35.8"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 61 2-Door Club Coupe, 6-p.	6107	\$2,761	-0.97%	3829	11,839	+84.72%
Series 61 4-Door Sedan, 6-p.	6169	\$2,866	-0.93%	3822	14,619	-7.11%
TOTALS	<i>Avg. Price</i>	\$2,814	-0.95%	<i>Production</i>	26,458	+19.47%

## Series 62

*"Blending the true ingredients of luxurious motoring with practicality and moderate price."*

Nameplate year of origin: 1940.

Current bodystyle lifespan: 1950 through 1953.

Percentage of division's sales volume: 58.94%.

Primary competition: Lincoln Cosmopolitan and Packard Super Eight.

Notable changes: Completely restyled.

Major standard equipment: Two-tone interior trim, rear seat center armrest, wool-pile carpeting, rocker panel moldings, rear fender skirts, directional signals, small hubcaps, and 8.00 × 15 BSW tires. Coupe de Ville adds: Two-tone leather interior trim and Hydra-electric front seat and windows. Convertible adds: Hydra-electric powered top.

### Measurements

Wheelbase	126.0"
Length	215.8"
Width	80.2"
Height	62.7"
Legroom — front	43.6"
Legroom — rear	40.3"
Headroom — front	35.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 62 2-Door Hardtop, 6-p.	6237	\$3,150	NEW	3993	6,434	NEW
Series 62 2-Door Hardtop Coupe de Ville, 6-p.	6237D	\$3,523	+0.74%	4074	4,507	+109.63%
Series 62 2-Door Convertible, 6-p.	6267	\$3,654	+4.49%	4316	6,986	-12.68%
Series 62 4-Door Sedan, 6-p.	6219	\$3,234	+6.03%	4012	41,890	+11.36%
TOTALS	<i>Avg. Price</i>	\$3,390	+4.24%	<i>Production</i>	59,817	+8.20%

## Series 60 Special

*"The aristocrat of the highways."*

**Nameplate year of origin:** 1938.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 13.55%.

**Primary competition:** Packard Custom Eight.

**Notable changes:** Completely restyled.

**Major standard equipment:** Broadcloth interior trim (plain or patterned), color-coordinated carpeting, Hydra-electric front seat, power windows, rocker panel moldings, eight vertical chrome fender louvers in front of rear wheel opening, rear fender skirts, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	130.0"
Length	224.8"
Width	80.2"
Height	62.6"
Legroom — front	43.6"
Legroom — rear	40.3"
Headroom — front	35.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 60 Special 4-Door Sedan, 6-p.	6019	\$3,797	-0.81%	4136	13,755	+20.67%
TOTALS	<i>Avg. Price</i>	\$3,797	-0.81%	<i>Production</i>	13,755	+20.67%

## Series 75 Fleetwood

*"America's most distinguished motor car."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 1.44%.

**Primary competition:** Chrysler Crown Imperial and Packard Custom Super Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Bedford cloth or broadcloth interior trim, folding rear seat footrests, color-keyed carpeting, power front seat, power windows, auxiliary jump seats, full-length lower body trim molding, rear fender skirts, large hubcaps, and 8.20 × 15 BSW tires. Imperial adds: glass division window.

### Measurements

Wheelbase	146.8"
Length	236.7"
Width	80.2"
Height	64.1"
Legroom — front	43.2"
Legroom — rear	NA
Headroom — front	37.0"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 75 Fleetwood 4-Door Sedan, 7-p.	7523	\$4,737	-4.69%	4555	717	+20.50%
Series 75 Fleetwood Imperial 4-Door Sedan, 7-p.	7533	\$4,959	-4.08%	4586	743	+18.69%
TOTALS	<i>Avg. Price</i>	\$4,848	-0.57%	<i>Production</i>	1,460	-2.73%

# CHEVROLET

*“Bringing a sensational new kind of driving to the low-price field!”*

Two big firsts arrived for 1950, beginning with the first fully automatic transmission in the low-priced field, the Powerglide two-speed automatic transmission. Available on any DeLuxe model, Powerglide offered the first clutch-free shifting among the lowest priced makes. Attached to the new transmission was a slightly larger displacement version of the “Stove-Bolt” six-cylinder engine, which was essentially the Chevy truck engine. All of this, coupled with a new “EconoMISER” high reduction rear axle, allowed Chevrolet to achieve its traditional level of fuel economy.

Next up was the first 2-Door hardtop body style in the low-priced field. Given the glamorous name of Bel Air, the new hardtop design was similar to other GM models in that it was essentially a steel top welded onto a convertible body shell. The new top looked right at home on the new-for-'49 body and was an immediate sales hit, with over 75,000 units sold in the first year. It was the first of millions of Chevrolet hardtop models to be sold over the next 25 years.

There were few styling changes for the new season. Front-end styling updates included a new grille design. The seven vertical bars from 1949 were replaced by a single heavier vertical bar between each of the larger parking lights and the bottom grille bar. Revised hood and trunk emblems along with a new hood ornament were also featured. Powerglide equipped models used special script on the trunk lid to identify the special option.

Another model change was the deletion of the “Woodie” wagon, a victim of its greater maintenance demands and production costs. Unbelievably, sales of the one-year old steel wagon shot up over 6,000 percent to more than 165,000 units — a one-time phenomenon, as sales dropped sharply the next year. Part of this success was because Ford was not offering a four-door station wagon, which many buyers preferred. It would be 1956 before Chevrolet would surpass this production record in the station wagon body style. However, overall division production was also up by leaps and bounds for 1950.



Styleline DeLuxe 2-Door Convertible



Styleline DeLuxe 4-Door Sedan



Styleline DeLuxe 2-Door Bel Air Hardtop

**Model year production:** 1,498,590, up 44.43% from 1949.

**Domestic market share:** 22.63% (1st place).

**Base price range:** \$1,329 to \$1,994.

**Chevrolet average base price:** \$1,539, down 4.09%.

**Introduction date:** January 1950.

**Assembly plants:** Atlanta, GA (8); Baltimore, MD (14); Buffalo, NY (12); Flint, MI (1); Janesville, WI (21); Kansas City, MO (5); Norwood, OH (9); Oakland, CA (6); St. Louis, MO (3); and Tarrytown, NY (2).

**Serial number identification:** Seven to nine digit codes located on left front door hinge pillar and read as follows: First number indicates assembly plant, followed by series designation of HJ for Special and HK for DeLuxe; remaining digits are consecutive serial number, HJ-1001 through 49801 and HK-1001 through 187118. *Example:* 1HJ1001 is a 1950 Special built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.

**Powertrains**

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Special</i>	<i>DeLuxe</i>
216.5 CID Thrift-Master, 1-bbl., valve-in-head, 6-cyl.	6.6:1	92	3-speed manual	S	S
235.5 CID, 1-bbl., valve-in-head, 6-cyl.	6.7:1	105	Powerglide Automatic	-	\$158

**Major Options**

	<i>All models</i>
Heater and defroster	\$36
Deluxe in-dash heater and defroster	\$
Windshield washer	\$
Deluxe steering wheel	\$
Radio	\$64
Deluxe pushbutton radio	\$
Radio antenna	\$
Hubcaps	\$
Wheel trim rings	\$
White sidewall tires	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

**Paint Colors**

	<i>Code</i>
Maryland Black	423
Oxford Maroon Metallic	424
Grecian Gray	425
Crystal Green Metallic	426
Falcon Gray Metallic	427
Windsor Blue Metallic	428
Mist Green	429
Rodeo Beige Metallic	430
Moonlight Cream	431
Falcon Gray Metallic over Grecian Gray	432
Crystal Green Metallic over Mist Green	433
Maryland Black over Mist Green	434
Grecian Gray over Windsor Blue Metallic	435
Falcon Gray Metallic over Moonlight Cream	436
Empire Red	438
Rodeo Beige Metallic	440

**Special**

*“Only Chevrolet gives you ... such advanced engineering ... so many fine car features at lowest cost!”*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division’s sales volume:** 17.47%.

**Primary competition:** Ford Deluxe and Plymouth Deluxe.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Gray-striped pattern flat cloth with dark gray broadcloth upholstery, light gray side panels, black rubber luggage mat and front floor mat (rear compartment on business coupe), rear floor carpet on sedans and sport coupe, driver-side sun visor, three-spoke steering wheel, trunk lock, luggage compartment light (window in each taillight), stainless steel beltline molding, lower body stainless trim, rubber rear fender gravel shield, and 6.70 × 15 BSW tires.

**Measurements**

Wheelbase	115.0"
Length	197.5"
Width	74.0"
Height	63.6"
Legroom — front	42.8"
Legroom — rear	41.0"
Headroom — front	35.4"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	19.0
Fuel capacity (gals.)	16.0

**Models Available**

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Special Styleline 2-Door Business Coupe, 3-p.	HJ-1504	\$1,329	-0.75%	3025	20,984	+3.18%
Special Styleline 2-Door Sport Coupe, 6-p.	HJ-1524	\$1,408	-0.71%	3050	28,328	-29.60%
Special Styleline 2-Door Town Sedan, 6-p.	HJ-1502	\$1,403	-0.71%	3085	89,897	+29.54%
Special Styleline 4-Door Sport Sedan, 6-p.	HJ-1503	\$1,450	-0.68%	3120	55,644	+20.99%
Special Fleetline 2-Door Sedan, 5-p.	HJ-1552	\$1,403	-0.71%	3080	43,682	-25.35%
Special Fleetline 4-Door Sedan, 5-p.	HJ-1553	\$1,450	-0.68%	3115	23,277	-35.91%
TOTALS	<i>Avg. price</i>	\$1,407	-0.71%	<i>Production</i>	261,812	-3.44%



# DeLuxe

*"Finer than ever for '50! Inside ... Outside ... All the way through."*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 82.53%.

**Primary competition:** Ford Custom, Plymouth Special Deluxe, and Studebaker Champion.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Gray-striped broadcloth upholstery, adjustable front seat, gray rubber luggage mat and front floor mat with simulated carpet inserts, rear floor carpet on sedans and sport coupe, two-tone gray door panels with stainless trim, two-tone gray instrument panel with garnish molding, twin sun visors, two-spoke steering wheel, trunk lock, luggage compartment light (window in each taillight), stainless steel front fender and door molding with DeLuxe nameplate, stainless side window (except convertible and wagons), windshield, beltline, rear gravel shield, and lower body trim, fender skirts, and 6.70 × 15 BSW tires. Convertible adds: Leather and two-tone gray pile-cord upholstery, front floor mat carpeted inserts, and power top. Bel Air adds: Rear passenger compartment lights and neutral gray headliner with bright metal roof bows. Station wagon adds: Tan leather upholstery, wood-grained leather headliner and garnish moldings, wood panels on doors and sidewalls, tan linoleum rear compartment floor, and all-steel body with Di-Noc simulated wood trim.

## Measurements

	<i>All but Wagon</i>	<i>Wagon</i>
Wheelbase	115.0"	115.0"
Length	197.5"	198.3"
Width	74.0"	74.0"
Height	63.6"	65.8"
Legroom — front	42.8"	42.8"
Legroom — rear	41.0"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	35.0"	NA
Cargo capacity (cu. ft.)	19.0	NA
Fuel capacity (gals.)	16.0	16.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe Styleline 2-Door Sport Coupe, 6-p.	HK-2124	\$1,498	-0.66%	3090	81,536	+3.49%
DeLuxe Styleline 2-Door Town Sedan, 6-p.	HK-2102	\$1,482	-0.67%	3100	248,567	+68.69%
DeLuxe Styleline 2-Door Bel Air Hardtop, 6-p.	HK-2154	\$1,741	NEW	3225	76,662	NEW
DeLuxe Styleline 2-Door Convertible, 5-p.	HK-2134	\$1,847	-0.54%	3380	32,810	+1.29%
DeLuxe Styleline 4-Door Sport Sedan, 6-p.	HK-2103	\$1,529	-0.65%	3150	316,412	+65.35%
DeLuxe Styleline 4-Door Station Wagon, 8-p.	HK-2119	\$1,994	-12.04%	3460	166,995	+6168.58%
DeLuxe Fleetline 2-Door Sedan, 6-p.	HK-2152	\$1,482	-0.67%	3115	189,509	+5.14%
DeLuxe Fleetline 4-Door Sedan, 6-p.	HK-2153	\$1,529	-0.65%	3145	124,287	-4.63%
TOTALS	<i>Avg. price</i>	\$1,638	-6.15%	<i>Production</i>	1,236,778	+61.36%

# CHRYSLER

*“The Beautiful Chrysler. America’s finest for 1950.”*

A new two-door hardtop model led the news for 1950. Available in the Windsor, New Yorker and Town & Country series, the new hardtop body style was designated Newport and joined the growing list of hardtop models, mostly conceived in the same manner — that is, to weld a steel top onto a convertible body. The curve of the side windows and the three-piece wraparound rear window greatly improved the boxy Chrysler look.

Powertrains continued as in 1949 and styling changes were minimal. The grille was slightly revised, now incorporating seven vertical bars, and the bottom horizontal bar now wrapped around the front fender edge instead of the middle bar. Saratoga, New Yorker and Town & Country models used a piece of stainless trim between the two bars that wrapped onto the front fender, with a round parking lamp inset. Around back, the rear fender line was raised, and new rectangular taillights moved to a point on the back edge of the fender at mid-level. Also, new front and rear

bumpers were now of a typical convex shape, as opposed to the channel type used in 1949.

Besides the Newport Hardtop additions, model changes included the reincarnation of the Windsor Traveler. Unsuccessful in its first run in 1947 and 1948, it didn’t fare much better this time, and 1951 would be its last year. This edition of the Traveler featured a fold-down rear seat that provided a flat floor from the rear deck lid to the back of the front seat. It also utilized a roof rack. One other model change was the addition of a Deluxe version of the Imperial sedan. Introduced in 1949 and based on the New Yorker, the base Imperial sedan had upgraded trim from the New Yorker. The new Imperial Deluxe sedan was further upgraded from the base Imperial. At the same time Chrysler took the opportunity to move the Imperial downmarket in price, which resulted in partially filling the price gap between the New Yorker and Imperial lines.



New Yorker 4-Door, 6-passenger Sedan



Town & Country 2-Door Hardtop



Windsor 4-Door Sedan



Windsor 4-Door Sedan

**Model year production:** 197,295, up 44.34% from 1949.  
**Domestic market share:** 2.71% (10th place).  
**Base price range:** \$2,114 to \$5,334.  
**Chrysler average base price:** \$3,031, down 1.01%.  
**Introduction date:** January 1950.  
**Assembly plants:** Detroit, MI, and Los Angeles, CA.  
**Serial number identification:** Located on left front door hinge pillar. C-48 series: Eight digit code as follows —

Royal, 70058001 to 70079351 (LA plant 65004001 to 65006318); Windsor, 70794001 to 70889370 (LA plant, 67011001 to 67024682). C-49 series: Seven digit code as follows — Saratoga, 6774501 to 6775800; New Yorker, 7119001 to 7146000 and 7157001 to 7159341; Town & Country Hardtop, 7411501 to 7412201; Imperial, 7146001 to 7156654. C-50 series: Seven digit code as follows — Crown Imperial, 7813501 to 7813916.

## Powertrains

Engine	Compression		Transmission	Saratoga, NY, T&C and Imperial		
	Ratio	Gross HP		Royal	Windsor	
250.6 CID Spitfire, 1-bbl., L-head, 6-cyl.	7.0:1	116	3-speed manual	S	-	-
			Fluid Drive	\$26	-	-
			Prestomatic Transmission	\$95	S	-
323.5 CID Spitfire, 1-bbl., L-head, 8-cyl.	7.25:1	135	Prestomatic Transmission	-	-	S

## Major Options

	New Yorker &					
	Royal	Windsor	Saratoga	T&C	Imperial	Crown Imperial
Heater and defroster	\$70	\$70	\$70	\$70	\$70	S
Radio	\$90	\$90	\$90	\$90	\$90	S
Electric clock	\$	S	S	S	S	S
Windshield washer	\$	\$	\$	\$	\$	\$
White sidewall tires	\$	\$	\$	\$	\$	\$
Full wheel covers	\$	\$	S	S	S	S
Highlander interior upholstery	\$	\$	\$	\$	NA	NA

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code
Black	01	Crown Maroon	60
Haze Blue	05	Victoria Red	61
Racine Blue	06	Pagoda Cream	65
Newport Blue	07	Tampa Beige over Black	70
Fog Green	20	Tampa Beige over Juniper Green Metallic	71
Gulf Green	21	Tampa Beige over Indian Brown Metallic	72
Scotch Green	22	Black over Quaker Gray	73
Shell Gray	35	Black over Shell Gray	74
Stone Gray	36	Gunmetal Gray Metallic over Stone Gray	75
Gunmetal Gray Metallic	37	Tobacco Brown over Pearl Tan	76
Pearl Tan	45	Scotch Green over Fog Green	77
Tobacco Brown	46	Racine Blue over Haze Blue	78

# Royal

*"The stylish Royal."*

**Nameplate year of origin:** 1937 (also used on 1933 Royal Eight).

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 13.77%.

**Primary competition:** Buick Super, DeSoto Custom, Hudson Commodore, Kaiser DeLuxe, and Packard Deluxe Clipper.

**Notable changes:** Revised rear fenders and minor trim and detail changes.

**Major standard equipment:** Pile fabric or broadcloth interior trim, rubber floor covering in front compartment, carpeted rear compartment, directional signals, two-speed electric windshield wipers, luggage compartment light, small hubcaps, and 7.60 × 15 BSW tires. Eight passenger sedan adds: Carpeted front compartment, two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires. Town & Country station wagon adds: Di-Noc exterior wood paneling with ash trim, third row removable seating.

## Measurements

	<i>Coupe &amp; Sedan</i>	<i>8-pass. Sedan</i>	<i>Station Wagons</i>
Wheelbase	125.5"	139.5"	125.5"
Length	206.5"	222.8"	206.5"
Width	76.0"	76.0"	74.8"
Height	64.8"	NA	65.5"
Legroom — front	41.8"	41.8"	41.8"
Legroom — rear	41.5"	NA	NA
Headroom — front	36.0"	NA	NA
Headroom — rear	37.0"	NA	NA
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	17.0	17.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Royal 2-Door Club Coupe, 6-p.	C-48S	\$2,114	+5.59%	3540	5,900	+21.67%
Royal 4-Door Sedan, 6-p.	C-48S	\$2,134	+5.59%	3610	17,713	+34.27%
Royal 4-Door Sedan, 8-p.	C-48S	\$2,855	+0.42%	4190	375	+102.70%
Royal 4-Door Station Wagon, 6-p.	C-48S	\$3,163	NEW	4055	100	NEW
Royal Town & Country 4-Door Station Wagon	C-48S	\$2,734	-7.88%	3964	599	-29.53%
TOTALS	<i>Avg. Price</i>	\$2,550	+5.76%	<i>Production</i>	24,687	+29.41%

# Windsor

*"Fine car performance, style and prestige in the medium price field."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 62.59%.

**Primary competition:** Buick Super, DeSoto Custom, Hudson Commodore, Kaiser DeLuxe, and Packard Deluxe Clipper.

**Notable changes:** Revised rear fenders and minor trim and detail changes.

**Major standard equipment:** Two-tone wool broadcloth interior trim, rear seat center folding armrest, color-keyed front floor mat and rear carpeted floors, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, small hubcaps, and 7.60 × 15 BSW tires. Convertible adds: Power top. Eight-passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires.

## Measurements

	<i>All but 8-pass. Sedan</i>	<i>8-pass. Sedan</i>
Wheelbase	125.5"	139.5"
Length	206.5"	222.8"
Width	76.0"	76.0"
Height	64.8"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	36.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Windsor 2-Door Club Coupe, 6-p.	C-48W	\$2,307	+5.54%	3670	20,050	+13.07%
Windsor 2-Door Newport Hardtop, 6-p.	C-48W	\$2,636	NEW	3875	9,925	NEW
Windsor 2-Door Convertible, 6-p.	C-48W	\$2,741	+5.50%	3905	2,201	-31.94%
Windsor 4-Door Sedan, 6-p.	C-48W	\$2,328	+5.53%	3765	78,199	+39.94%
Windsor 4-Door Traveler Sedan, 6-p.	C-48W	\$2,560	NEW	3830	900	NEW
Windsor 4-Door Sedan, 8-p.	C-48W	\$3,050	+0.43%	4295	763	+104.56%
Windsor 4-Door Sedan Limousine, 8-p.	C-48W	\$3,176	+0.38%	4400	174	+138.36%
TOTALS	<i>Avg. Price</i>	\$2,685	+1.79%	<i>Production</i>	112,212	+45.18%

## Saratoga

*"Sleek and stylish combined with comfort and luxury."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 0.73%.

Primary competition: Frazer, Oldsmobile 98, and Packard Deluxe Clipper.

Notable changes: Revised rear fenders and minor trim and detail changes. Major standard equipment: Pile fabric or broadcloth interior trim, rubber floor covering in front compartment, carpeted rear compartment, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	131.5"
Length	212.5"
Width	76.0"
Height	65.3"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Saratoga 2-Door Club Coupe, 6-p.	C-49K	\$2,616	+6.86%	4110	300	-35.48%
Saratoga 4-Door Sedan, 6-p.	C-49K	\$2,642	+6.83%	4170	1,000	-44.75%
TOTALS	<i>Avg. Price</i>	\$2,629	+6.85%	<i>Production</i>	1,300	-42.86%

## New Yorker

*"The finest of the fine car field."*

Nameplate year of origin: 1939 (altered from 1938 New York Special model).

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 16.36%.

Primary competition: Buick Roadmaster, Cadillac Series 61, Frazer Manhattan, Lincoln, and Packard Custom Eight.

Notable changes: Revised rear fenders and minor trim and detail changes.

Major standard equipment: Two-tone wool broadcloth interior, rear seat center pull-down armrest, full floor carpeting, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.20 × 15 BSW tires. Convertible adds: Power top and LH rear view mirror.

### Measurements

Wheelbase	131.5"
Length	212.5"
Width	76.0"
Height	65.3"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
New Yorker 2-Door Club Coupe, 6-p.	C-49N	\$2,732	+6.80%	4110	3,000	-33.69%
New Yorker 2-Door Newport Hardtop, 6-p.	C-49N	\$3,133	NEW	4370	2,800	NEW
New Yorker 2-Door Convertible, 6-p.	C-49N	\$3,238	+6.55%	4360	899	-20.93%
New Yorker 4-Door Sedan, 6-p.	C-49N	\$2,758	+6.78%	4199	22,633	+20.52%
TOTALS	<i>Avg. Price</i>	\$2,965	+8.75%	<i>Production</i>	29,332	+20.02%

## Town & Country

*"Unquestionably the most distinctive car in America."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 0.39%.

**Primary competition:** None.

**Notable changes:** Revised rear fenders and minor trim and detail changes. Now available as a 2-Door hardtop model versus 1949 2-Door convertible.

**Major standard equipment:** Leather interior trim, full floor carpeting, power top, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, Di-Noc mahogany colored panels surrounded by solid white ash framework, full wheel covers, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	131.5"
Length	212.5"
Width	76.0"
Height	NA
Legroom — front	41.8"
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Town & Country 2-Door Newport Hardtop, 6-p.	C-49N	\$4,003	NEW	4630	700	NEW
TOTALS	<i>Avg. Price</i>	\$4,003	+6.32%	<i>Production</i>	700	-30.00%

## Imperial

*"Dramatically re-styled ... the aristocrat of cars."*

**Nameplate year of origin:** 1926.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 5.94%.

**Primary competition:** Cadillac Series 62, Frazer Manhattan, Lincoln Cosmopolitan, and Packard Super 8.

**Notable changes:** Revised rear fenders and minor trim and detail changes.

**Major standard equipment:** Leather and broadcloth interior trim, rear seat center pull-down armrest, full floor carpeting, directional signals, electric clock, canvas covered roof, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.20 × 15 BSW tires. Deluxe adds: Interior upgrades.

### Measurements

Wheelbase	131.5"
Length	212.5"
Width	76.0"
Height	65.3"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0



### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Imperial 4-Door Sedan, 6-p.	C-49N	\$3,055	-34.50%	4245	9,500	+18,900.00%
Imperial 4-Door Deluxe Sedan, 6-p.	C-49N	\$3,176	NEW	4250	1,150	NEW
TOTALS	<i>Avg. Price</i>	\$3,116	-33.20%	<i>Production</i>	10,650	+21,200.00%

## Crown Imperial

*"Today's new style classic."*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 0.23%.

**Primary competition:** Cadillac Series 75 and Packard Custom 8.

**Notable changes:** Revised rear fenders and minor trim and detail changes.

**Major standard equipment:** Leather and broadcloth interior trim, rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, divider window between driver and rear passenger compartment on limousine, directional signals, electric clock, heater and defroster, two-speed electric windshield wipers, luggage compartment light, reverse-hinged rear doors, full wheel covers, and 8.90 × 15 BSW tires.

### Measurements

Wheelbase	145.5"
Length	230.3"
Width	79.9"
Height	68.7"
Legroom — front	41.8"
Legroom — rear	NA
Headroom — front	38.7"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Crown Imperial 4-Door Sedan, 8-p.	C-50	\$5,229	+0.00%	5235	209	+422.50%
Crown Imperial 4-Door Limousine, 8-p.	C-50	\$5,334	+0.00%	5305	205	+355.56%
TOTALS	<i>Avg. Price</i>	\$5,282	+0.00%	<i>Production</i>	414	+387.06%

# CROSLEY

*"A FINE car!"*

The 1950 Crosley line was a continuation of the 1949 line with only a few changes. New features for the standard Crosley line included sealed beam headlamps, standard turn signals (except on the station wagon), and new door handles. All other features continued with no changes. There was a new Super sub-series added to the Crosley line. It featured a bodyside stainless steel molding on the front fender and door, Super identification on the front fender, a few extra interior trim pieces, and "Hydradisk" brakes, the first

disc brake system successfully used on production vehicles.

The sporty Hot Shot added a new model to the line with the Super Hot Shot. The Super featured low-cut doors in the door opening and "Super" script in chrome on the cowl. All Hot Shots this year used Crosley's new Hydradisk brakes. The Hot Shot, and all other Crosleys would have the CIBA cast-iron engine block as standard equipment this year.

Sales continued to slide as the postwar seller's market

ended, and all other manufacturers had finally completed introduction of their new postwar models. Not helping the cause for Crosley was the 1950 introduction of the 100 inch wheelbase Nash Rambler. While a larger and more expensive car, the Rambler filled a desire of the consumer to have more comfortable accommodations and certain other fea-

tures that Crosley could not offer. Crosley did outsell the waning medium-priced Frazer line for 1950, the second time in the postwar era that Crosley would not be at the bottom of the market in terms of production. But with production below 10,000 units for a second year in a row, the future was not looking good.



2-Door Station Wagon



Hot Shot Super Shot

**Model year production:** 6,793, down 8.59% from 1949.  
**Domestic market share:** 0.10% (18th place).  
**Base price range:** \$872 to \$984.  
**Crosley average base price:** \$921, up 2.98%.  
**Introduction date:** October 1949.  
**Assembly plants:** Marian, IN.  
**Serial number identification:** Seven to eight digit code lo-

cated on center of cowl under the hood and read as follows: First two digits indicate series designation (CD for Crosley sedan, wagon and convertible, VC for Hot Shot). Remaining numbers are sequential serial number as in chart below. *Note:* Crosley did not build cars on a model year basis, so the serial numbers indicate the year in which the car was produced, not its model year.

### Serial Numbers by Series

Series	Series code	Beginning	Ending
Crosley	CD	200001	206685
Hot Shot	VC	20001	20835

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	CD series	Hot Shot
44 CID CIBA 4, 1-bbl., valve-in-head, 4-cyl.	7.8:1	26.5	3-speed manual	S	S

### Major Options

	<i>All models</i>
Heater	\$
Seat covers	\$
Radio	\$
Radio antenna	\$
Bumper guards	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

Standard colors of white, gray, blue, yellow and green were offered. Customers could also choose from other colors as available.

# Crosley Series CD

*"It's smart to own a Crosley!"*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1946 through 1952.

Percentage of division's sales volume: 89.06%.

Primary competition: None.

Notable changes: New Super sub-series; otherwise no major changes.

**Major standard equipment:** Fabric interior, driver's side windshield wiper, stainless steel beltline molding, single horn, dual taillamps, and 4.50 × 12 BSW tires. Wagon and Convertible add: Plastic coated upholstery. Super series adds: Bodyside stainless steel molding on the front fender and door, Super script on front fender, and Hydradisk brakes.

## Measurements

Wheelbase	80.0"
Length	145.0"
Width	49.0"
Height	57.0"
Legroom — front	39.0"
Legroom — rear	37.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	6.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY†
Crosley CD 2-Door Sedan, 4-p.	NA	\$882	-1.89%	1363	1,367	-38.77%
Crosley CD 2-Door Convertible Sedan, 4-p.	NA	\$882	-1.89%	1320	478	-26.05%
Crosley CD 2-Door Station Wagon, 4-p.	NA	\$915	-1.51%	1403	4,205	+10.54%
Crosley CD Super 2-Door DeLuxe Sedan, 4-p.	NA	\$951	NEW	1363	*	NEW
Crosley CD Super 2-Door Convertible Sedan, 4-p.	NA	\$954	NEW	1320	*	NEW
Crosley CD Super 2-Door Station Wagon, 4-p.	NA	\$984	NEW	1403	*	NEW
TOTALS		<i>Avg. price</i> \$928	+2.09%	<i>Production</i>	6,050	-9.46%

\*Super and base series cars production kept as one total by body style. †Change from LY compares total of body style in both sub-series to 1949 CD series.

# Hot Shot

*"America's favorite two-passenger sports car with the continental flavor!"*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 10.94%.

Primary competition: None.

Notable changes: New Super model, otherwise no major changes.

**Major standard equipment:** Vinyl bucket seat interior, dual windshield wipers, single horn, dual taillamps, and 4.50 × 12 BSW tires. Super adds: Low-cut doors and "Super" script on cowl.

## Measurements

Wheelbase	85.0"
Length	137.0"
Width	51.0"
Height	51.0"
Legroom — front	37.0"
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	6.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY†
Hot Shot 2-Door Roadster, 2-p.	NA	\$872	+2.71%	1175	743	-1.33%
Super Hot Shot 2-Door Roadster, 2-p.	NA	\$975	NEW	1175	*	NEW
TOTALS		<i>Avg. price</i> \$899	+5.83%	<i>Production</i>	743	-1.20%

\*Super and base series Hot Shot production kept as one total. †Change from LY compares total of both models to 1949 VC series.

# DESOTO

*“The New DeSoto. A practical car ... and the smartest by far!”*

The first DeSoto 2-Door Hardtop was introduced for the new model year. Named the Sportsman, it followed the expected “hardtop on convertible body” look, complete with a three-piece, wraparound rear window. While adding another sporty model to the DeSoto line, the hardtop still managed to look boxy, and ultimately did not do much to increase sales. Other model changes included moving the station wagon from the DeLuxe to the Custom line. Along with the move, buyers were given a choice of all-steel bodies, with or without wood decoration. Replacing the DeLuxe wagon was an 8-passenger sedan on the longer wheelbase chassis.

Aside from model changes, there was really not much

new for DeSoto, despite the advertising slogans. Styling changes were minimal for the “New DeSoto.” Some of the highlights outside included new round parking lights mounted under the headlights within the grille bars. An enlarged center grille bar used a body color background with the DeSoto emblem on it. Around to the back of the car, the rear window on sedans was enlarged, providing an advertised 33 percent greater visibility to the rear. Also at the rear end, the fender was now more peaked and ended in a new three-section oblong taillamp housing, which combined tail and stop lights into one unit. On the bodyside, a revised gravel guard was designed for Custom models. Finally, powertrains continued basically unchanged.



Custom 2-Door Convertible



Custom 4-Door Sedan



Custom 2-Door Sportsman Hardtop



DeLuxe 4-Door Carry-All Sedan

**Model year production:** 133,850, up 41.83% from 1949.  
**Domestic market share:** 2.02% (12th place).  
**Base price range:** \$1,976 to \$3,179.  
**DeSoto average base price:** \$2,506, up 2.25%.  
**Introduction date:** January 1950.  
**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. Deluxe S-14 series: Seven digit code, 6233501 to 6262653 (LA plant, 60005001 to 60009175). Custom S-14 series: Eight digit code, 50062001 to 50148412 (LA plant, 62011501 to 62023225).

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	DeLuxe	Custom
236.6 CID, Powermaster 1-bbl., L-head, 6-cyl.	7.1:1	112	3-speed manual Gyrol Fluid Drive w/Tip-Toe transmission shift	S \$121	- S

### Major Options

	<i>DeLuxe</i>	<i>Custom</i>	
Heater	\$44	\$44	Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.
All-Weather Comfort System — heater and defroster	\$	\$	
AM radio	\$90	\$90	
Electric clock	\$	\$	
White sidewall tires	\$	\$	

### Paint Colors

	<i>Code</i>		<i>Code</i>
Black	301	Royal Maroon	360
Pacific Blue	305	Princess Yellow	365
Regal Blue Metallic	306	Samoa Beige Metallic over Desert Tan	370
Midnight Blue	307	Andante Green Metallic over Glen Green	371
Glen Green	320	Cadet Gray over Silver Gray	372
Andante Green Metallic	321	Regal Blue Metallic over Pacific Blue	373
Cape Verde Green Metallic	322	Glade Green Metallic	374
Cadet Gray	335	Nubian Bronze Metallic	375
Silver Gray	336	Black over Princess Yellow	376
Desert Tan	345	Black over Cadet Gray	377
Samoa Beige Metallic	346	Black over Royal Maroon	378

## DeLuxe

“The new DeSoto DeLuxe.”

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 24.90%.

Primary competition: Buick Special, Chrysler Royal, Kaiser Special, Mercury and Oldsmobile 76.

Notable changes: Minor trim and detail changes.

Major standard equipment: Broadcloth interior trim, full floor carpeting, front door armrests, two spoke steering wheel, two-speed electric windshield wipers, stainless beltline molding with series designation under front vent window, chrome trim surround on windshield and vent windows, luggage compartment light, small hubcaps, and 7.60 × 15 BSW tires. Eight passenger sedan adds: Cloth upholstery, two rear compartment jump seats, reverse-hinged rear doors and 8.20 × 15 BSW tires.

### Measurements

	<i>All but 8-passenger</i>	<i>8-passenger Sedan</i>
Wheelbase	125.5"	139.5"
Length	206.8"	223.8"
Width	73.2"	73.5"
Height	66.4"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	37.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 2-Door Club Coupe, 6-p.	S14-1	\$1,976	+0.00%	3450	10,703	+57.24%
DeLuxe 4-Door Sedan, 6-p.	S14-1	\$1,986	+0.00%	3525	18,489	+40.62%
DeLuxe 4-Door Carry-All Sedan, 6-p.	S14-1	\$2,190	+0.00%	3600	3,900	+44.98%
DeLuxe 4-Door Sedan, 8-p.	S14-1	\$2,676	NEW	3995	235	NEW
TOTALS	<i>Avg. Price</i>	\$2,207	-3.11%	<i>Production</i>	23,495	+41.85%

# Custom

*"The new DeSoto Custom."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 75.10%.

Primary competition: Buick Super, Chrysler Windsor, Hudson Super 6, Kaiser DeLuxe, Nash Ambassador, and Oldsmobile 88.

Notable changes: Minor trim and detail changes.

Major standard equipment: Broadcloth interior trim (vinyl on station wagons), full floor carpeting, front door armrests, three spoke steering wheel, two-speed electric windshield wipers, stainless beltline molding with series designation under front vent window, chrome trim surround on windshield and vent windows, twin lower front fender chrome strips, chrome rear fender guard, luggage compartment light, small hubcaps with chrome trim ring, and 7.60 × 15 BSW tires. Sportsman adds: Bedford cord and leather interior trim, full wheel covers and WSW tires. Convertible adds: Power top. Suburban adds: Delon plastic (vinyl) upholstery, reverse-hinged rear doors and 8.20 × 15 BSW tires. Eight passenger sedan adds: Cloth upholstery and two rear compartment jump seats.

## Measurements

	<i>All but 8-pass. Sedan &amp; Suburban</i>	<i>8-pass. Sedan &amp; Suburban</i>
Wheelbase	125.5"	139.5"
Length	206.8"	223.8"
Width	73.2"	73.5"
Height	66.4"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	37.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Club Coupe, 6-p.	S14-2	\$2,156	+0.00%	3575	18,302	-0.70%
Custom Sportsman 2-Door Hardtop, 6-p.	S14-2	\$2,489	NEW	3735	4,600	NEW
Custom 2-Door Convertible, 6-p.	S14-2	\$2,578	+0.00%	3815	2,900	-14.33%
Custom 4-Door Sedan, 6-p.	S14-2	\$2,174	+0.00%	3640	72,664	+49.55%
Custom 4-Door (Steel) Station Wagon, 6-p.	S14-2	\$2,717	NEW	3900	100	NEW
Custom 4-Door (Wood) Station Wagon, 6-p.	S14-2	\$3,093	NEW	4035	600	NEW
Custom 4-Door Sedan, 8-p.	S14-2	\$2,863	+0.00%	4115	734	+114.62%
Custom 4-Door Suburban, 9-p.	S14-2	\$3,179	+0.00%	4400	623	+382.95%
TOTALS	<i>Avg. Price</i>	\$2,656	+2.55%	<i>Production</i>	100,523	+41.83%

# DODGE

*"Presenting the new, bigger value Dodge."*

After a totally new design last year, the 1950 Dodge was only mildly facelifted, the most obvious change being

a new grille consisting of three horizontal bars. The upper bar was shorter, running across the base of the hood open-



ing, and turning down to meet the second bar just inside the headlights. The middle and bottom bar made up an oval of sorts, with round parking lamps in each end, and a large, vertical center chrome piece carried the Dodge crest. A small space between the lower bar and the bumper filler pan rounded out the new look.

Interiors received a few detail changes, and new tail-lights that followed the contours of the rear fenders were seen. No significant changes were made to the powertrain or chassis, although the 6-cylinder engine was touted as the Dodge “Get-Away” engine.

A significant new introduction was the arrival of Dodge’s first 2-Door Hardtop model. Christened the Diplomat, it was very much like all the other first edition 2-Door hardtops, essentially a convertible with a steel top. The only other model change was the introduction of an all-steel bodied station wagon, designated the Sierra. The Sierra was a 6-passenger wagon which, unlike some of its competition, did not have fake wood appliques to emulate the look of its wood-bodied stablemate.



Coronet 4-Door, 9-passenger Station Wagon



Coronet 2-Door Diplomat Hardtop



Meadowbrook 4-Door Sedan



Wayfarer 2-Door Roadster and  
2-Door Business Coupe

**Model year production:** 343,096, up 33.58% from 1949.

**Domestic market share:** 5.18% (8th place).

**Base price range:** \$1,611 to \$2,865.

**Dodge average base price:** \$2,108, up 2.39%.

**Introduction date:** January 4, 1950. Coronet Diplomat introduced June 11, 1950.

**Assembly plants:** Detroit, MI; Los Angeles, CA; and San Leandro, CA.

**Serial number identification:** Located on left front door hinge pillar. Wayfarer D-33 series: Eight digit code as follows — Detroit, 37060101 to 37129622; Los Angeles, 48502001 to 48504748; San Leandro, 48004001 to 48007069. Coronet and Meadowbrook D-34 series: Eight digit code as follows — Detroit, 31420001 to 31660411; Los Angeles, 45505001 to 45515652; San Leandro, 45064001 to 45077531.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Wayfarer &amp; Meadowbrook</i>	<i>Coronet</i>
230.2 CID Get-Away, 1-bbl., L-head, 6-cyl.	7.0:1	103	Gyrol Fluid-Drive Gyro-Matic	S -	S \$90

### Major Options

	Wayfarer	Meadowbrook	Coronet
Heater and defroster	\$44	\$44	\$44
Radio	\$90	\$90	\$90
Electric clock	\$	\$	\$
Electric windshield wipers	\$	S	S
Turn signal	\$	\$	\$
Chrome wheel trim rings	\$	\$	S
White sidewall tires	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Black	501
LaPlata Blue	505
Dominion Blue	506
Island Green	520
Hunter Green	521
Gypsy Green	522
Granite Gray	535
French Gray	536
Nassau Beige	545
Burma Tan Metallic	546
Monarch Maroon	560
Cadet Red	561
Air Cruiser Red	562
Victoria Ivory	565

## Wayfarer

“Smart styling inside and out.”

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 21.98%.

Primary competition: Nash Statesman and Studebaker Champion.

Notable changes: Restyled front end and trim and detail changes.

Major standard equipment: Broadcloth interior trim, rubber floor covering, front door armrests, driver's side sun visor, roll-up side windows (optional on Roadster), chrome beltline molding, small hubcaps, and 6.70 x 15 BSW tires.

### Measurements

Wheelbase	115.0"
Length	196.5"
Width	73.0"
Height	64.3"
Legroom — front	42.5"
Legroom — rear	43.0"
Headroom — front	37.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Wayfarer 2-Door Business Coupe, 3-p.	D-33	\$1,611	0.00%	3095	7,500	-19.72%
Wayfarer 2-Door Sedan, 6-p.	D-33	\$1,737	0.00%	3200	65,000	+32.51%
Wayfarer 2-Door Roadster, 3-p.	D-33	\$1,727	0.00%	3155	2,903	-46.44%
TOTALS	<i>Avg. Price</i>	\$1,692	0.00%	<i>Production</i>	75,403	+18.16%

## Meadowbrook

“Quality and value in every detail.”

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 32.52% (est.\*).

Primary competition: Nash Statesman Custom, Oldsmobile 76, Pontiac Chieftain DeLuxe, and Studebaker Commander DeLuxe.

### Measurements

Wheelbase	123.5"
Length	202.8"
Width	74.4"
Height	65.5"

**Notable changes:** Restyled front end and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, full floor rubber covering, directional signals, two-speed electric windshield wipers, windshield, rear window and vent window stainless trim, rocker panel moldings, small hubcaps, and 7.00 × 15 BSW tires.

### Measurements (cont.)

Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	37.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Meadowbrook 4-Door Sedan, 6-p.	D-34	\$1,848	0.00%	3395	221,791*	+53.61%*
TOTALS	Avg. Price	\$1,848	0.00%	Production	221,791*	+53.61%*

\*Meadowbrook and Coronet 4-Door Sedan production records were kept combined. The total is included under Meadowbrook.

## Coronet

*"Here is Dodge at its matchless BEST!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 45.50% (est.\*).

**Primary competition:** DeSoto DeLuxe, Hudson Pacemaker 6, Kaiser Special, Mercury, Nash Ambassador, Oldsmobile 88, and Studebaker Commander Regal DeLuxe.

**Notable changes:** Restyled front end and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, full floor rubber covering, directional signals, two-speed electric windshield wipers, windshield, rear window and vent window stainless trim, rocker panel moldings, rear fender gravel shields, small hubcaps, and 7.00 × 15 BSW tires. Diplomat adds: Vinyl interior trim. Convertible adds: Power top. Wagons add: 7.60 × 15 BSW tires. Wood wagon adds: Mahogany and ash wood trim body panels and third row seat. Eight passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires.

### Measurements

	All but 8-pass. Sedan	8-pass. Sedan
Wheelbase	123.5"	137.5"
Length	202.8"	216.8"
Width	74.4"	74.5"
Height	65.5"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	37.0"	37.0"
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Coronet 2-Door Club Coupe, 6-p.	D-34	\$1,913	0.00%	3340	38,502	-15.26%
Coronet 2-Door Diplomat Hardtop, 6-p.	D-34	\$2,223	NEW	3515	3,600	NEW
Coronet 2-Door Convertible, 6-p.	D-34	\$2,328	0.00%	3590	1,800	-25.34%
Coronet 4-Door Sedan, 6-p.	D-34	\$1,927	0.00%	3405	*	NA <sup>†</sup>
Coronet 4-Door Town Sedan, 6-p.	D-34	\$2,011	0.00%	3410	*	NEW <sup>†</sup>
Coronet 4-Door Sedan, 8-p.	D-34	\$2,617	0.00%	4045	1,300	NA <sup>††</sup>
Coronet 4-Door Sierra Station Wagon, 6-p.	D-34	\$2,484	NEW	3726	600	NEW
Coronet 4-Door Station Wagon, 9-p.	D-34	\$2,865	0.00%	3850	100	-87.50%
TOTALS	Avg. Price	\$2,296	+0.84%	Production	45,902*	NA <sup>†</sup>

\*Meadowbrook and Coronet 4-Door Sedan production records were kept combined. The total is included under Meadowbrook. <sup>†</sup>Comparison not available due to the 4-Door Sedan production being combined. <sup>††</sup>Increase unknown, as 1949 production is uncertain.

# FORD

*“50 Ways New ... 50 Ways Finer ... the '50 Ford!”*

After the highly successful 1949 models, Ford was content not to mess with the formula, at least not much. Styling changes at the front were minimal, consisting of new rectangular parking lights mounted in a ribbed bezel between the center and lower grille bars. The center and lower bars were also extended to wrap around the front fender edges. And a new-design hood ornament and bumper guards were affixed.

A red, white and blue Ford crest was introduced as the new hood emblem, replacing the “Ford” block lettering of last year. This emblem would quickly become a unique Ford identifier through the mid-sixties when the tried-and-true “Blue Oval” would begin to make a comeback. Powertrains were left untouched, interiors were given some new color choices and the Custom was renamed the Custom DeLuxe.

A special new coupe, named the Crestliner, was introduced as a specially trimmed Custom DeLuxe 2-Door Sedan available only with V8 power. Since Ford would not have a hardtop body style until 1951, they needed something

to counter Chevrolet’s Bel Air hardtop. The special trim included a vinyl top, special chrome bodyside trim, a unique steering wheel, special paint combinations, and full wheel covers. The bodyside trim began at the top of the center grille bar end as it rounded the front fender edge. From here it went up about six inches, turned and gradually sloped downward to a point just above and in front of the rear wheel opening, where it quickly turned back forward to meet a new rocker panel molding at the back edge of the door. Rear fender skirts were a popular option for these cars.

Other model changes included the DeLuxe Club coupe being discontinued and the wood wagon now being designated the Country Squire. The Country Squire name would survive on full-size, wood-trimmed Ford station wagons until they were discontinued some 40 years later. Finally, after a single year of having a 6-cylinder convertible offering, Ford returned to the past few years’ practice of offering the convertible model with V8 power exclusively.



Custom DeLuxe 2-Door Convertible



Custom DeLuxe Tudor (2-Door) Sedan



Custom DeLuxe Fordor (4-Door) Sedan



DeLuxe 2-Door, 2-passenger Business Coupe

**Model year production:** 1,209,549, up 8.12% from 1949.

**Domestic market share:** 18.26% (2nd place).

**Base price range:** \$1,332 to \$2,111.

**Ford average base price:** \$1,627, up 2.92%.

**Introduction date:** November 1949.

**Assembly plants:** Atlanta, GA (AT); Buffalo, NY (BF); Chester, PA (CS); Chicago, IL (CH); Dallas, TX (DL); Dearborn, MI (DA); Edgewater, NJ (EG); Kansas City, MO (KC); Long Beach, CA (LB); Louisville, KY (LU); Memphis, TN (MP); Norfolk, VA (NR); Richmond, CA (RH); Somerville, MA (SR); and Twin Cities (St. Paul), MN (SP). Note that a letter P prefixing the assembly plant code indicates a 255 CID V8, 110-hp, special engine installed for law enforcement agencies.

**Serial number identification:** Ten-digit number located on right front frame and on right side of dash under hood and read as follows: First digit indicates engine installation, H for 6-cylinder and B for 8-cylinder. The second digit indicates model year (0 = 1950). Third and fourth digits indicate assembly plant code from above. Remaining digits are sequential with beginning number of 100001 and ending number as follows in the chart below. The serial numbers are not duplicated between engine codes: as an example 164711 is the last serial number of a 6-cylinder car built in Atlanta, and 164852 is the last V8 model built in Atlanta. Numbers from 164712 through 164852 would have all been V8 cars.

### Highest Serial Numbers by Assembly Plant and Engine

<i>Assembly plant</i>	<i>6-cylinder (Code H)</i>	<i>V8 (Code B)</i>
Atlanta, GA (AT)	164711	164852
Buffalo, NY (BF)	180993	180989
Chester, PA (CS)	170362	170361
Chicago, IL (CH)	219530	219513
Dallas, TX (DL)	172692	172707
Dearborn, MI (DA)	239617	239619
Edgewater, NJ (EG)	176395	176410
Kansas City, MO (KC)	175998	176000
Long Beach, CA (LB)	162549	162751
Louisville, KY (LU)	171202	171201
Memphis, TN (MP)	179513	179635
Norfolk, VA (NR)	175721	175730
Richmond, CA (RH)	163823	163828
Somerville, MA (SR)	163678	163682
Twin Cities (St. Paul), MN (SP)	186588	186605

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>DeLuxe</i>	<i>Custom DeLuxe</i>
226 CID, 1-bbl., L-head, 6-cyl.	6.7:1	95	3-speed manual Overdrive	S \$97	S \$97
239 CID, 2-bbl., L-head, V8	6.75:1	100	3-speed manual Overdrive	\$74-\$87* \$171-\$184*	\$73-\$79* \$170-\$176*

\*Pricing varies by model. The V8 engine is standard on the Custom DeLuxe convertible and Crestliner 2-Door Sedan. Add \$97 for Overdrive.

### Major Options

	<i>DeLuxe</i>	<i>Custom DeLuxe</i>
Heater	\$38	\$38
Heater and defroster	\$	\$
Radio	\$78	\$78
Hubcaps	\$	\$
Wheel trim rings	\$	\$
White sidewall tires	\$30	\$30

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Cambridge Maroon Metallic	M14340	Black	M1724
Osage Green Metallic	M14342	Coronation Red Metallic	M14199
Dover Gray	M14344	Hawaiian Bronze Metallic	M14200
Sportsman Green	M14346	Wagon Tan	M14201
Silvertone Gray	M14197	Casino Cream	M14174
Palisade Green	M14341	Coronation Red Metallic over Black	*
Sunland Beige	M14343	Sportsman Green over Black	*
Hawthorne Green Metallic	M14345	Hawaiian Bronze Metallic over Wagon Tan	*
Matador Red Metallic	M14347		
Sheridan Blue	M14285		
Bimini Blue Metallic	M14280		

*\*Two-tones use code of main body color and are exclusive to Crestliner models.*

## DeLuxe

*"See, hear and feel the difference!"*

**Nameplate year of origin:** 1930.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 32.11%.

**Primary competition:** Chevrolet Special and Plymouth Deluxe.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth or mohair upholstery, left front door armrest, rear seat armrests, front and rear floor covering, horn button, dual horns, dual windshield wipers, driver side sun visor, front and rear window moldings, lower body stainless trim, and 6.00 × 16 BSW tires.

### Measurements

Wheelbase	114.0"
Length	196.8"
Width	71.7"
Height	62.8"
Legroom — front	40.0"
Legroom — rear	41.2"
Headroom — front	35.1"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	22.9
Fuel capacity (gals.)	17.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 2-Door Coupe, 3-p.	D72C	\$1,332	-0.08%	2925	35,120	+21.33%
DeLuxe 2-Door (Tudor) Sedan, 6-p.	D70	\$1,424	-0.07%	2981	275,360	+117.21%
DeLuxe 4-Door (Fordor) Sedan, 6-p.	D73	\$1,471	-0.07%	3040	77,888	+74.78%
TOTALS	<i>Avg. price</i>	\$1,409	-0.16%	<i>Production</i>	388,368	+89.96%

## Custom DeLuxe

*"The only fine car in the low-priced field."*

**Nameplate year of origin:** 1949 (1950 as Custom DeLuxe designation).

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 67.89%.

**Primary competition:** Chevrolet DeLuxe, Nash Statesman, Plymouth Special Deluxe, and Studebaker Champion.

**Notable changes:** Minor trim and detail changes. The Custom DeLuxe name replaces the Custom.

**Major standard equipment:** Broadcloth or mohair upholstery, left

### Measurements

	<i>Cars</i>	<i>Wagon</i>
Wheelbase	114.0"	114.0"
Length	196.8"	208.0"
Width	71.7"	71.7"
Height	62.8"	NA
Legroom — front	40.0"	40.0"



front door armrest, rear seat armrests, assist straps, clock, front and rear floor covering, dual horns, dual windshield wipers, dual sun visors, stainless front, rear and side window surround moldings, lower body stainless trim, and 6.00 × 16 BSW tires. Crestliner adds: Specific interior and exterior trim. Convertible adds: Leather and Bedford cord upholstery, and hydraulic power top. Station wagon adds: Leather front seat and vinyl rear seat upholstery, metal spare tire cover mounted on tailgate, and 7.10 × 15 BSW tires.

### Measurements (cont.)

	Cars	Wagon
Legroom — rear	41.2"	NA
Headroom — front	35.1"	35.1"
Headroom — rear	35.3"	NA
Cargo capacity (cu. ft.)	22.9	NA
Fuel capacity (gals.)	17.0	19.5

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom DeLuxe 2-Door Club Coupe, 5-p.	C72	\$1,511	0.00%	2965	85,111	-43.36%
Custom DeLuxe 2-Door (Tudor) Sedan, 6-p.	C70	\$1,511	0.00%	2988	398,060	-8.14%
Custom DeLuxe 2-Door (Tudor) Crestliner Sedan, 6-p.	C70C	\$1,779	NEW	3050	17,601	NEW
Custom DeLuxe 2-Door Convertible, 6-p.	C76	\$1,948	+3.34%	3277	50,299	-1.63%
Custom DeLuxe 4-Door (Fordor) Sedan, 6-p.	C73	\$1,558	0.00%	3047	247,181	-0.40%
Custom DeLuxe 2-Door Country Squire Station Wagon, 8-p.	C79	\$2,111	-0.38%	3510	22,929	-27.01%
TOTALS	<i>Avg. price</i>	\$1,736	+1.14%	<i>Production</i>	821,181	-10.18%

# FRAZER

*"A superb new Frazer that is the last word in luxury!"*

The advertising slogan above could be considered true in all but its use of the word "new." It was only "new" in that the Frazer automobile itself was only three years old, but there was really nothing new about the 1950 Frazer itself. Very few changes were made to the 1950 models. In fact, most industry references of the period state that the only way of identifying a 1950 Frazer is by the serial number.

As it would turn out, the 1950 model year would be only five months long, so it is not surprising that production was far lower than the extended 13-month 1949 model year. It is surprising, though, that Frazer's 1950 models would rank 19th in industry production, good for last place — behind even the small Crosley. Leftover 1949 Frazer models were renumbered as 1950 models beginning on No-

vember 7, 1949, which was the official introduction date for the 1950 models. A small number of true 1950 models were produced after this date, but it is not known exactly how many because records for 1949 and 1950 models were kept as a single total. However, most historians estimate that between 15 and 16 percent of Frazers were sold as 1950 models. Production figures used below are based on the 15 percent estimate. It should also be noted that most likely some of the 53 Manhattan convertibles listed under 1949 production were renumbered 1950s, as it is believed most convertibles were sold as 1950 models due to their introduction late in the 1949 model year. The 1950 model year would end with the introduction of new 1951 cars in March 1950.



4-Door Sedan

<p><b>Model year production:</b> 3,738, down 82.35% from 1949.  <b>Domestic market share:</b> 0.06% (19th place).  <b>Base price range:</b> \$2,395 to \$3,295.  <b>Frazer average base price:</b> \$2,762, no change.  <b>Introduction date:</b> November 1949.  <b>Assembly plants:</b> Willow Run, MI.</p>	<p><b>Serial number identification:</b> Eight to nine-digit code on plate located on left front door hinge pillar. First digit is F for Frazer. Second and third digits indicate model year: 50 = 1950. Fourth digit denotes series number: 5 is Frazer and 6 is Manhattan. Remaining digits are sequential serial numbers as follows in chart below.</p>
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### Serial Numbers by Series

<i>Series</i>	<i>Series code</i>	<i>Beginning</i>	<i>Ending</i>
Frazer	F505	1001	20000
Manhattan	F506	1001	11000

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Frazer</i>	<i>Manhattan</i>
226.2 CID, 2-bbl., L-head, 6-cyl.	7.3:1	112	3-speed manual Overdrive	S \$96	S \$96

### Major Options

	<i>Frazer</i>	<i>Manhattan</i>
Heater and defroster	\$48	\$48
Radio and antenna	\$	\$
Clock	\$	\$
Fog lamps	\$	\$
Stainless steel wheel trim rings	\$	S
Full wheel covers	S	S
White sidewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Onyx Black	101	Saddle Bronze	235
Sportsman Beige Metallic	105	Silver Fox Gray Metallic	240
Cardinal	110	Horizon Blue Metallic	245
Polar Gray	115	Ocean Spray Green Metallic	250
Flax	120	Green Spray	255
Hickory Brown Metallic	125	Sportsman Beige	260
Horizon Blue	130	Garden Green	265
Academy Blue Metallic	135	Suede Gray Metallic	270
Wedgewood Blue Dark Metallic	145	Green Spray Metallic	285
Crystal Green	150	Doeskin	290
Dubonnet	155	Blue Satin Metallic	295
Teal Blue	160	Indian Ceramic	300
Ranger Gray	165	Crystal Green Metallic	305
Executive Green	170	Sportsman Beige Metallic over	
Yale Blue Metallic	175	Sportsman Beige	605
Bermuda Tan	180	Suede Gray Metallic over Silver	
Ranger Gray Metallic	185	Fox Gray Metallic	610
Executive Green Metallic	190	Garden Green over Glass Green	615
Caribbean Coral Metallic	195	Wedgewood Blue Dark Metallic	
Adirondack Gray	200	over Wedgewood Blue	625
Parakeet	205	Blade Green Metallic over Ocean	
Linden Green Metallic	210	Spray Green Metallic	630
Glass Green	215	Mineral Gray Metallic over Gray	635
Bermuda Tan Metallic	220	Green Spray Metallic over Green Spray	640
Mineral Gray Metallic	225	Hickory Brown Metallic over Doeskin	645
Blade Green Metallic	230	Cardinal over Doeskin	650

1950

## Frazer

*“Distinctive new styling identifies the Frazer as a fine car—  
coming or going!”*

**Nameplate year of origin:** 1947.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 60.87%.

**Primary competition:** Buick Super, Chrysler Saratoga, Hudson Commodore, Nash Ambassador, Oldsmobile 88, and Packard Deluxe Clipper.

**Notable changes:** No changes.

**Major standard equipment:** Cloth and leather interior trim, automatic dome lights, rubber floor covering with carpeted inserts, custom dashboard and window control knobs/handles, door armrests, dual sun visors, dual windshield wipers, stainless steel exterior window divider trim, rocker panel molding, hood emblem, front bumper guards, small hubcaps with wheel trim rings, and 7.10 × 15 BSW tires.

### Measurements

Wheelbase	123.5"
Length	207.5"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	25.3
Fuel capacity (gals.)	21.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY*</i>
Frazer 4-Door Sedan, 6-p.	F505	\$2,395	0.00%	3386	2,275	-82.35%
<b>TOTALS</b>	<i>Avg. Price</i>	\$2,395	0.00%		<i>Production</i> 2,275	-82.35%

\*Production records for 1949 and 1950 model years were kept as one total. Production figures given here are estimated based on approximately 85 percent of the total known production being 1949 models.

# Manhattan

*“The Frazer Manhattan attains an even greater degree of custom-car beauty and distinction for 1950!”*

**Nameplate year of origin:** 1947.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 39.13%.

**Primary competition:** Buick Roadmaster, Chrysler New Yorker, Lincoln, Oldsmobile 98, and Packard Super Clipper.

**Notable changes:** No changes.

**Major standard equipment:** Broadcloth and leather interior trim, robe cord, rear seat center armrest, full floor carpeting, automatic dome lights, deluxe steering wheel, custom chrome instrument panel trim, door armrests, dual sun visors, dual windshield wipers, stainless steel exterior window trim, wide rocker panel molding, hood emblem, four front bumper guards, full wheel covers, chrome wheel trim rings, and 7.10 × 15 BSW tires. Convertible adds: Leather interior, power top, and rear fender skirts.

## Measurements

Wheelbase	123.5"
Length	207.5"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	25.3
Fuel capacity (gals.)	21.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY*</i>
Manhattan 4-Door Sedan, 6-p.	F506	\$2,595	0.00%	3391	1,454	-82.35%
Manhattan 4-Door Convertible, 6-p.	F506	\$3,295	0.00%	3726	9	-82.35%
TOTALS	<i>Avg. Price</i>	\$2,762	0.00%	<i>Production</i>	1,463	-82.35%

\*Production records for 1949 and 1950 model years were kept as one total. Production figures given here are estimated based on approximately 85 percent of the total known production being 1949 models. Most likely some of the 53 convertibles listed under 1949 production were renumbered 1950s, as it is believed most convertibles were sold as 1950 models.

# HUDSON

*“The new 1950 Hudsons!”*

For the start of the new decade, Hudson introduced a new lower priced series divided into two trim levels, the Pacemaker and Pacemaker DeLuxe. Built on a slightly shorter wheelbase, but using the same bodies as their larger siblings, they were visually identical for the most part, as all the difference in length was forward of the cowl. The new series was powered by a new 6-cylinder engine, the only choice offered, which was slightly smaller in displacement, and less powerful, than the Super and Commodore 6-cylinder engine upon which it was based. The new series was an immediate hit, grabbing half of Hudson production for the year.

All Hudson models received a new grille for 1950, but few other changes were made. The new grille consisted of four horizontal grille bars, with the upper and lower bars being larger and heavier looking. At the center, two vertical slanting bars formed a triangle, with the top point capped with the Hudson medallion, and the bottom extending beyond the lower grille bar, to the bumper area. The new Pacemaker models had rectangular parking lamps mounted between the lower grille bar and bumper area, directly below the headlamps. The larger Super and Commodore models carried the parking lamps in the ends of the lower grille bar. A new streamlined hood ornament decorated

all cars, while Commodore models added a new fender ornament.

Bodyside trim included a wide rocker panel molding on the Pacemaker and Super, with a single center rib, while the Commodore series carried a molding with multiple ribs. Also, the Pacemaker was unique in that the rear fender skirts, standard on other models, were optional equipment. Pacemaker and Super series carried a chrome series identification emblem on the front fender where the bodyside feature line began. Commodore models used a bodyside stainless trim that ran several inches below the feature line, and their series identification was at the front end of this trim, behind the front wheel opening. Other exterior changes included larger rear windows for Brougham and 4-door models.

Interior trim choices were given the expected updates, with new colors and fabric designs. The Hudson instrument panel was restyled, with the speedometer placed to the right side of the steering column, balanced by a large clock further to the right, and the optional radio centered between, all backed by chrome or wood-grain paint. Ventilation controls and all other gauges and switches were placed in front of the driver above and around the steering column area. The gauges were in a horizontal row, visually balanced by the series designation on the glove box door to the right of the clock.

Power for the Super and Commodore series continued as in 1949, with very minor upgrades. However, a new automatic transmission known as Super-Matic drive was introduced. What was unique about this transmission was that a button on the instrument panel controlled whether the transmission was being used in automatic shift mode or in a conventional, manual shift mode. It also offered a manually engaged overdrive control to improve fuel economy. While not as immediately dependable as General Motors' Hydra-Matic, which had many years of use and experience behind it, the Super-Matic was a fantastic effort for an independent manufacturer.

Model choices for the Super and Commodore also remained the same, with one exception. The Super 3-passenger Business Coupe was moved to the new Pacemaker series. The Pacemaker and Pacemaker DeLuxe series also had 2-door club coupe, Brougham sedan, convertible, and 4-door sedan models. The Brougham 2-door sedan continued to be of a fastback design, while the club coupe was a notchback style coupe. Some Hudson references refer to the Commodore as the Commodore Custom. This seems to be a mid-year change for 1950, but in 1951 it would officially become the Commodore Custom.



Commodore 4-Door Sedan



Pacemaker 4-Door Sedan



Super interior

**Model year production:** 121,416 down 25.16% from 1949.  
**Domestic market share:** 1.83% (13th place).  
**Base price range:** \$1,806 to \$2,809.  
**Hudson average base price:** \$2,160, down 9.61%.  
**Introduction date:** November 1949.  
**Assembly plants:** Detroit, MI.  
**Serial number identification:** Six to nine digit codes on plate located on right front door hinge pillar. First two digits are

model year designation (50 = 1950). Third digit is equal to the third digit from series code as in chart below. Remaining digits are sequential serial numbers beginning with 101 and ending as follows in chart below. *Examples:* 501101 is a 1950 Hudson Super Six, serial number 101; 504121508 is a 1950 Hudson Super Six, serial number 121508. Being the highest serial number, this would have been the last 1950 Hudson built.

### Highest Serial Numbers by Series

Series	Series code	Ending
Pacemaker	500	121481

Series	Series code	Ending
Pacemaker DeLuxe	50A	121505
Super Six	501	121508
Commodore Six	502	121504
Super Eight	503	121491
Commodore Custom	504	121500

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Pacemaker	Super Six &†	Super Eight &†
					Commodore Six*	Commodore Eight†
232 CID Pacemaker Six, 2-bbl., L-head, 6-cyl.	6.7:1	112	3-speed manual	S	-	-
			Overdrive	\$95	-	-
			Drivemaster	\$105	-	-
			Super-Matic drive	\$199	-	-
262 CID Super-Six, 2-bbl., L-head, 6-cyl.	6.7:1	123	3-speed manual	-	S	-
			Overdrive	-	\$95	-
			Drivemaster	-	\$105	-
			Super-Matic drive	-	\$199	-
254 CID Super-Eight, 2-bbl., L-head, 8-cyl.	6.7:1	128	3-speed manual	-	-	S
			Overdrive	-	-	\$95
			Drivemaster	-	-	\$105
			Super-Matic drive	-	-	\$199

\*Models 501 and 502. †Models 503 and 504.

### Major Options

	Pacemaker	Super	Commodore
“Weather Control” heater	\$64	\$64	\$64
Radio and antenna	\$84	\$84	\$84
Electric clock	\$17	\$17	S
Leather upholstery	-	\$83-\$145*	\$83-\$145*
Directional signal	\$20	\$20	S
Convertible glass rear window	\$20	\$20	\$20
Wheel trim rings	\$13	\$13	\$13
Large hubcaps	\$10	\$10	\$10
White sidewall tires	\$	\$	\$

\*Prices vary depending upon model.

Options common to most models. (—= Not Available, S = Standard equipment)  
 Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Lagoon Blue Metallic	B-35
Rivard Blue Metallic	B-38
Riviera Blue	B-46
Golden Gray Dark Metallic	CC-30
Twilight Gray Metallic	G-23
Texas Tan Metallic	H-27
Deep Maroon Metallic	HN-44
Legion Blue Metallic	J-36
Bali Blue	J-45
Black	K-5
Revue Red Metallic	M-28
Cornish Cream	N-37
Oriental Green Metallic	P-25
Gray Mist Metallic	Q-24
Field Gray Metallic	Q-48
Golden Gray Light Metallic	RR-29
Peacock Green Metallic	S-26
Hawaii Green Metallic	S-49

Various two-tone combinations available.



# Pacemaker

*"The New, Lower-priced Pacemaker Series  
with New Step-Down Ride!"*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1950 through 1954.

**Percentage of division's sales volume:** 50.87%.

**Primary competition:** Buick Special, DeSoto DeLuxe, Dodge Coronet, Kaiser, Nash Ambassador, Oldsmobile 76, Pontiac Chieftain, and Studebaker Champion.

**Notable changes:** All-new series.

**Major standard equipment:** Bedford cord upholstery with "Dura-Fab" trim, embossed front and rear rubber floor mats, front seat-back pockets, fabric pattern finish on instrument panel, 18 inch two-spoke steering wheel, dual sun visors, front dome lamp, manual latch front door vent windows, stainless steel front, and side window surrounds, chrome rocker panel molding, streamlined hood ornament, small hub-caps, and 7.10 × 15 BSW tires. Convertible adds: Fabric upholstery and power top. DeLuxe adds: Additional interior and exterior trim pieces.

## Measurements

Wheelbase	119.0"
Length	201.5"
Width	77.1"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	38.8"
Headroom — rear	37.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP*	Change from LY	Shipping Wt. (lbs.)	Model Year Production†	Change from LY
Pacemaker 2-Door Coupe, 3-p.	500	\$1,806	NEW	3445	37,593*	NEW
Pacemaker 2-Door Club Coupe, 6-p.	500	\$1,933	NEW	3460	*	NEW
Pacemaker 2-Door Brougham Coupe, 6-p.	500	\$1,912	NEW	3475	*	NEW
Pacemaker 2-Door Brougham Convertible, 6-p.	500	\$2,428	NEW	3655	1,865	NEW
Pacemaker 4-Door Sedan, 6-p.	500	\$1,933	NEW	3510	*	NEW
Pacemaker DeLuxe 2-Door Club Coupe, 6-p.	50A	\$1,959	NEW	3470	21,639*	NEW
Pacemaker DeLuxe 2-Door Brougham Coupe, 6-p.	50A	\$1,928	NEW	3485	*	NEW
Pacemaker DeLuxe 2-Door Brougham Convertible, 6-p.	50A	\$2,444	NEW	3665	660	NEW
Pacemaker DeLuxe 4-Door Sedan, 6-p.	50A	\$1,959	NEW	3520	*	NEW
TOTALS	Avg. Price	\$2,033	NEW	Production	61,757	NEW

\*Production records not kept by body style, except for convertible models. †Total Pacemaker production 39,458; Pacemaker DeLuxe production 22,299.

# Super

*"The Famous Super Series ... With New Step-Down Ride!"*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1948 through 1954.

**Percentage of division's sales volume:** 15.09%.

**Primary competition:** Buick Super, Chrysler Royal, DeSoto Custom, Kaiser DeLuxe, Mercury, Oldsmobile 88, and Studebaker Commander.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Striped broadcloth upholstery with "Dura-Fab" trim, front rubber simulated carpet floor mat with rear seat carpeting, front seat-back pockets, armrests at all seat ends, fabric pattern finish on instrument panel, 18 inch two-spoke steering wheel, dual sun visors, front dome lamp, manual latch front door vent windows, stainless steel

## Measurements

Wheelbase	124.0"
Length	208.1"
Width	77.1"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	38.8"
Headroom — rear	37.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

front, and side window surrounds, chrome rocker panel molding, streamlined hood ornament, small hubcaps, and 7.10 × 15 BSW tires. Convertible adds: Fabric upholstery and power top.

### Models Available

	<i>Model No.</i>	<i>Base FADP*</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Super Six 2-Door Club Coupe, 6-p.	501/503	\$2,102*	-4.63%	3555	17,858 <sup>†</sup>	-81.72% <sup>†</sup>
Super Six 2-Door Brougham Coupe, 6-p.	501/503	\$2,068*	-4.08%	3565	†	NA <sup>†</sup>
Super Six 2-Door Brougham Convertible, 6-p.	501	\$2,628	-6.11%	3750	464	-75.16% <sup>†</sup>
Super Six 4-Door Sedan, 6-p.	501/503	\$2,105*	-4.62%	3590	†	NA <sup>†</sup>
TOTALS	<i>Avg. Price</i>	\$2,226	-2.54%	<i>Production</i>	18,322	-81.60%

\*Add \$84 for Super Eight Club Coupe, model 503, Super Eight Brougham Coupe, model 503, and Super Eight Sedan, model 503, with 8-cylinder engine. <sup>†</sup>Production records not kept by body style, except for convertible models.

## Commodore

*"The Custom Commodore Series With New Step-Down Ride!"*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1948 through 1954.

Percentage of division's sales volume: 34.05%.

Primary competition: Buick Roadmaster, Chrysler Windsor, Frazer, and Oldsmobile 98.

Notable changes: New grille and trim and detail changes.

Major standard equipment: Striped nylon Bedford cord upholstery with "Dura-Fab" trim, two-tone rubber front floor covering with carpet-like inserts and rear floor pile carpet, 16 inch wide rear seat center armrest, electric clock, two-tone leather grained instrument panel finish, 18 inch three-spoke steering wheel, crank-type front door vent windows, wing-type rear quarter ventilation windows (sedans only), stainless steel front, side and rear window surrounds, chrome rocker panel molding, hood and fender ornaments, bumper guards, full wheel covers, and 7.10 × 15 BSW tires. Convertible adds: Fabric upholstery, power windows, and power top.

### Measurements

Wheelbase	124.0"
Length	208.1"
Width	77.7"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	38.8"
Headroom — rear	37.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP*</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Commodore Six 2-Door Club Coupe, 6-p.	502/504	\$2,257*	-4.32%	3640	40,211 <sup>†</sup>	-34.51% <sup>†</sup>
Commodore Six 2-Door Brougham Convertible, 6-p.	502/504	\$2,809*	-4.84%	3840	1,126	-10.06%
Commodore Six 4-Door Sedan, 6-p.	502/504	\$2,281*	-4.28%	3655	NA <sup>†</sup>	NA <sup>†</sup>
TOTALS	<i>Avg. Price</i>	\$2,449	-4.51%	<i>Production</i>	41,337	-34.02%

\*Add \$84 for Commodore Eight Coupe, model 504, Commodore Eight Sedan, model 504, and Commodore Eight Convertible, model 504 with 8-cylinder engine.

<sup>†</sup>Production records not kept by body style, except for convertible models.

# KAISER

*"The 1950 Kaiser ... in 2 stunning series!"*

Kaiser intended to introduce an all-new line of cars for the 1950 model year but did not have them ready in time, so leftover 1949 models were renumbered with 1950 serial numbers beginning in November 1949, and production was continued through early February 1950. This very abbreviated 1950 model year shows in the model year production figures below. An extended 1951 model year would allow for sales and production to reach their full potential, so the low 1950 production numbers do not mean much from a marketing perspective.

Being carried-over 1949 models, the cars bore no

changes at all. Equipment and pricing were all the same as they had been for the prior year. It is not known exactly how many cars were built as 1950 models since Kaiser production figures were combined for the 1949 and 1950 model years. Note that all production figures presented below are estimated, unless otherwise noted. The estimates are based on industry registration records of the period, which note approximately 15 percent of the combined model years production were 1950 models. The total production figures for the two model years combined are accurate according to most industry references.



DeLuxe 4-Door Sedan

**Model year production:** 14,308, down 81.75% from 1949.

**Domestic market share:** 0.22% (17th place).

**Base price range:** \$1,995 to \$3,195.

**Kaiser average base price:** \$2,459, no change.

**Introduction date:** November 1949.

**Assembly plants:** Willow Run, MI.

**Serial number identification:** Eight to nine digit code on plate located on left front door hinge pillar. First digit is K for Kaiser. Next two digits denote year: 50 = 1950. Fourth digit is series number: 1 is Special and 2 is DeLuxe. Remaining digits are sequential serial numbers as follows in chart below.

## Serial Numbers by Series

Series	Code	Beginning	Ending
Special	K501	1001	60000
DeLuxe	K502	1001	50000

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Special	DeLuxe
226.2 CID Thunderhead, 1-bbl., L-head, 6-cyl.	7.3:1	100	3-speed manual Overdrive	S \$96	- -
226.2 CID Thunderhead, 2-bbl., L-head, 6-cyl.	7.3:1	112	3-speed manual Overdrive	- -	S \$96

## Major Options

	<i>Special</i>	<i>DeLuxe</i>
Heater and defroster	\$48	\$48
Radio and antenna	\$	\$
Clock	\$	\$
Dual sunvisors	S	S
Fog lamps	\$	\$
Four front bumper guards	\$	S
Stainless steel wheel trim rings	\$	S
Full wheel covers	\$	\$
White sidewall discs	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Onyx Black	101	Silver Fox Gray Metallic	240
Sportsman Beige Metallic	105	Horizon Blue Metallic	245
Cardinal	110	Ocean Spray Green Metallic	250
Polar Gray	115	Green Spray	255
Flax	120	Sportsman Beige	260
Hickory Brown Metallic	125	Garden Green	265
Horizon Blue	130	Suede Gray Metallic	270
Academy Blue Metallic	135	Green Spray Metallic	285
Wedgewood Blue Dark Metallic	145	Doeskin	290
Crystal Green	150	Blue Satin Metallic	295
Dubonnet	155	Indian Ceramic	300
Teal Blue	160	Crystal Green Metallic	305
Ranger Gray	165	Sportsman Beige Metallic over	
Executive Green	170	Sportsman Beige	605
Yale Blue Metallic	175	Suede Gray Metallic over Silver Fox	
Bermuda Tan	180	Gray Metallic	610
Ranger Gray Metallic	185	Garden Green over Glass Green	615
Executive Green Metallic	190	Wedgewood Blue Dark Metallic over	
Caribbean Coral Metallic	195	Wedgewood Blue	625
Adirondack Gray	200	Blade Green Metallic over Ocean Spray	
Parakeet	205	Green Metallic	630
Linden Green Metallic	210	Mineral Gray Metallic over Gray	635
Glass Green	215	Green Spray Metallic over Green	
Bermuda Tan Metallic	220	Spray	640
Mineral Gray Metallic	225	Hickory Brown Metallic over	
Blade Green Metallic	230	Doeskin	645
Saddle Bronze	235	Cardinal over Doeskin	650

## Special

*"The handsome Kaiser Special!"*

**Nameplate year of origin:** 1947. Replaces base Kaiser series.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 51.37% (estimated).

**Primary competition:** Buick Special, Chrysler Royal, DeSoto DeLuxe, Dodge Coronet, Mercury, Nash Statesman, Oldsmobile 76, and Studebaker Commander.

**Notable changes:** Restyled front and rear, trim and detail changes.

**Major standard equipment:** Cloth interior trim, front rubber floor covering and rear carpeting, two-spoke steering wheel, dual sun visors, automatic dome lights, black rubber window surrounds, rocker panel molding, hood emblem, small hubcaps, and 7.10 × 15 BSW tires.

### Measurements

Wheelbase	123.5"
Length	206.7"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	16.5
Fuel capacity (gals.)	21.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY*</i>
Special 4-Door Sedan, 6-p.	K5011	\$1,995	0.00%	3311	4,200	-82.35%
Special 4-Door Utility Sedan, 6-p.	K5015	\$2,088	0.00%	3456	3,150	-82.35%
TOTALS	<i>Avg. Price</i>	\$2,042	0.00%	<i>Production</i>	7,350	-82.35%

*\*Production figures and change from last year are estimated due to 1949 and 1950 model year production records being combined.*

## DeLuxe

*"The distinctive Kaiser DeLuxe!"*

**Nameplate year of origin:** 1949. Replaces Custom series.

**Current bodystyle lifespan:** 1947 through 1950.

**Percentage of division's sales volume:** 48.63% (estimated).

**Primary competition:** Buick Super, Chrysler Windsor, DeSoto Custom, Hudson Super, Nash Ambassador, Oldsmobile 88, and Packard DeLuxe Clipper.

**Notable changes:** Restyled front and rear, trim and detail changes.

**Major standard equipment:** Cloth and leather interior trim, robe cord, full floor carpeting, color-keyed interior trim, padded dashboard, wood grain instrument panel, automatic dome lights, glove box clock, front fender exterior color nameplate script, stainless steel exterior window trim, wide rocker panel molding, hood emblem, dual front and rear bumper guards, small hubcaps with wheel trim rings, and 7.10 × 15 BSW tires. Convertible adds: Leather interior and power top. Vagabond adds: Front fender nameplate, rear fender skirts,\* and special features included in the 1949 Kaiser introduction above. Virginian adds: Special color-keyed interior upholstery and trim, beltline stainless steel molding, nylon covered top, roof trim moldings, front fender nameplate, and rear fender skirt. (Rear fender skirts are listed as a "standard option," meaning that the customer paid extra for them unless it was specially requested that they not be included on the car.)

### Measurements

Wheelbase	123.5"
Length	206.7"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	16.5
Fuel capacity (gals.)	21.0

Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY*</i>
DeLuxe 4-Door Sedan, 6-p.	K5021	\$2,195	0.00%	3341	5,730	-82.35%
DeLuxe 4-Door Convertible Sedan, 6-p.	K5022	\$3,195	0.00%	3726	675	-82.35%
DeLuxe Vagabond 4-Door Sedan, 6-p.	K5025	\$2,288	0.00%	3501	30	+22.22%
DeLuxe Virginian 4-Door Hardtop Sedan, 6-p.	K5023	\$2,995	0.00%	3541	5223	+22.22%
TOTALS	<i>Avg. Price</i>	\$2,668	0.00%	<i>Production</i>	6,958	-81.07%

*\*Production figures are estimated due to 1949 and 1950 model year production records being combined.*

# LINCOLN

*“Nothing could be finer!”*

New models and features highlighted the start of the new decade for Lincoln. Styling updates and engine changes were minimal at best, with a new grille being the main distinguishing characteristic on the outside for 1950. The new grille was made up of three horizontal bars, with a vertical bar in the center. Three short vertical bars came off the center bar on each side. Inside, a redesigned instrument panel with more chrome trim was featured.

Two new models were introduced this year, the Lincoln Lido coupe and the Cosmopolitan Capri coupe. Both models were stopgap substitutes for a two-door hardtop model to compete against Cadillac’s popular Coupe de Ville. Distinguishing features of these cars were a leatherette vinyl top and custom interior trim. Production of both was limited at best.

The flathead V8 engine continued to soldier on as Lincoln’s motivation, even as competitors were moving to the more modern overhead valve engine. The GM Hydramatic was in its first full year as an option for Lincoln, and was quickly gaining in popularity. It would be five more years before Ford had its own transmission ready for the Lincoln.

Of the four luxury brands — Cadillac, Chrysler Imperial, Lincoln and Packard — all were on different styling cycles. With 1950 being Cadillac’s year for a redesign, the GM luxury division and the Imperial were the only ones of the four marques to increase sales, and the Imperial’s success was due, in part, to a dramatic 30 percent price cut. Despite a big slide in production, Lincoln maintained its 16th place position.



Lincoln 4-Door Sport Sedan



Cosmopolitan 2-Door Convertible



Cosmopolitan 2-Door Coupe



**Model year production:** 28,190, down 61.65% from 1949.  
**Domestic market share:** 0.43% (16th place).  
**Base price range:** \$2,527 to \$3,948.  
**Lincoln average base price:** \$3,085, down 1.05%.  
**Introduction date:** January 1950.  
**Assembly plants:** Detroit, MI (LP); and Los Angeles, CA (LA).  
**Serial number identification:** Serial number consists of a

nine to ten digit code located on right side of cowl, and read as follows: First two digits indicate year (50 = 1950); third and fourth letters indicate assembly plant from code above; the next four to five digits are sequential beginning with 5001 and ending with number shown in chart below. The last digit indicates series: L is Lincoln and H is Cosmopolitan.

### Highest Serial Numbers

<i>Assembly plant</i>	<i>Lincoln</i>	<i>Cosmopolitan</i>
Detroit, MI (LP)	20082	15701
Los Angeles, CA (LA)	7252	—

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
336.7 CID, 2-bbl., L-head, V8	7.0:1	152	3-speed manual Touch-O-Matic overdrive Hydra-Matic	S \$100 \$174

### Major Options

	<i>Lincoln</i>	<i>Cosmopolitan</i>
Heater and defroster	\$111	\$111
Radio	\$69	\$71
Power windows	\$	S
Power front seat	\$	S
Rear fender skirts	\$*	S
Full wheel cover	S	S
Whitewall tires	\$	\$

\*Standard on Lido coupe.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Haiti Beige	110
Admiral Blue	111
Cosmopolitan Maroon Metallic	112
Newport Gray	113
Nassau Beige Metallic	114
Mallard Green Metallic	115
Arrowhead Gray Metallic	116
Danube Blue Metallic	117
Palomar Green Metallic	118
Carlsbad Tan	119
Chantilly Green	120
Arrowhead Gray Metallic over Dakota Gray	122
Newport Gray over Danube Blue Metallic	123
Danube Blue Metallic over Newport Gray	124
Newport Gray over Arrowhead Gray Metallic	125
Arrowhead Gray Metallic over Newport Gray	126
Carlsbad Tan over Nassau Beige Metallic	127
Nassau Beige Metallic over Carlsbad Tan	128
Glendale Green over Palomar Green Metallic	129
Dakota Gray over Arrowhead Gray Metallic	130

1950

# Lincoln

*“Superb appointments mean extra comfort and luxury and unsurpassed driving pleasure.”*

**Nameplate year of origin:** 1921.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 62.04%.

**Primary competition:** Buick Roadmaster, Cadillac Series 61, Chrysler New Yorker, and Frazer Manhattan.

**Notable changes:** New grille, trim and detail changes.

**Major standard equipment:** Nylon and broadcloth upholstery, rear seat center armrest, front rubber floor mat, rear carpeting, electric clock, chrome window surround moldings, electric luggage compartment light, full-length bodyside beltline trim, and 8.20 × 15 BSW tires. Lido Coupe adds: Custom interior trim, vinyl top, and rear fender skirts.

## Measurements

Wheelbase	121.0"
Length	213.0"
Width	76.6"
Height	63.6"
Legroom — front	42.0"
Legroom — rear	41.0"
Headroom — front	36.1"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	23.4
Fuel capacity (gals.)	19.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Lincoln 2-Door Club Coupe, 6-p.	72	\$2,527	0.00%	3970	5,748	†
Lincoln 2-Door Lido Coupe, 6-p.	72C	\$2,720	NEW	4025	*	NEW
Lincoln 4-Door Sport Sedan, 6-p.	74	\$2,574	0.00%	4015	11,741	†
TOTALS	<i>Avg. price</i>	\$2,607	-4.82%	<i>Production</i>	17,489	-54.44%

\*Production of Lido coupe was recorded as combined with Club coupe. †Change from LY not available due to unavailability of 1949 production by model.

# Cosmopolitan

*“Magnificent cars made even finer! Establishing a completely new conception of luxury!”*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 37.96%.

**Primary competition:** Cadillac Series 62 and Packard Super Eight.

**Notable changes:** New grille, trim and detail changes.

**Major standard equipment:** Nylon and broadcloth upholstery, rear seat center armrest, full floor carpeting, electric clock, power windows, power front seat, chrome window surround moldings, large front fender molding, rocker panel stainless trim, and 8.20 × 15 BSW tires. Capri Coupe adds: Custom interior trim and padded leather-grain top. Convertible adds: Power top.

## Measurements

Wheelbase	125.0"
Length	220.5"
Width	79.0"
Height	62.6"
Legroom — front	42.0"
Legroom — rear	39.8"
Headroom — front	35.8"
Headroom — rear	34.9"
Cargo capacity (cu. ft.)	22.9
Fuel capacity (gals.)	21.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Cosmopolitan 2-Door Club Coupe, 6-p.	72	\$3,185	0.00%	4260	1,315	-82.89%
Cosmopolitan 2-Door Capri Coupe, 6-p.	72C	\$3,405	NEW	4270	509	NEW
Cosmopolitan 2-Door Convertible, 6-p.	76	\$3,948	0.00%	4490	536	-56.42%
Cosmopolitan 4-Door Sport Sedan, 6-p.	74	\$3,238	0.00%	4330	8,332	-55.88%
TOTALS	<i>Avg. price</i>	\$3,444	+1.23%	<i>Production</i>	10,701	-69.53%

# MERCURY

*“Better than ever ... the new 1950 Mercury!”*

The first Mercurys of the new decade built on the 1949 models' popularity while celebrating two milestones. For the first time in the marque's brief history, a Mercury convertible was selected to be the 1950 Indianapolis 500 mile race pace car. That news was followed up by the production of the one millionth Mercury, a 4-Door Sedan.

Styling and powertrain changes were mostly evolutionary, meaning just enough to distinguish that they were a new 1950 model. Up front, the center grille bar was now without the “Eight” designation, and the parking lamps were surrounded by grille extensions on each side. A very large chrome ornament emblazoned with the Mercury

name was affixed to the front of the hood between the revised crest and grille. Around back, new decklid trim was introduced. Full-length body side molding continued, with an enlarged section at the front containing the Mercury name in block letters.

Two new models were introduced, a lower-priced coupe and a top end Monterey coupe with special leather interior trim and a padded canvas or vinyl top. The Monterey was a stopgap measure to compete with the new 2-Door Hardtop models from General Motors, but the look was more just a fancy 2-Door Sedan. A true Mercury hardtop would not arrive until 1952.



2-Door Convertible, Indianapolis 500 Pace Car



4-Door Sport Sedan

**Model year production:** 293,658, down 2.54% from 1949.

**Domestic market share:** 4.43% (9th place).

**Base price range:** \$1,875 to \$2,560.

**Mercury average base price:** \$2,167, down 5.08%.

**Introduction date:** November 1949.

**Assembly plants:** Dearborn, MI (DA); Los Angeles, CA (LA); Metuchen, NJ (ME); and St. Louis, MO (SL).

**Serial number identification:** Serial number and engine

number are the same and consist of a ten to eleven digit code located on right side of cowl, and read as follows: The first two digits indicate model year (50 = 1950). Third and fourth digits indicate assembly plant code from above. The next five to six digits are sequential with beginning number of 10001 and ending number as follows in the chart below. The last digit is M for Mercury.

## Highest Serial Numbers by Assembly Plant

<i>Assembly Plant</i>	<i>Ending Number</i>
Dearborn, MI (DA)	79027
Los Angeles, CA (LA)	44958
Metuchen, NJ (ME)	97749
St. Louis, MO (SL)	110459

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
255.4 CID, 2-bbl., L-head, V8	6.8:1	110	3-speed manual Overdrive	S \$100

### Major Options

	<i>All models</i>
Heater	\$59
Heater and defroster	\$
Radio	\$94
Radio antenna	\$
Fog lamps	\$
Hubcaps	S
Whitewall tires	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors\*

Black
Banning Blue Metallic
Laguna Blue Metallic
Dune Beige
Penrod Tan
Trojan Gray
Maywood Green Metallic
Everglade Green
Roanoke Green Metallic
Royal Bronze Maroon Metallic
Mirada Yellow
Maywood Green Metallic over Trojan Gray
Penrod Tan over Dune Beige
Trojan Gray over Banning Blue Metallic
Trojan Gray over Roanoke Green Metallic
Trojan Gray over Laguna Blue Metallic
Roanoke Green Metallic over Trojan Gray
Laguna Blue Metallic over Trojan Gray
Banning Blue Metallic over Trojan Gray

\*Paint codes are not available.

# Mercury

*"Better than ever!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** Buick Special, DeSoto DeLuxe, Hudson DeLuxe and Pacemaker, Kaiser Special, Nash Ambassador, Oldsmobile 76 DeLuxe, and Studebaker Commander.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth upholstery, rubber floor mats, electric clock, horn ring, chrome window surround moldings, luggage compartment light, full-length body side stainless trim, and 7.10 × 15 BSW tires. Monterey adds: Leather interior, and canvas or vinyl padded top. Convertible adds: Leather and whipcord upholstery, power windows, power front seat adjustment, and hydraulic power top. Station wagon adds: Vinyl upholstery, front fender stainless molding, wood exterior door and quarter panel mahogany panels with maple trim, and metal spare tire cover and lock.

### Measurements

	<i>Cars</i>	<i>Wagon</i>
Wheelbase	118.0"	118.0"
Length	207.0"	214.0"
Width	76.5"	76.5"
Height	64.8"	NA
Legroom — front	42.0"	NA
Legroom — rear	41.5"	NA
Headroom — front	36.1"	NA
Headroom — rear	34.0"	NA
Cargo capacity (cu. ft.)	24.1	NA
Fuel capacity (gals.)	19.5	19.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Mercury 2-Door Coupe, 6-p.	72A	\$1,875	NEW	3345	*	NEW*
Mercury 2-Door Club Coupe, 6-p.	72B	\$1,978	0.00%	3321	151,489*	+25.60%*
Mercury 2-Door Monterey Coupe, 6-p.	72C	\$2,146	NEW	3415	*	NEW*
Mercury 2-Door Convertible, 6-p.	76	\$2,409	0.00%	3591	8,341	-50.25%
Mercury 4-Door Sport Sedan, 6-p.	74	\$2,031	0.00%	3386	132,082	-15.27%
Mercury 2-Door Station Wagon, 8-p.	79	\$2,560	-5.71%	3626	1,746	-78.29%
TOTALS	<i>Avg. price</i>	\$2,167	-5.08%	<i>Production</i>	293,658	-2.54%

\*Production of all Mercury coupes was kept as a single total.

# NASH

*"There's much of tomorrow in all Nash does today!"*

While the basic Nash line continued into the new decade with few changes to its "Airflyte" design, an all-new line of smaller cars brought considerable excitement into Nash showrooms. The all-new Rambler compact car set out to capitalize on the growing interest in small cars, and would in fact set the course for the company's future. Named after the original cars of Nash's predecessor company, the Thomas B. Jeffery Company of Kenosha, Wisconsin, the Rambler was aimed at the German Volkswagen and other European cars such as the Hillman Minx, which were slowly gaining in popularity.

Built on a 100 inch wheelbase and utilizing the same 6-cylinder engine as used in the former Nash 600, the compact Rambler was initially offered only in a two-door landau convertible model. A two-door station wagon followed several months later. The convertible model was termed a "landau" as it had permanently placed side "bridge beam" rails and doorframes, with the "convertible" top fully retracting, up and down, between the rails. The unique design preserved the strength and safety offered by the Nash unit-body construction.

Rambler styling mimicked the larger Nash models, in all areas except the front end. A grille consisting of two horizontal bars with two vertical bars between them was set into the large opening below the front hood edge and lower front pan. A spinner style cone shaped emblem was placed in the center of the grille, and an elaborate looking Nash crest ornament decorated the front of the hood. A small chrome trim strip ran the length of the hood. Small round parking lamps were placed directly below the headlamps.

Most other exterior styling features mimicked the Rambler's Nash brethren on a smaller scale, with differences in bumper design, and the use of a flat one-piece windshield. Also, the Rambler utilized a Hotchkiss drive system, unlike the torque tube design of the larger Nash. Interiors were well trimmed for a compact car, with an air of the Ambassador in a smaller package. Standard features included foam cushion seats, custom upholstery, courtesy lights, electric clock, and even a radio, putting the Rambler into a class by itself.

As previously mentioned, the regular Nash line received few changes for the new model year. The 600 series was renamed the Statesman, and at the same time a DeLuxe 3-passenger business coupe returned to the line. The mid-level trim Super Special models were discontinued in both the Statesman and Ambassador series. With this change, Custom models gained equipment that included a folding rear seat center armrest, front floor carpeting, courtesy lights, and custom steering wheel on the inside, along with different hubcaps and Custom series designation on the outside.

With the Rambler utilizing the 172.6 CID engine formerly used in the 600 series, a slightly enlarged bore created a 184 CID 6-cylinder as standard equipment for the newly named Statesman series. With this change, horsepower in the Statesman increased slightly to 85 horsepower, but it retained the award-winning fuel economy of its predecessor. Also newly available for the Nash Ambassador this year was the popular Hydra-Matic automatic transmission built by General Motors' Hydra-Matic division.

Building on new consumer awareness of automobile safety, Nash became the first U.S. manufacturer to offer seat belts in all models. Exterior styling changes to the Statesman

and Ambassador were minimal, with slightly larger bumper guards, and a wider rear window design being the most significant changes.



Ambassador 2-Door Sedan



Ambassador 4-Door Sedan



Rambler 2-Door Station Wagon



Statesman 2-Door Sedan

**Model year production:** 171,774, up 32.13% from 1949.  
**Domestic market share:** 2.59% (11th place).  
**Base price range:** \$1,633 to \$2,223.  
**Nash average base price:** \$1,927, down 6.79%.  
**Introduction date:** September 1949. Rambler introduced March 1950.  
**Assembly plants:** Kenosha, WI (D, K and R); and El Segundo, CA (DC, KC and RC).

**Serial number identification:** Six to seven-digit code on plate located on right side of cowl under hood. First digit (two digits on California built cars) indicates assembly plant and series code from above. Remaining digits are sequential serial numbers as follows in chart below.

### Serial Numbers by Series

	<i>Series Code</i>	<i>Beginning</i>	<i>Ending</i>
Rambler	D	1001	12263
Rambler	DC	1001	1250*
Statesman	K	340001	436892
Statesman	KC	9501	23007
Ambassador	R	556001	599704
Ambassador	RC	3501	8488

\*This is an estimated number that is most likely 1951 prototypes. Any actual 1950 Rambler production at the California assembly plant is unknown.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Rambler</i>	<i>Statesman</i>	<i>Ambassador</i>
172.6 CID, 1-bbl., L-head, 6-cyl.	7.25:1	82	3-speed manual Overdrive	S \$90	- -	- -
184 CID, 1-bbl., L-head, 6-cyl.	7.0:1	85	3-speed manual Overdrive	- -	S \$93	- -



Engine	Compression		Transmission	Rambler	Statesman	Ambassador
	Ratio	Gross HP				
234.8 CID, 1-bbl., L-head, 6-cyl.	7.3:1	115	3-speed manual	-	-	S
			Overdrive	-	-	\$100
			Hydra-Matic automatic	-	-	\$158

## Major Options

	Rambler	Statesman	Ambassador
Conditioned air system heater and defroster	\$	\$	\$
Radio and antenna	S	\$89	\$89
Seat mattress — single/double	-	\$19/\$39	\$19/\$39
Electric clock	S	\$15*	\$15*
Dual sunvisors	S	S	S
Dual windshield wipers	S	S	S
Turn signals	S	\$16*	\$16*
Full wheel covers	S	\$17*	\$17*
White sidewall tires	\$	\$	\$

\*Standard on Custom models.

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code
Blue Black	P1	Carioca Rust	P24
Sunset Maroon Light	P3	Ocean Blue	P25
Fawn Brown	P7	Pan American Red	P27
Nile Green	P8	Seal Brown over Fawn Brown	P7A13
Seal Brown	P13	Seal Brown over Nile Green	P8A13
Midnight Blue	P16	Surf Green over Nile Green	P8A18
Sherwood Green	P17	Sherwood Green over Surf Green	P18A17
Surf Green	P18	Surf Green over Sea Mist Gray	P20A18
Cruiser Gray	P19	Cruiser Gray over Sea Mist Gray	P20A19
Sea Mist Gray	P20	Ocean Blue over Sea Mist Gray	P20A25
Strato Blue Light	P21	Ocean Blue over Strato Blue Light	P21A25
Bermuda Blue Metallic	P22	Carioca Rust over Champagne Ivory	P23A24
Champagne Ivory	P23		

## Rambler

*"Newest member of the Nash Airflyte family.  
The Smart, New Rambler!"*

**Nameplate year of origin:** 1950. First used on Nash's predecessor built by Jeffery in 1902.

**Current bodystyle lifespan:** 1950 through 1955.

**Percentage of division's sales volume:** 6.65%.

**Primary competition:** None.

**Notable changes:** All-new series.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, Custom steering wheel, courtesy lights, electric clock, stainless steel front window surround, stainless steel full-length lower body molding, full wheel covers, and 5.90 × 15 BSW tires.

## Measurements

Wheelbase	100.0"
Length	176.0"
Width	73.5"
Height	59.2"
Legroom — front	42.5"
Legroom — rear	37.0"
Headroom — front	35.0"
Headroom — rear	35.5"
Cargo capacity (cu. ft.)	13.0
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Rambler Custom 2-Door Convertible Landau, 5-p.	5021	\$1,808	NEW	2430	9,708	NEW
Rambler Custom 2-Door Station Wagon, 5-p.	5024	\$1,808	NEW	2515	1,712	NEW
TOTALS	<i>Avg. Price</i>	\$1,808	NEW	<i>Production</i>	11,420	NEW

## Statesman

*"The Popular Statesman!"*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 64.79%.

**Primary competition:** Dodge Meadowbrook, Oldsmobile 76, Pontiac Streamliner, and Studebaker Commander.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, dual sun visors, dual windshield wipers, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 6.40 × 15 BSW tires. Custom adds: Additional interior trim, foam seat cushions, custom steering wheel, electric clock, turn signals, rocker panel moldings, and full wheel covers.

### Measurements

Wheelbase	112.0"
Length	201.0"
Width	77.5"
Height	63.0"
Legroom — front	41.0"
Legroom — rear	39.0"
Headroom — front	36.0"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	24.4
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Statesman DeLuxe 2-Door Business Coupe, 3-p.	5032	\$1,633	NEW	2830	1,198	NEW
Statesman Super 2-Door Sedan, 6-p.	5049	\$1,713	-4.09%	2930	34,196	+256.02%
Statesman Super 2-Door Club Coupe, 5-p.	5043	\$1,735	-4.04%	2940	1,489	-41.93%
Statesman Super 4-Door Sedan, 6-p.	5048	\$1,738	-4.03%	2965	60,090	+154.55%
Statesman Custom 2-Door Sedan, 6-p.	5059	\$1,872	-5.22%	2950	2,693	+9186.21%
Statesman Custom 2-Door Club Coupe, 5-p.	5053	\$1,894	-5.01%	2965	132	+676.46%
Statesman Custom 4-Door Sedan, 6-p.	5058	\$1,897	-5.15%	2990	11,500	+5678.89%
TOTALS	<i>Avg. Price</i>	\$1,784	-4.99%	<i>Production</i>	111,298	+27.67%

## Ambassador

*"The Distinguished Ambassador!"*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 32.94%.

**Primary competition:** Buick Super, Chrysler Royal, DeSoto Custom, Hudson Pacemaker, Kaiser Special, Oldsmobile 88, and Studebaker Commander Land Cruiser.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, reclining

### Measurements

Wheelbase	121.0"
Length	210.0"
Width	77.5"
Height	63.5"
Legroom — front	41.0"
Legroom — rear	39.0"
Headroom — front	36.0"

front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, dual sun visors, dual windshield wipers, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 7.10 × 15 BSW tires. Custom adds: Additional interior trim, foam seat cushions, custom steering wheel, electric clock, turn signals, rocker panel moldings, and full wheel covers.

### Measurements (cont.)

Headroom — rear	35.0"
Cargo capacity (cu. ft.)	24.4
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Ambassador Super 2-Door Sedan, 6-p.	5069	\$2,039	-6.04%	3325	7,237	+57.26%
Ambassador Super 2-Door Brougham Coupe, 5-p.	5063	\$2,060	-5.98%	3335	716	-53.54%
Ambassador Super 4-Door Sedan, 6-p.	5068	\$2,064	-5.97%	3350	27,523	+53.25%
Ambassador Custom 2-Door Sedan, 6-p.	5079	\$2,198	-5.99%	3365	1,045	-49.57%
Ambassador Custom 2-Door Brougham Coupe, 5-p.	5073	\$2,219	-5.93%	3385	108	-86.62%
Ambassador Custom 4-Door Sedan, 6-p.	5078	\$2,223	-5.92%	3390	12,427	+83.37%
TOTALS	<i>Avg. Price</i>	\$2,134	-5.47%	<i>Production</i>	49,056	+14.55%

# OLDSMOBILE

*"Make a date with a 'Rocket 8'!"*

It seems that Oldsmobile was all but ignoring that it still offered a car with 6-cylinder power, and with good reason. Sales of the Series 76 were declining quickly, dropping from 33 percent of total Olds sales volume to 8 percent this year, as the "Rocket" V8 skyrocketed in popularity. That trend, combined with all new styling for the 98 series, left little reason for Oldsmobile to pursue the 6-cylinder market. Thus, 1950 would be the last year for an Oldsmobile produced 6-cylinder engine. Sixes would return to the line in the mid-sixties, but from that point on, other GM divisions would build them for use in Oldsmobiles. Oddly, with the popularity of the Hydra-Matic automatic transmission, the 3-speed manual synchromesh transmission returned as standard equipment for the 88 and 98 series, after a year of the Hydra-matic being standard equipment. Most likely this was done as a move to lower base prices for the new season.

The all-new 98 Series was of a more modern, slab-side body design with rear quarters seamlessly blended in, but it was a physically smaller car with a 3 inch shorter wheelbase and 4 inch shorter overall length. The new body was once again shared with some larger Buick and smaller Cadillac models. The commonality of the bodies was most

recognizable in the greenhouse area, with one-piece curved windshields, and in the full-length upper body crease. As with its siblings, the 98's feature line gradually built off the raised center of the hood and onto the bodyside at the front door. At a point forward of the rear wheel opening, the line curved up, and then ran straight back along the fender top to a tailfin, new for Oldsmobile. It was a short one like Buick had, but a fin nonetheless. Round taillights were mounted at the top of the fin, with a chrome ornament placed vertically on the rear fender end, and housing the backup lights and a reflector. A lower body side feature line began about a foot and a half forward of the rear wheel opening, and expanded out into a rocket shape. A rear quarter panel trim piece ran through the middle of this area. Up front the postwar grille theme continued on all Oldsmobile lines with two grille bars, turning down on each end. Interior upgrades included more use of two-tone combinations and more chrome trim. Instrument panels featured a horizontal theme, with all gauges and controls placed squarely in sight and reach of the driver.

The Series 76 and popular Series 88 continued with few styling changes from the prior year. For these two lines, the big news was the addition of a 2-Door "Holiday" Hard-

top model. As with the Chevy Bel Air and Pontiac Catalina, with which the Oldsmobile 76 and 88 series shared bodies, the new Holiday hardtop was essentially a convertible body with a steel hardtop welded in place of the soft top. Alas, 1950 would be the last season for two body styles, the fastback style 2-Door Club Sedan and the 4-Door Station

Wagon. The station wagon would return to the line in 1957. Of interest to those who like unique cars would be the Series 76 Holiday Hardtop. This would be the only year a full-size Oldsmobile 2-Door Hardtop with a 6-cylinder engine was ever available.



76 4-Door Sedan



88 DeLuxe 2-Door Holiday Hardtop



98 4-Door Sedan

**Model year production:** 407,889, up 41.48% from 1949.

**Domestic market share:** 6.16% (6th place).

**Base price range:** \$1,719 to \$2,772.

**Oldsmobile average base price:** \$2,130, down 7.44%.

**Introduction date:** December 1949.

**Assembly plants:** Atlanta, GA (A); Framingham, MA (B); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); Lansing, MI (M); and Wilmington, DE (W).

**Serial number identification:** Located on left front door hinge pillar, and under the hood on right front side of cowl. Eight to nine digit code read as follows: 1st two digits, 50, indicate year. Third digit indicates series as follows: 6 = 76, 8 = 88, and 9 = 98. Fourth digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning number of 1001 and ending number as follows in the chart below.

### Highest Serial Numbers by Assembly Plant and Series

Series	Atlanta	Framingham	Los Angeles	Kansas City	Linden	Lansing	Wilmington
76	3149	2879	3715	4931	3501	17502	3657
88	20617	20092	25800	40988	26001	114848	26826
98	7949	7412	10375	14934	10157	51635	10280

### Powertrains

Engine	Compression			Transmission	76	88	98
	Ratio	Gross HP					
257 CID Fire-Power, 1-bbl., L-head, 6-cyl.	6.5:1	105	3-speed manual	S	-	-	
			Hydra-Matic Drive	\$158	-	-	
303.7 CID Rocket, 2-bbl., OHV, V8	7.25:1	135	3-speed manual	-	S	S	
			Hydra-Matic Drive	-	\$158	\$158	

### Major Options

76	76 DeLuxe	88	88 DeLuxe	98	98 DeLuxe
Condition-Air heater and defroster	\$45	\$45	\$45	\$45	\$45
Standard radio	\$85	\$85	\$85	\$85	\$85
DeLuxe radio	\$110	\$110	\$110	\$110	\$110
Electric clock	\$15	S	\$15	S	\$15
DeLuxe steering wheel	-	S	-	S	-
Auxiliary driving and fog lights	\$16	\$16	\$16	\$16	\$16
Turn signals	\$15	S	\$15	S	S
Rear fender skirts	S	S	S	S	S
Chrome wheel trim rings	\$10	S	\$10	S	S
DeLuxe wheel covers	\$17	\$17	\$17	\$17	\$17
Whitewall tires	\$34	\$34	\$34	\$34	\$34

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

Paint Colors

	Code		Code
Black	10	Serge Blue Metallic	15
Adler Green Metallic	11	Marol Gray Metallic	17
Ivy Green Metallic over Adler Green Metallic	11A	Flint Gray Metallic over Marol Gray Metallic	17A
Black over Adler Green Metallic	11H	Black over Marol Gray Metallic	17H
Garnet Maroon Metallic	12	Flint Gray Metallic	18
Chariot Red	12C	Ivy Green Metallic	19
Dune Beige	13	Palm Green Metallic	29
Canto Cream	13C	Sand Beige over Palm Green Metallic	29H
Black over Canto Cream	13H	Almond Green	41C
Crest Blue	14	Nankeen Cream	43C
Serge Blue Metallic over Crest Blue	14A		

Seventy-Six

“Oldsmobile’s leader for value ... with a new lower price!”

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1949 through 1951.

Percentage of division’s sales volume: 8.15%.

Primary competition: Buick Special, Dodge Coronet, Hudson DeLuxe, Nash Statesman Custom, and Pontiac Chieftain DeLuxe.

Notable changes: Minor trim and detail changes.

Major standard equipment: Striped cloth, nylon or broadcloth upholstery, rubber floor mats, dual sun visors, dual windshield wipers, automatic choke, rear fender stainless trim, rear fender gravel shield, rocker panel moldings, and 7.10 × 15 BSW tires. Convertible adds: Leather or cloth and leather interior, power top, and 7.60 × 15 BSW tires. Station wagon adds: Di-Noc wood trim. DeLuxe series adds: Foam rubber seat cushions, DeLuxe steering wheel and instrument cluster, clock, special external moldings, and chrome wheel trim rings.

Measurements

Wheelbase	119.5"
Length	202.0"
Width	75.2"
Height	64.0"
Legroom — front	42.6"
Legroom — rear	41.6"
Headroom — front	36.0"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	10.9
Fuel capacity (gals.)	18.0

Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Seventy-Six 2-Door Club Coupe, 6-p.	3527	\$1,719	-0.75%	3260	2,238	-76.20%
Seventy-Six 2-Door Club Sedan, 6-p.	3507	\$1,745	-0.74%	3280	3,186	-86.18%
Seventy-Six 2-Door Sedan, 6-p.	3511	\$1,761	NEW	3290	3,865	NEW
Seventy-Six 2-Door Holiday Hardtop, 6-p.	3537	\$2,003	NEW	3335	144	NEW
Seventy-Six 2-Door Convertible, 6-p.	3567X	\$2,135	-0.61%	3585	973	-81.77%
Seventy-Six 4-Door Sedan, 6-p.	3569	\$1,819	-0.71%	3320	7,396	-68.70%
Seventy-Six 4-Door Station Wagon, 6-p.	3562	\$2,362	NEW	3610	121	NEW
Seventy-Six DeLuxe 2-Door Club Coupe, 6-p.	3527D	\$1,737	-7.26%	3280	1,126	-65.67%
Seventy-Six DeLuxe 2-Door Club Sedan, 6-p.	3507D	\$1,813	-4.58%	3285	1,919	-78.58%
Seventy-Six DeLuxe 2-Door Sedan, 6-p.	3511D	\$1,829	NEW	3295	2,489	NEW
Seventy-Six DeLuxe 2-Door Holiday Hardtop, 6-p.	3537D	\$2,108	NEW	3385	394	NEW
Seventy-Six DeLuxe 4-Door Sedan, 6-p.	3569D	\$1,887	-4.41%	3340	9,159	-33.98%
Seventy-Six DeLuxe 4-Door Station Wagon, 6-p.	3562D	\$2,504	-13.51%	3615	247	-84.01%
TOTALS	<i>Avg. price</i>	\$1,956	-1.71%	<i>Production</i>	33,257	-65.20%



# Eighty-Eight

*"You'll be dollars ahead when you rocket ahead in Oldsmobile's '88."*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 65.81%.

**Primary competition:** DeSoto DeLuxe, Hudson Super, Kaiser Special, Mercury, Nash Ambassador, and Studebaker Land Cruiser.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Striped cloth, nylon or broadcloth upholstery, rubber floor mats, dual sun visors, dual windshield wipers, automatic choke, rear fender stainless trim, rear fender gravel shield, rocker panel moldings, and 8.20 × 15 BSW tires. Convertible adds: Leather or cloth and leather interior and power top. Station wagon adds: Di-Noc wood trim. DeLuxe series adds: Foam rubber seat cushions, DeLuxe steering wheel and instrument cluster, clock, special external moldings, and chrome wheel trim rings.

## Measurements

Wheelbase	119.5"
Length	202.0"
Width	75.2"
Height	64.0"
Legroom — front	42.6"
Legroom — rear	41.6"
Headroom — front	36.0"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	10.9
Fuel capacity (gals.)	18.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Eighty-Eight 2-Door Club Coupe, 6-p.	3727	\$1,878	-12.37%	3435	10,684	+62.82%
Eighty-Eight 2-Door Club Sedan, 6-p.	3707	\$1,904	-12.26%	3475	23,889	-12.92%
Eighty-Eight 2-Door Sedan, 6-p.	3711	\$1,920	NEW	3485	14,705	NEW
Eighty-Eight 2-Door Holiday Hardtop, 6-p.	3737	\$2,162	NEW	3510	1,366	NEW
Eighty-Eight 2-Door Convertible, 6-p.	3767X	\$2,294	-10.36%	3745	9,127	+67.96%
Eighty-Eight 4-Door Sedan, 6-p.	3769	\$1,978	-11.85%	3515	40,301	+72.65%
Eighty-Eight 4-Door Station Wagon, 6-p.	3762	\$2,520	NEW	3775	1,830	NEW
Eighty-Eight DeLuxe 2-Door Club Coupe, 6-p.	3727D	\$1,956	-13.98%	3455	10,772	+115.48%
Eighty-Eight DeLuxe 2-Door Club Sedan, 6-p.	3707D	\$1,982	-13.86%	3485	16,388	+38.65%
Eighty-Eight DeLuxe 2-Door Sedan, 6-p.	3711D	\$1,998	NEW	3500	26,672	NEW
Eighty-Eight DeLuxe 2-Door Holiday Hardtop, 6-p.	3737D	\$2,267	NEW	3565	11,316	NEW
Eighty-Eight DeLuxe 4-Door Sedan, 6-p.	3769D	\$2,056	-13.43%	3520	100,810	+337.47%
Eighty-Eight DeLuxe 4-Door Station Wagon, 6-p.	3762D	\$2,662	-22.27%	3780	552	-52.96%
TOTALS	<i>Avg. price</i>	\$2,114	-11.78%	<i>Production</i>	268,412	+170.37%

# Series 98

*"Smooth! 'Rocket' engine and Oldsmobile Hydra-Matic."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 26.04%.

**Primary competition:** Chrysler Windsor, Frazer, Hudson Commodore, and Packard Deluxe Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Striped broadcloth or nylon and leather upholstery, front seat center armrest, carpeted inserts in floor mats, clock, E-Z-I rear view mirror, rear fender stainless trim, rear fender gravel guard, rear fender skirts, lined luggage compartment, and 7.60 × 15 BSW tires. DeLuxe series adds: DeLuxe steering wheel, chrome wheel trim rings, and rear seat center armrest. Convertible adds: Leather interior, power windows and front seat adjustment, power top, and 8.20 × 15 BSW tires.

## Measurements

Wheelbase	122.0"
Length	209.0"
Width	80.0"
Height	62.3"
Legroom — front	42.8"
Legroom — rear	41.7"
Headroom — front	35.8"
Headroom — rear	35.7"
Cargo capacity (cu. ft.)	12.0
Fuel capacity (gals.)	18.0



## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
98 2-Door Club Sedan, 6-p.	3807	\$2,225	-8.29%	3685	2,270	-41.02%
98 2-Door Holiday Hardtop, 6-p.	3837	\$2,383	NEW	3775	317	NEW
98 4-Door Sedan, 6-p.	3839	\$2,299	-8.04%	3765	7,499	-14.98%
98 4-Door Town Sedan, 6-p.	3808	\$2,267	NEW	3710	255	NEW
98 DeLuxe 2-Door Club Sedan, 6-p.	3807D	\$2,319	-7.98%	3705	9,719	-40.01%
98 DeLuxe 2-Door Holiday Hardtop, 6-p.	3837D	\$2,641	-11.17%	3840	7,946	+164.34%
98 DeLuxe 2-Door Convertible, 6-p.	3867X	\$2,772	-6.76%	4150	3,925	-68.85%
98 DeLuxe 4-Door Sedan, 6-p.	3839D	\$2,393	-7.75%	3775	72,766	+48.50%
98 DeLuxe 4-Door Town Sedan, 6-p.	3808D	\$2,361	NEW	3755	1,523	NEW
TOTALS		<i>Avg. price</i> \$2,407	-9.67%	<i>Production</i>	106,220	+13.63%

# PACKARD

*"The Golden Anniversary Packard. Ask the Man who owns one!"*

The "Golden Anniversary" Series 23 Packards, which were introduced in May 1949 as the second series 1949 models, continued into the 1950 model year with virtually no changes to styling, powertrains, prices or equipment. On the exterior of the cars, the only visible change seemed to be that none of the Custom Eights carried the double strip of rocker panel trim, with all cars now wearing a mid-level, full-length bodyside molding. The lower series of Packard Eights, and Super Eight standard models, continued to be distinguished from the front by the lack of egg-crate style grille work on the lower horizontal section and the flatter-style "Goddess of Speed" hood ornament. Higher line series including the Super Eight DeLuxe and Custom Eight had the egg-crate style lower horizontal grille and the stand-up "Winged Goddess" hood ornament.

Powertrains continued mostly the same with two exceptions. The first was the introduction of a revised Overdrive unit for the three-speed manual transmission, which was claimed to increase fuel mileage by as much as 10 percent. Secondly, the fine Packard Ultramatic automatic transmission was now available on all models, and standard

equipment for the Custom Eight series. It is interesting to note that while production of civilian Packard 6-cylinder engines officially had been discontinued in 1947, the engine was installed in cars built for the taxi market, up through the 1950 model year.

This would be the last year of Packard's philosophy of marketing their cars by series numbers instead of model year. In a marketing sense, Packard's series designations were only changed when there was a significant change in the vehicle itself. This was convenient for sales and marketing, as they didn't have to be concerned about a model year. In a historical sense, this made for confusion in trying to determine a car's model year, as can be witnessed in the difficulties of splitting the first and second series of 1949 models in this reference. Beginning with the 1951 model year, Packard would retain their series number reference, but would begin aligning their series to a model year. This practice would continue through the 1953 26th Series cars. Beginning in 1954, presumably due to the merger with Studebaker, Packard switched to using the model year as a series indicator.



Custom 2-Door Convertible



Eight 2-Door Club Sedan



Super DeLuxe 4-Door Touring Sedan

**Model year production:** 46,650, down 58.93% from 1949.  
**Domestic market share:** 0.70% (15th place).  
**Base price range:** \$2,224 to \$4,520.  
**Packard average base price:** \$3,115, no change.  
**Introduction date:** September 1949.  
**Assembly plants:** Detroit, MI.  
**Serial number identification:** Seven-digit code located on

left side of cowl under hood, and read as follows: First digit is H. Second through seventh digits are engine/serial numbers as follows in chart below. Note that second-series 1949 and 1950 models' serial numbers continue with no distinction between model years. Also, numbers may have been skipped in between beginning and ending numbers.

### Serial Numbers by Series

	<i>Beginning (Second series 1949)</i>	<i>Ending (1950)</i>
Packard Eight	200001	295000
Super Eight	400001	425000
Custom Eight	600001	610000

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Packard Eight</i>	<i>Super Eight</i>	<i>Custom Eight</i>
288 CID, 2-bbl., L-head, 8-cyl.	7.0:1	135	3-speed manual	S	-	-
			Overdrive	\$92	-	-
			Ultramatic Drive	\$185	-	-
327 CID, 2-bbl., L-head, 8-cyl.	7.0:1	150	3-speed manual	-	S	-
			Overdrive	-	\$92	-
			Ultramatic Drive	-	\$185	-
356 CID, 2-bbl., L-head, 8-cyl.	7.0:1	160	Ultramatic Drive	-	-	S

### Major Options

	<i>Packard Eight</i>	<i>Super Eight</i>	<i>Custom Eight</i>
Heater and defroster	\$68	\$68	\$68
Radio	\$	\$	\$
Fender skirts	\$	*\$	S
Electromatic Clutch	\$36	\$36	\$36
Full wheel covers	\$	S	S
White sidewall tires	\$	\$	\$

\*Standard on Super Eight DeLuxe models.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Lowell Gray Metallic	A
Packard Blue Metallic	B
Egyptian Sand	C
Spruce Green Metallic	D
Granada Gray	E
Corona Cream	F
Argentine Gray Metallic	G
Yosemite Blue Metallic	H
Valiant Green Metallic	K
Aztec Brown Metallic	M
Sylvan Green Metallic	N
Grenadier Maroon Metallic	P
Ash Green	Q
Turquoise Blue	S

## Paint Colors

	Code		Code
Matador Maroon Metallic	U	Astral Blue Metallic	Y
Seminole Beige	W	Maumee Maize	Z
Black	X	<i>Two-tone color combinations available at extra cost.</i>	

## Packard Eight

*"In a great new Golden Anniversary line, Packard combines enduring distinction with spectacular new thrift!"*

Nameplate year of origin: 1948.

Current bodystyle lifespan: 1948 through 1950.

Percentage of division's sales volume: 86.51%.

Primary competition: Buick Super, Chrysler Saratoga, Frazer, Kaiser DeLuxe, Nash Ambassador, and Oldsmobile 88.

Notable changes: No significant changes.

Major standard equipment: Cloth interior trim, full floor covering, electric clock, courtesy lights, stainless steel hood and beltline molding, stainless steel beltline molding, "Goddess of Speed" hood ornament, fender skirts, small hubcaps, and 7.60 × 15 BSW tires. DeLuxe models add: Additional interior trim appointments, trip odometer, and wheel trim rings.

### Measurements

Wheelbase	120.0"
Length	204.7"
Width	77.5"
Height	64.1"
Legroom — front	44.3"
Legroom — rear	42.3"
Headroom — front	36.7"
Headroom — rear	36.3"
Cargo capacity (cu. ft.)	17.2
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Packard Eight Series 2301 2-Door Club Sedan, 6-p.	2395	\$2,224	0.00%	3740	NA	NA
Packard Eight Series 2301 4-Door Touring Sedan, 6-p.	2392	\$2,249	0.00%	3815	NA	NA
Packard Eight Series 2301 4-Door Station Sedan, 6-p.	2393	\$3,449	0.00%	4075	NA	NA
Packard DeLuxe Eight Series 2301 2-Door Club Sedan, 6-p.	2365	\$2,358	0.00%	3770	NA	NA
Packard DeLuxe Eight Series 2301 4-Door Touring Sedan, 6-p.	2362	\$2,383	0.00%	3840	NA	NA
TOTALS	<i>Avg. Price</i>	\$2,533	0.00%	<i>Production</i>	40,359*	-54.78%

\*Production totals by body style are not available.

## Super Eight

*"Accent on Individuality!"*

Nameplate year of origin: 1948.

Current bodystyle lifespan: 1948 through 1950.

Percentage of division's sales volume: 11.44%.

Primary competition: Buick Roadmaster, Cadillac Series 61, Frazer Manhattan, and Lincoln.

### Measurements

	Series 2302 & 2332	Series 2322
Wheelbase	127.0"	141.0"
Length	211.7"	225.7"

**Notable changes:** No significant changes.

**Major standard equipment:** Broadcloth interior trim, full floor carpeting, electric clock, stainless steel hood, front and rear window, side window and beltline molding, rocker panel molding, "Goddess of Speed" hood ornament, full wheel covers, and 7.60 × 15 BSW tires. Seven-passenger models add: Auxiliary jump seats and 8.20 × 15 BSW tires. Limousine adds: Driver partition. DeLuxe models add: Pinstripe wool cloth upholstery, additional interior trim appointments, "Winged Goddess" hood ornament, and 8.00 × 15 BSW tires. Convertible adds: Leather interior and power top.

### Measurements (cont.)

	Series 2302 & 2332	Series 2322
Width	77.5"	76.2"
Height	64.1"	NA
Legroom — front	44.3"	44.3"
Legroom — rear	42.3"	NA
Headroom — front	36.7"	36.7"
Headroom — rear	36.3"	NA
Cargo capacity (cu. ft.)	17.2	17.2
Fuel capacity (gals.)	20.0	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Super Eight Series 2302 2-Door Club Sedan, 6-p.	2385	\$2,608	0.00%	3800	NA	NA
Super Eight Series 2302 4-Door Touring Sedan, 6-p.	2382	\$2,633	0.00%	3870	NA	NA
Super Eight DeLuxe Series 2302 2-Door Club Sedan, 6-p.	2375	\$2,894	0.00%	3855	NA	NA
Super Eight DeLuxe Series 2332 2-Door Victoria Convertible, 6-p.	2379	\$3,350	0.00%	4110	614	-87.52%
Super Eight DeLuxe Series 2302 4-Door Touring Sedan, 6-p.	2372	\$2,919	0.00%	3925	NA	NA
Super Eight Series 2322 4-Door Business Sedan, 7-p.	2371	\$3,950	0.00%	4600	NA	NA
Super Eight Series 2322 4-Door Limousine, 7-p.	2370	\$4,100	0.00%	4620	NA	NA
TOTALS	<i>Avg. Price</i>	\$3,208	0.00%	<i>Production</i>	5,336	-73.62%

\*Production totals by body style are not available, except for convertible.

## Custom Eight

"The Golden Anniversary Packard Custom Eight!"

**Nameplate year of origin:** 1948.

**Current bodystyle lifespan:** 1948 through 1950.

**Percentage of division's sales volume:** 2.05%.

**Primary competition:** Cadillac Fleetwood Sixty-Special, Chrysler Imperial, and Lincoln Cosmopolitan.

**Notable changes:** No significant changes.

**Major standard equipment:** Broadcloth and leather interior trim, full floor carpeting, rosewood instrument panel trim, electric clock, stainless steel body trim molding, hood, side window and beltline moldings, full length body side moldings, "Winged Goddess" hood ornament, full wheel covers, and 8.20 × 15 BSW tires. Convertible adds: Leather interior and power top.

### Measurements

Wheelbase	127.0"
Length	213.3"
Width	77.5"
Height	64.1"
Legroom — front	44.3"
Legroom — rear	42.3"
Headroom — front	36.7"
Headroom — rear	36.3"
Cargo capacity (cu. ft.)	17.2
Fuel capacity (gals.)	20.0

Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom Eight Series 2333 2-Door Victoria Convertible, 6-p.	2359	\$4,520	0.00%	4530	85	-69.09%
Custom Eight Series 2306 4-Door Touring Sedan, 6-p.	2352	\$3,975	0.00%	4310	870	-77.39%
TOTALS	<i>Avg. Price</i>	\$4,248	0.00%	<i>Production</i>	955	-76.84%

# PLYMOUTH

*“The car that likes to be compared. Plymouth builds great cars!”*

1950

The 1950 Plymouths continued with only slight differences from the 1949 models that had been announced just nine months prior to the 1950 introduction date. Powertrain and engineering features were unchanged. Styling changes were minimal at best, with the most noticeable being slightly larger rear windows, and higher rear fender ends on all but station wagon models. This last change was quite easily made, as the rear fenders bolted on; Plymouth proudly advertised that they were “detachable for easy repair at minimum cost.”

Up front a simpler grille fashioned of three connected horizontal bars was used. A trim molding was above the top grille bar, with the name “PLYMOUTH” spelled out in

block letters above that, a revised smaller hood emblem above the lettering, and a “Mayflower” ornament topping the hood. Bumpers, front and rear, were of a traditional design replacing the fluted 1949 bumpers.

Few changes were found inside. The essentially flat instrument panels continued with a three-dial arrangement in front of the driver, heater and radio controls in the middle, and a glove compartment on the right side. Upholstery and other trim detail continued as on last year’s line. The only model change for the season was the introduction of a Suburban wagon with Special DeLuxe trim. However, it was still considered to be in the short wheelbase DeLuxe series, due to its being a 2-Door station wagon.



DeLuxe 2-Door Sedan



DeLuxe 2-Door Suburban Station Wagon



Special DeLuxe 2-Door Convertible



Special DeLuxe 4-Door Sedan

**Model year production:** 608,862, up 17.22% from 1949.

**Domestic market share:** 9.19% (4th place).

**Base price range:** \$1,371 to \$2,372.

**Plymouth average base price:** \$1,730, up 1.40%.

**Introduction date:** January 1950.

**Assembly plants:** Detroit, MI; Evansville, IN; Los Angeles, CA; and San Leandro, CA.

**Serial number identification:** Located on left front door hinge pillar. P-17 DeLuxe series: Eight digit code as follows — Detroit, 18041001 to 18119094; Evansville, 24012001

to 24035538; Los Angeles, 28004001 to 28009848; San Leandro, 28503501 to 28511177. P-18 DeLuxe series: Eight digit code as follows — Detroit, 15359501 to 1546084; Evansville, 22097001 to 22125803; Los Angeles, 26030501 to 26035870; San Leandro, 26504001 to 26510569. P-18 Special DeLuxe series: Eight digit code as follows — Detroit, 12384501 to 12627867; Evansville, 20367001 to 20428448; Los Angeles, 25097501 to 25110385; San Leandro, 25511001 to 25527262.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
217.8 CID, 1-bbl., L-head, 6-cyl.	7.0:1	97	3-speed manual	S

### Major Options

	<i>DeLuxe</i>	<i>Special DeLuxe</i>
Heater and defroster	\$44	\$44
Radio	\$73	\$73
Electric clock	\$	S
Dual sunvisors	\$	S
Dual windshield wipers	\$	S
Turn signal	\$17	\$17
Full wheel covers	\$	\$
White sidewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Black	601
Salvador Blue	605
New Brunswick Blue	606
Channel Green	620
Shore Green	621
Peru Gray	635
Gaynor Gray	636
Palm Beige	645
Trinidad Brown	646
Malibu Brown	647
Rio Maroon	660
Mexico Red	661
Plymouth Cream	665

## DeLuxe

*“The Plymouth DeLuxe.”*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 42.81%.

**Primary competition:** Chevrolet Special Styleline, Ford DeLuxe, and Studebaker Champion.

**Notable changes:** New grille and minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, driver side sun visor and windshield wiper, rubber window surrounds, stainless steel front and rear fender and beltline moldings, chrome rocker panel molding, hood ornament, small hubcaps, and 6.40 × 15 BSW tires. Suburban adds: Vinyl interior. Suburban Special adds: Cloth and vinyl interior. P-20 series adds: 6.70 × 15 BSW tires.

### Measurements

	<i>P-19 series</i>	<i>P-20 series</i>
Wheelbase	111.0"	118.5"
Length	186.5"	192.6"
Width	71.1"	71.5"
Height	64.2"	65.6"
Legroom — front	40.8"	40.3"
Legroom — rear	40.3"	42.3"
Headroom — front	35.0"	37.0"
Headroom — rear	35.0"	36.0"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0



## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 2-Door Coupe, 3-p.	P19	\$1,371	0.00%	2872	16,861	+22.94%
DeLuxe 2-Door Club Coupe, 6-p.	P20	\$1,519	0.00%	3040	53,890	+109.79%
DeLuxe 2-Door Sedan, 6-p.	P19	\$1,492	0.00%	2946	67,584	+137.00%
DeLuxe 4-Door Sedan, 6-p.	P20	\$1,551	0.00%	3068	87,871	+44.00%
DeLuxe 2-Door Suburban Wagon, 6-p.	P19	\$1,840	0.00%	3116	34,457*	NA*
DeLuxe 2-Door Suburban Special Wagon, 6-p.	P19	\$1,946	NEW	3155	NA*	NEW
TOTALS	<i>Avg. Price</i>	\$1,620	+4.20%	<i>Production</i>	260,663	+75.93%

\*Production figures for Suburban and Suburban Special were kept as one count; therefore comparison to last year is not possible.

## Special DeLuxe

“The Plymouth Special DeLuxe.”

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 57.19%.

Primary competition: Chevrolet DeLuxe Styleline, Ford Custom and Studebaker Champion DeLuxe.

Notable changes: New grille and minor trim and detail changes.

Major standard equipment: Striped broadcloth interior trim, rubber floor covering, front door armrests, dual sun visors, electric clock, glove box lock, dual windshield wipers, stainless steel windshield surround, stainless steel front and rear fender and beltline moldings, chrome rocker panel molding, chrome rear fender gravel shield, small hubcaps, and 6.70 × 15 BSW tires. Convertible adds: Leather interior trim and power top. Station Wagon adds: Vinyl interior and removable 2nd and 3rd row seats.

### Measurements

Wheelbase	118.5"
Length	192.6"
Width	71.5"
Height	65.6"
Legroom — front	40.3"
Legroom — rear	42.3"
Headroom — front	37.0"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Special DeLuxe 2-Door Club Coupe, 6-p.	P20	\$1,602	0.00%	3041	99,361	-0.32%
Special DeLuxe 2-Door Convertible, 5-p.	P20	\$1,982	0.00%	3295	12,697	-16.69%
Special DeLuxe 4-Door Sedan, 6-p.	P20	\$1,629	0.00%	3072	234,084	-7.43%
Special DeLuxe 4-Door Station Wagon, 8-p.	P20	\$2,372	0.00%	3353	2,057	-40.26%
TOTALS	<i>Avg. Price</i>	\$1,896	0.00%	<i>Production</i>	348,199	-6.21%

# PONTIAC

*“Dollar for dollar — you can’t beat a Pontiac!”*

The big news for 1950 was the arrival of the all-new 2-Door Hardtop body style. Known as the Catalina hardtop, it was identical to the Chevy Bel Air hardtop in construction with a thin roofline, a narrow C-pillar meeting the body, and a 3-piece wraparound rear window welded onto what was essentially a convertible body. Pontiac actually introduced two different Catalinas, both within the Chieftain DeLuxe line. The first was the regular hardtop with features similar to all DeLuxe models. The second was a Super DeLuxe that featured specific interior luxury features and color choices both in and out. Inside was a full leather interior two-toned in Rust and Ivory, on seats and bolsters, on the door panels, and the instrument panel. Outside, the Super DeLuxe was available in Sierra Rust or San Pedro Ivory, or a two-tone combination of these colors. The special Super DeLuxe model would continue through 1952 in differing color combinations.

As for exterior design, the most noticeable change was of course the grille. Last year’s eight small vertical bars were

replaced with four large bars set between the upper and lower horizontal bars. A similar center bar with a Chief Pontiac emblem completed the new look. Full-length side trim with “Silver Streak” script on the front fender of six-cylinder models continued as in 1949. Eight cylinder models carried “Silver8Streak” script. A revised hood ornament and new hood and trunk emblems completed the exterior changes. A slight horsepower increase was the only mechanical change of note.

Station wagon models were shuffled in the lineup, as the wood station wagon was discontinued, being replaced entirely by the all-steel or “metal” wagon as Pontiac referred to it. The remaining wagons continued to sport the Di-Noc imitation wood vinyl trim, and were split up within the Chieftain series, with the 8-passenger being a base model and the 6-passenger being a Chieftain DeLuxe. Although not covered here, the 2-Door Sedan Delivery continued to be offered, with sales of 2,182. Styling changes were similar to the car line.



Chieftain DeLuxe 4-Door Sedan



Chieftain Super DeLuxe  
2-Door Catalina Hardtop



Chieftain Super DeLuxe  
2-Door Catalina Hardtop



Chieftain Super DeLuxe interior



Streamliner DeLuxe 2-Door Sedan Coupe

**Model year production:** 446,429, up 46.46% from 1949.  
**Domestic market share:** 6.74% (5th place).  
**Base price range:** \$1,571 to \$2,343.  
**Pontiac average base price:** \$1,868, down 5.85%.  
**Introduction date:** January 1950.  
**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Framingham, MA (F); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); and Wilmington, DE (W).  
**Serial number identification:** Eight to ten digit code located

on left front door hinge pillar and read as follows: First digit indicates assembly plant code from above. The second digit indicates engine installation, 6 for 6-cylinder Series 25 and 8 for 8-cylinder Series 27. The third digit indicates year code: T = 1950. Fourth digit indicates transmission attachment: S = Synchronesh 3-speed manual, H = Hydra-Matic. Remaining digits are sequential number by engine and transmission installation with beginning number of 1001 and ending number as follows in the chart below. Style number is located on body tag on cowl under hood.

### Highest Serial Numbers by Assembly Plant and Series

Series	Atlanta	Los Angeles	Framingham	Kansas City	Linden	Pontiac	Wilmington
25 6-cyl. w/3-speed	4925	5571	8048	14626	8011	47948	7475
25 6-cyl. w/Hydra-Matic	1960	2553	2575	3696	19508	15001	2534
27 8-cyl. w/3-speed	5257	4746	4707	11497	4619	38315	5558
27 8-cyl. w/Hydra-Matic	4851	29630	17242	42698	19508	128647	17360

### Model Year Production by Engine and Transmission Installation

Series/Powerplant	Production
25 6-cyl. w/3-speed	90,612
25 6-cyl. w/Hydra-Matic	24,930
27 8-cyl. w/3-speed	67,699
27 8-cyl. w/Hydra-Matic	263,188
<i>Total</i>	446,429

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All <sup>†</sup>
239.2 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	90	3-speed manual Hydra-Matic	S \$158
248.9 CID, 2-bbl., L-head, 8-cyl.	6.5:1*	108	3-speed manual Hydra-Matic	\$68 \$226

\*7.5:1 compression ratio is optional. <sup>†</sup>Six-cylinder models are Series 25. When 8-cylinder is ordered, it becomes Series 27.

### Major Options

	Streamliner	Chieftain
Venti-heater, under seat heater and defroster	\$68	\$68
Windshield washer	\$	\$
Seven-tube radio	\$82	\$82
Electric clock	\$	\$
Rear fender skirts	\$	\$
Hubcaps	\$	\$
Wheel trim rings	\$	\$
White sidewall tires	\$	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Black	5000
Starlight Blue Metallic	5001
Parma Wine Metallic	5003
Warwick Gray Metallic	5004
San Pedro Ivory*	5005
Rio Red	5006
Tarragon Green	5007
Skylark Blue Metallic	5008
Cavalier Gray	5009
Berkshire Green Metallic	5010
Solar Gold Metallic	5011
Sierra Rust*	5012

## Paint Colors (cont.)

	Code		Code
Warwick Gray Metallic over Cavalier Gray	5014	San Pedro Ivory over Sierra Rust*	5022
Sierra Rust over San Pedro Ivory*	5015	Berkshire Green Metallic over Tarragon Green	5023
Berkshire Green Metallic over Tarragon Green	5017	Solar Gold Metallic over Lido Beige	5024
Cavalier Gray over Skylark Blue Metallic	5018	Sierra Rust over San Leandro Cream	5028
Skylark Blue Metallic over Cavalier Gray	5019		

\*Exclusive colors for the Chieftain Super DeLuxe Catalina.

## Streamliner

*"The Beautiful Streamliners."*

**Nameplate year of origin:** 1942 (1941 as Streamliner Torpedo sub-series).

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** NA.

**Primary competition:** Dodge Wayfarer and Meadowbrook, Nash Statesman, Oldsmobile 70 Series, and Studebaker Commander.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Two-tone grey cloth upholstered full-width cushion seats, assist straps, front and rear rubber floor mat, front door armrests, dual sun visors, stainless front and rear window surrounds, beltline molding and rocker panel molding, rubber rear fender gravel shield, and 7.10 × 15 BSW tires. DeLuxe models add: Button-back upholstery, DeLuxe steering wheel, full-length stainless and wheel trim rings, and chrome gravel guard.

### Measurements

Wheelbase	120.0"
Length	202.5"
Width	75.8"
Height	63.3"
Legroom — front	42.8"
Legroom — rear	40.8"
Headroom — front	36.0"
Headroom — rear	35.8"
Cargo capacity (cu. ft.)	17.5
Fuel capacity (gals.)	17.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Streamliner 2-Door Sedan Coupe, 5-p.	2507	\$1,673	-0.95%	3269	NA	NA
Streamliner 4-Door Sedan, 5-p.	2508	\$1,724	-0.92%	3304	NA	NA
Streamliner DeLuxe 2-Door Sedan Coupe, 5-p.	2507D	\$1,768	-0.90%	3289	NA	NA
Streamliner DeLuxe 4-Door Sedan, 5-p.	2508D	\$1,819	-0.87%	3309	NA	NA
TOTALS	<i>Avg. price</i>	\$1,746	-19.62%	<i>Production</i>	NA	NA

\*Production figures kept by series and transmission attachment, not body style.

## Chieftain

*"The Distinguished Chieftains."*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** NA.

**Primary competition:** Dodge Coronet, Hudson Pacemaker, Nash Statesman, Oldsmobile 70 Series, and Studebaker Commander.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Two-tone grey cloth upholstered full-width cushion seats, front and rear rubber floor mat, automatic interior lighting, stainless steel front and rear window trim, beltline molding and

### Measurements

	Cars	Wagons
Wheelbase	120.0"	120.0"
Length	202.5"	202.5"
Width	75.8"	75.8"
Height	63.3"	65.5"
Legroom — front	42.8"	42.8"
Legroom — rear	40.8"	NA

rocker panel molding, rubber rear fender gravel shield, hubcaps, and 7.10 × 15 BSW tires. Station wagon adds: Leatherette (vinyl) upholstery, 2-passenger rear center row and 3-passenger rear seating, Di-Noc simulated wood trim. DeLuxe models add: Button-back upholstery, DeLuxe steering wheel, full-length body side stainless and wheel trim rings, and chrome gravel guard. DeLuxe station wagon adds: 3-passenger rear seating. Convertible adds: Cloth and leather upholstery, power top. Super DeLuxe adds: Color-coordinated leather upholstery, carpeting, and matching two-tone instrument panel.

### Measurements (cont.)

	Cars	Wagons
Headroom — front	36.0"	36.0"
Headroom — rear	35.8"	NA
Cargo capacity (cu. ft.)	17.5	NA
Fuel capacity (gals.)	17.5	17.5

### Models Available

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production†	Change from LY
Chieftain 2-Door Business Coupe, 3-p.	2527B	\$1,571	-1.01%	3209	NA	NA
Chieftain 2-Door Sedan Coupe, 5-p.	2527	\$1,694	-0.94%	3249	NA	NA
Chieftain 2-Door Sedan, 5-p.	2511	\$1,694	-0.94%	3274	NA	NA
Chieftain 4-Door Sedan, 5-p.	2569	\$1,745	-0.91%	3299	NA	NA
Chieftain 4-Door Station Wagon, 8-p.	2562	\$2,264	-10.97%	3604	NA	NA
Chieftain DeLuxe 2-Door Sedan Coupe, 5-p.	2527D	\$1,789	-0.89%	3254	NA	NA
Chieftain DeLuxe 2-Door Sedan, 5-p.	2511D	\$1,789	-0.89%	3279	NA	NA
Chieftain DeLuxe 2-Door Catalina Hardtop, 5-p.	2537D	\$2,000	NEW	3359	NA	NEW
Chieftain DeLuxe 2-Door Convertible Coupe, 5-p.	2567DTX	\$2,122	-0.75%	3514	NA	NA
Chieftain DeLuxe 4-Door Sedan, 5-p.	2569D	\$1,840	-0.86%	3304	NA	NA
Chieftain DeLuxe 4-Door Station Wagon, 6-p.	2562D	\$2,343	-10.84%	3539	NA	NA
Chieftain Super DeLuxe 2-Door Catalina Hardtop, 5-p.	2537SD	\$2,058	NEW	3359	NA	NEW
TOTALS	<i>Avg. price</i>	\$1,909	+6.27%	<i>Production</i>	NA	NA

\*Price comparisons of station wagons made to similar 1949 Streamliner model. †Production figures kept by series and transmission attachment, not body style.

# STUDEBAKER

*“Presenting the next stage in America’s new age of finer motoring ... the new 1950 Studebaker!”*

A dramatically restyled Studebaker hit the market for the 1950 model year. Using the basic 1947–1949 body design, the new cars sat on a chassis that was lengthened an inch for all models, with the extra stretch added to the front end to accommodate the new front end styling. The rear end and interior treatments were also new. And if that weren’t enough, Studebaker introduced a fully automatic transmission, coined Automatic Drive, which shared honors with Chevrolet as being the first in the low-price field.

Studebaker’s new styling was the talk of the automo-

tive world. The “bullet-nose” design was somewhat reminiscent of the 1948 Tucker, with a center chromed “spinner” hood emblem/grille opening combination in place of a center headlight. But everything else was totally different. The front fenders were deeply cut back into the center section of the front end, which looked much like the nose area of a propeller driven aircraft. A chrome strip above a horizontal grille slot on each side of the spinner gave the appearance of a propeller. The actual body-colored, egg-crate design grille opening was set low, just above ex-



posed front bumper brackets. The increased wheelbase length was used at the front to accommodate the longer front-end styling.

Other front-end features included new hood and fender top ornaments and new headlight bezel styles, depending upon series. Hood ornaments were standard on all but the new Champion Custom sub-series. Fender ornaments were standard on the Commander series. Champions used a simple headlight ring, with the turn signal/parking lamp set directly below. The Commanders had all lights surrounded by an oblong chrome bezel. Bodyside lines were the same as in 1947–1949, with the appropriate series designation on the upper rear edge of the front fender. Around back, the rear quarter panel ends were now more upright, and squared off on the end. This allowed for use of a vertical taillamp.

Mechanically, all cars received an increase in compression ratio to 7.0:1. This change resulted in a 2–4 percent increase in horsepower. Optional for cars to be used in high-altitude areas was a 7.5:1 compression ratio. As mentioned above, the automatic transmission was introduced mid-year. New at the start of the season were self-adjusting brakes shoes on all models.

Restyled interiors included the use of new fabrics and a different instrument panel treatment for each series. While both had a flat panel with relatively flat overhanging top lip, the layouts were quite different. For the Champion, a two-tone instrument panel with a half-circle speedometer and optional clock at the center sat directly in front of the driver. A vertical rectangular gauge sat on each side of the speedometer with fuel and oil gauges. Both series had optional radio controls and speaker mounted in the center, and the ventilation, ignition key, and other controls mounted horizontally across the bottom, with plenty of chrome trim. The Commander instrument panel had a tri-tone paint treatment, with the radio speaker grille and glove box door area being painted in a different shade and highlighted by special trim. Three circular pods, horizontally placed in front of the driver, contained the engine related gauges, speedometer and clock.

A lower-priced Custom sub-series was added to the Champion series mid-year. Its introduction, and the lower pricing of all models, put Studebaker squarely back into the low-price field. The new entry-level Custom matched the DeLuxe series model for model.



Champion DeLuxe 2-Door, 3-passenger Coupe



Champion Regal DeLuxe 2-Door Convertible



Commander 4-Door Land Cruiser Sedan



Commander Regal DeLuxe  
2-Door Starlight Coupe

**Model year production:** 343,164, up 165.40% from 1949.

**Domestic market share:** 5.18% (7th place).

**Base price range:** \$1,419 to \$2,328.

**Studebaker average base price:** \$1,760, down 9.07%.

**Introduction date:** August 1949.

**Assembly plants:** Los Angeles, CA and South Bend, IN.

**Serial number identification:** Seven digit code located on left front door lock pillar and read as follows: First digit indicates series; Champion = G; Commander = 4. Followed by six digit sequential serial number by series and assembly plant as in chart that follows.



## Serial Numbers by Assembly Plant and Series

<i>Assembly plant</i>	<i>Beginning</i>	<i>Ending</i>
Los Angeles, CA — Champion	851801	889014
Los Angeles, CA — Commander	839001	848311
South Bend, IN — Champion	468101	686431
South Bend, IN — Commander	398601	461853

## Powertrains

<i>Engine</i>	<i>Compression</i>		<i>Gross HP</i>	<i>Transmission</i>	<i>Champion</i>	<i>Commander</i>
	<i>Ratio</i>					
169.6 CID, 1-bbl., L-head, 6-cyl.	7.0:1*	85	3-speed manual	S	-	
			Overdrive	\$92	-	
			Automatic Drive	\$201	-	
245.6 CID, 1-bbl., L-head, 6-cyl.	7.0:1*	102	3-speed manual	-	S	
			Overdrive	-	\$98	
			Automatic Drive	-	\$201	

\*7.5:1 compression ratio is optional.

## Major Options

	<i>Champion</i>	<i>Commander</i>
Heater	\$61	\$61
Windshield washer	\$	\$
Electric clock	\$	\$
Starline 6-tube radio	\$83	\$83
Skyway 8-tube radio	\$	\$
Hill-Holder	\$	S
Hubcaps	\$	\$
Wheel trim rings	\$	\$
White sidewall discs	\$	\$
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Velvet Black	W-ND
Tulip Cream	W-SS
Bahama Mist Metallic	W-UF
Highland Mist Metallic	W-UG
Plaza Gray	W-UL
Concord Blue	W-UN
Bermuda Green	W-UR
Black Cherry	W-UY
Comanche Red	W-UZ
Aqua Green	W-VC
Steel Mist Metallic	W-VD
Shenandoah Green	W-VO
Old Ivory	W-VP
Surf Gray	W-VR
Aero Blue	W-VT
Sahara Sand	W-VX
Rio Green	W-VY
Maui Blue	W-VZ

# Champion

*“Studebaker, originator of the ‘New Look’ in cars, now offers the ‘next look’ in cars!”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1947 through 1952.

**Percentage of division's sales volume:** 78.86%.

**Primary competition:** Chevrolet DeLuxe, Ford Custom, and Plymouth Special DeLuxe.

**Notable changes:** Restyled front and rear, trim and detail changes.

**Major standard equipment:** Cloth upholstery, rubber floor mats, left front door armrests, drivers sunvisor, black rubber gravel shield, full wraparound front and rear bumpers with bumper guards, and 6.40 ×

## Measurements

Wheelbase	113.0"
Length	197.3"
Width	69.8"
Height	61.5"
Legroom — front	40.5"
Legroom — rear	39.5"
Headroom — front	36.8"
Headroom — rear	34.0"

15 BSW tires. DeLuxe adds: Deluxe steering wheel and horn ring, door armrests, dual sunvisors, automatic dome light switch, and trunk mat. Regal DeLuxe adds: Stainless steel side window trim and rocker panel moldings. Convertible adds: Nylon upholstery with vinyl door panels.

**Measurements (cont.)**

Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

**Models Available**

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Champion Custom 2-Door Coupe, 3-p.	9G-Q4	\$1,419	NEW	2620	1,562	NEW
Champion Custom 2-Door Starlight Coupe, 5-p.	9G-C1	\$1,514	NEW	2690	3,583	NEW
Champion Custom 2-Door Sedan, 6-p.	9G-F1	\$1,487	NEW	2695	19,593	NEW
Champion Custom 4-Door Sedan, 6-p.	9G-W1	\$1,519	NEW	2730	16,000	NEW
Champion DeLuxe 2-Door Coupe, 3-p.	9G-Q1	\$1,497	-5.73%	2635	2,082	+26.80%
Champion DeLuxe 2-Door Starlight Coupe, 5-p.	9G-C3	\$1,592	-5.41%	2705	19,028	+221.58%
Champion DeLuxe 2-Door Sedan, 6-p.	9G-F3	\$1,565	-5.55%	2720	45,280	+337.11%
Champion DeLuxe 4-Door Sedan, 6-p.	9G-W3	\$1,597	-5.39%	2750	46,027	+128.60%
Champion Regal DeLuxe 2-Door Coupe, 3-p.	9G-Q2	\$1,576	-5.17%	2640	849	+18.25%
Champion Regal DeLuxe 2-Door Starlight Coupe, 5-p.	9G-C5	\$1,671	-4.89%	2715	29,966	+204.87%
Champion Regal DeLuxe 2-Door Sedan, 6-p.	9G-F5	\$1,644	-4.97%	2725	21,976	+291.17%
Champion Regal DeLuxe 2-Door Convertible, 5-p.	9G-S2	\$1,981	-5.03%	2900	9,362	+33.08%
Champion Regal DeLuxe 4-Door Sedan, 6-p.	9G-W5	\$1,676	-4.88%	2755	55,296	+127.29%
<b>TOTALS</b>	<i>Avg. price</i>	\$1,595	-8.04%	<i>Production</i>	270,604	+216.20%

**Commander**

*"Styled ahead for years to come!"*

Nameplate year of origin: 1927.

Current bodystyle lifespan: 1947 through 1952.

Percentage of division's sales volume: 21.14%.

Primary competition: Buick Special, DeSoto DeLuxe, Dodge Coronet, Hudson DeLuxe and Pacemaker, Kaiser Special, Mercury, Nash Statesman, and Oldsmobile 76 Deluxe.

Notable changes: Restyled front and rear, trim and detail changes.

Major standard equipment: Cloth upholstery, full floor carpeting, deluxe steering wheel and horn ring, door armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights, black rubber gravel shield, full wraparound bumper with bumper guards, and 7.60 × 15 BSW tires.

Regal DeLuxe adds: Stainless steel window moldings, chrome gravel shield, and rocker panel moldings. Convertible adds: Cloth and vinyl interior. Land Cruiser adds: Robe cord and luggage compartment carpet and light.

**Measurements**

	All except Land Cruiser	Land Cruiser
Wheelbase	119.0"	123.0"
Length	204.4"	208.4"
Width	69.8"	69.8"
Height	61.3"	61.3"
Legroom — front	40.5"	NA
Legroom — rear	39.5"	NA
Headroom — front	36.8"	NA
Headroom — rear	34.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	18.0	18.0

**Models Available**

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commander DeLuxe 2-Door Starlight Coupe, 5-p.	17A-C3	\$1,897	-5.81%	3215	4,383	+61.62%
Commander DeLuxe 2-Door Sedan, 6-p.	17A-F3	\$1,871	-5.89%	3215	4,588	+223.55%

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Commander DeLuxe 4-Door Sedan, 6-p.	17A-W3	\$1,902	-5.79%	3255	11,440	+82.17%
Commander Regal DeLuxe 2-Door Starlight Coupe, 5-p.	17A-C5	\$2,019	-5.48%	3220	7,375	+17.47%
Commander Regal DeLuxe 2-Door Sedan, 6-p.	17A-F5	\$1,992	-5.55%	3220	2,363	+153.00%
Commander Regal DeLuxe 2-Door Convertible, 5-p.	17A-S2	\$2,328	-5.63%	3375	2,867	+68.45%
Commander Regal DeLuxe 4-Door Sedan, 6-p.	17A-W5	\$2,024	-5.42%	3265	14,832	+48.25%
Commander Land Cruiser 4-Door Sedan, 6-p.	17A-Y5	\$2,187	-6.06%	3355	24,712	+71.73%
TOTALS	<i>Avg. price</i>	\$2,027	-4.18%	<i>Production</i>	72,560	+65.97%

# 1951

For most manufacturers, 1951 was a year full of engineering updates. With the rush to introduce all-new postwar cars, suspension and engine development had been a sideline for many manufacturers. The new season brought styling updates for most cars, restyling for Kaiser and Frazer models, and all-new Packard models, but for most it was a chance to update the part of the car below the surface.

A few detail and styling changes were made across the board at Chrysler Corporation. But it was the engineering area that was kept busy preparing for the new season. The Chrysler Saratoga, New Yorker, Imperial and Crown Imperial all had their inline eight-cylinder engines replaced with the 331 CID “Hemi” V8. The name came from the hemispherical shape of the combustion chamber, which would give Chrysler’s first modern V8 engine a significant edge in performance. Other changes included a revised semi-automatic transmission being introduced with Fluid Torque Drive, which utilized a torque converter instead of a fluid coupling. The accomplishment was honored when a Chrysler New Yorker convertible was selected as the 1951 Indianapolis 500 Pace Car. Chrysler was also acknowledged for its engineering success by the fledgling automotive publication *Motor Trend*, when it selected all of Chrysler Corporation as recipient of its “Car of the Year” award. As for new models, the corporate line of two-door hardtops was completed when the low-priced Plymouth Cranbrook Belvedere was introduced. And Plymouth marked another milestone with production of its 7 millionth car, adding to the good year that Chrysler was having.

Across town in Dearborn, Ford had only minor styling updates on its line of cars, plus the addition of a two-door hardtop as the top-of-the-line Ford Victoria. Also, Ford introduced its first automatic transmission this year. This would be the first year for a Ford-made automatic transmission, as the Lincolns had used, and continued to use, Hydra-Matic automatic transmissions purchased from

General Motors. Ford’s new transmission was named the Ford-O-Matic, and an identical Merc-O-Matic was available on Mercurys.

Back in Detroit, General Motors had few changes in their offerings for 1951. Having typically been the leader in the automotive industry, GM had already equipped all of its cars with optional automatic transmissions, and every make in the line had a two-door hardtop model, so it was a year to take a breather and refine the existing product. A high point of the year was the celebration of Pontiac’s 25th anniversary.

In Willow Run, Kaiser-Frazer had run their initial body style for four model years. For 1951, they gambled with a restyled and radically beautiful Kaiser line. Sleekly styled by designer Howard Darrin, with a low beltline and a widow’s peak windshield design, this was truly the Kaiser originally meant to be produced. Despite the modernistic design, the Kaiser unfortunately was still overpriced in its field. Being saddled with a 6-cylinder engine in an era when the competition had V8 engines did not help the cause. However, this did not keep Kaiser from having a good sales year. On the other hand, the upscale Frazer received a much more conservative restyling, and sales faltered, resulting in the cessation of production during 1951.

At mid-year, the compact Henry J was introduced. Henry J. Kaiser held the belief that everyone should be able to buy a dependable new car, an opinion that led Henry Ford to great success 50 years earlier. But many buyers viewed the Henry J as a car for people who were too poor to afford a bigger car, and it did not sell well after the initial curiosity wore off. In retrospect, it appears that if the Henry J had not been so spartan, and perhaps priced a little higher with additional equipment, it might have met with more success, mirroring that seen by the Nash Rambler and the upcoming Willys Aero.

Having had limited success with the round, slab-sided look of the 1948–1950 22nd and 23rd series cars, Packard

rolled out an all-new line with more modern styling on August 21, 1950. These 1951 models were the 24th series Packard 200, 300, and 400. Later, on March 16, 1951, the 24th series Packard 250 was introduced. A 2-Door Hardtop body style was added which gave Packard the latest in styling trends. With the 24th series, Packard was in a better position to compete against its long-standing rivals Cadillac and Lincoln. The proof was in the sales and production for the year.

The remainder of the independent manufacturers generally had slightly revised styling or trim changes, but most did offer other changes. Hudson revised its series and nameplate structure, introducing the thrifty Pacemaker and performance Hornet series. At Nash, the sport roadster Nash-Healey was introduced. A two-seater with European roadster styling and power by Nash, the Healey was not intended as a volume production car, but it still sold below expectations and would receive a redesign by Pinin Farina for 1952. Studebaker had few styling changes but introduced its first overhead valve V8 engine. The new engine, a small 232 CID V8 engine with 120 horsepower, would provide the basis for much more powerful engines in the future. The small Crosley continued with very few changes.

Manufacturers offering trucks saw few changes for the 1951 season. All trucks had been updated with new styling and more powerful engines since World War II, and since trucks generally ran longer styling cycles, it is not surprising that there was not much activity on this front. The car based Chevrolet, Crosley, Ford and Pontiac sedan deliveries received changes equivalent to the related car models, and the truck-based Willys station wagons and sedan deliveries continued relatively unchanged.

With the postwar demand for new cars finally satisfied, the industry had returned to routine conditions, and the manufacturers could resume some long-range thinking. While the designers and engineers were always looking ahead, it had been some time since they were able to dream a little. The last widely publicized “dream car” had come from General Motors back in 1938 in the form of Harley Earl’s Buick Y-Job. By 1951, Earl and his staff were ready to present the next big thing in dream cars, and the 1951 GM LeSabre was introduced. Public reaction to the LeSabre was so overwhelmingly positive that it helped launch an era of concept cars that would come from nearly all manufacturers during the 1950s. Exciting if often wholly impractical for production, these cars showcased the manufacturers’ most advanced ideas and cast a certain aura over the more mundane offerings actually on sale. For more details on the 1951 GM LeSabre and some of the dream cars that followed, refer to Appendix IV.

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### 1951 Overview and Changes from Prior Year

- **Total industry production:** 5,813,971, down 12.26%.
- **Number of manufacturers for model year:** 20, up from 19.
- **Number of models and body types offered:** 238, down from 257.
- **Industry average base price:** \$2,445, up 9.08%.
- **Industry base price range:** \$943 for the Crosley 2-Door Business Coupe, to \$6,690 for the Chrysler Crown Imperial 4-Door, 8-passenger Limousine.

# BUICK

*“BUICK. Smart Buy for 1951.”*

The 1951 Buicks arrived with frontal styling updates that mimicked the cleaner looking 1949 grilles. While retaining the bombsight parking lights of the 1950 model, the grille bars no longer flowed over the bumper, rather having 25 vertical bars between the upper grille bar and the bumper. Added to the bumper were traditional style bumper guards placed between the parking lights. The original plans called for the parking lights to sit atop the fenders, and in fact the first issue of sales brochures show them on all models, including the cover car. However, it is not believed any were produced with this feature.

Other styling changes were minor this year. Special Deluxe models now used the one-piece windshield, as on the Super and Roadmaster, while the base Special retained its two-piece windshield design. Series script identification for all lines was moved to the trunk lid. The Roadmaster added a chrome rocker panel molding and dropped the Roadmaster Deluxe line. Features of the one-year-only Roadmaster Deluxe line were added as standard equipment, or now offered as optional equipment. More power was added to the Special line by way of last year’s Super engine, and more models were added. The Special finally received

a Riviera 2-Door Hardtop and brought a convertible back into the fold. But along the way, the 4-Door Jetback Sedan was lost, as the popularity of the fastback was quickly losing favor. While the styling was generally sportier, it was viewed by the buying public as a throwback to the 1930s and 1940s, when the fastback style was the latest in aerodynamic styling and automotive progress. The 1950s were for sporty hardtops and convertibles, and new luxury amenities.

Sales for Buick slipped quite a bit in 1951 for several reasons. Overall industry sales were down about 13 percent from the prior year, in part because of material shortages caused by the outbreak of the Korean War. Also, after so many years of booming postwar growth, the economy was beginning to cool off, and prices were rising, which slowed purchases of big-ticket items, and mid-range to upper end automobiles in particular. A final factor was a slightly short-

ened model year selling period for Buick due to the extended run of 1950 models caused by the early introduction of the Special.

An interesting side note: plans for the 1951 Buick originally included adding a Series 44 Custom Special. Essentially, this line would have placed the Special's powertrain in a Super body and trim. Three models were planned — 2-Door Jetback Sedan (Model 46D), 2-Door Riviera Hardtop (Model 46R) and 4-Door Tourback Sedan (Model 42). Although these cars are shown in early sales literature, none are known to have been produced. It would be interesting to know the thought process in wanting to build the Custom Special, as this is the exact opposite of what Buick had done in the past, and would soon do again, in 1954, with the Century line — that is, placing the larger Super engine in the smaller Special body.



Custom Special 2-Door Jetback Sedan



Roadmaster 2-Door Riviera Hardtop



Special 4-Door Tourback Sedan



Super 4-Door Estate Wagon



Super 2-Door Sedan

**Model year production:** 399,734, down 40.14% from 1950.

**Domestic market share:** 6.88% (4th place).

**Base price range:** \$1,987 to \$3,783.

**Buick average base price:** \$2,574, up 6.53%.

**Introduction date:** January 1951.

**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4); Wilmington, DE (5); Atlanta, GA (6); and Framingham, MA (7).

**Serial number identification:** Eight digit code read as follows: 1st digit indicating assembly plant code from above,

followed by sequential number by plant — Flint, 16031301 to 16435957; Southgate, 26050001 to 26407389; Linden, 36055001 to 36408797; Fairfax, 460610011 to 46412044; Wilmington, 56070001 to 56413465; Atlanta, 66075001 to 66414785; Framingham, 76080001 to 76416065. Style number can be found on body identification plate. An × after the style number denotes Hydraulic (power) seats, windows and convertible tops. “Ionia” denotes the builder of wagon bodies for Buick.

### Powertrains

Engine	Compression		Transmission	Special	Super	Roadmaster
	Ratio	Gross HP				
263.3 CID Fireball 2-bbl., valve-in-head, 8-cyl.	6.6:1	120	3-speed manual	S	-	-
	6.9:1	124	3-speed manual	-	S	-
	7.2:1	128	Dynaflow Drive Automatic	\$178	\$178	-
320.2 CID Fireball, 2-bbl., valve-in-head, 8-cyl.	7.2:1	152	Dynaflow Drive Automatic	-	-	S



### Major Options

	<i>Special</i>	<i>Super</i>	<i>Roadmaster</i>	
Weather-Warden heater/defroster	\$58	\$58	\$58	Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.
Selectronic AM Radio	\$	\$	\$	
Sonomatic AM Radio	\$80	\$80	\$80	
Automatic windshield washers	\$	\$	\$	
E-Z-I non-glare rear view mirror	\$	S	S	
Outside rear view mirror	\$	\$	\$	
Remote-control outside rear view mirror	\$	\$	\$	
Full wheel covers	\$	\$	S	

### Paint Colors

	<i>Code</i>		<i>Code</i>
Carlsbad Black	1	Sky Gray over Sharon Green Metallic	14
Verde Green Metallic	2	Sky Gray over Cloudmist Gray Metallic	15
Imperial Blue Metallic	3	Imperial Blue Metallic over Barton Gray	16
Geneva Green Metallic	4	Calumet Green Metallic	19
Barton Gray	5	Sky Gray over Calumet Green Metallic	20
Olympic Blue Metallic	6	Venetian Blue Metallic	21
Victoria Maroon Metallic	7	Sky Gray over Venetian Blue Metallic	22
Sharon Green Metallic	8	Galena Blue Metallic	23
Cloudmist Gray Metallic	9	Sky Gray over Galena Blue Metallic	24
Old Ivory	10	Imperial Blue Metallic over Galena Blue Metallic	25
Sky Gray over Verde Green	11	Glenn Green	26
Sky Gray over Olympic Blue Metallic	12	Calumet Green Metallic over Glenn Green	28
Sky Gray over Victoria Maroon Metallic	13		

## Special

*“Brand-new luxury and brand-new values.”*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** Second-series 1949 through 1953.

**Percentage of division's sales volume:** 41.14%.

**Primary competition:** Hudson Super 6, Kaiser Special, Mercury, Nash Statesman, Oldsmobile 88, and Studebaker Commander.

**Notable changes:** New front styling and trim changes.

**Major standard equipment:** Cloth seats, full floor covering, interior hood release, turn signals, two-piece windshield, three Ventiports per side, chrome gravel guard and lower rear quarter moldings, front and rear bumper guards, and 7.60 × 15, 4-ply tires. Deluxe models add: Vargas cloth upholstery, front and rear side armrests, one-piece windshield, and full-length “Sweep Spear” body side molding.

### Measurements

Wheelbase	121.5"
Length	206.2"
Width	79.4"
Height	63.9"
Legroom — front	43.3"
Legroom — rear	39.7"
Headroom — front	35.1"
Headroom — rear	34.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Special 2-Door Coupe, 3-p., Model 46	4307	\$1,987	+10.21%	NA	*	*
Special 2-Door Tourback Sedanet, 6-p., Model 48	4311	\$2,080	NEW	NA	*	*
Special 2-Door Tourback Coupe, 6-p., Model 46S	4327	\$2,046	+10.24%	3600	2,700	-97.31%
Special 2-Door Riviera Hardtop, 6-p., Model 45R	4337	\$2,225	NEW	3645	16,491	NEW
Special 2-Door Convertible, 6-p., Model 46C	4367X	\$2,561	NEW	3830	2,099	NEW
Special 4-Door Tourback Sedan, 6-p., Model 41	4369	\$2,139	+10.20%	3605	999	-12.45%

1951

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special Deluxe 2-Door Tourback Sedanet, 6-p., Model 48D	4311D	\$2,127	+12.01%	3615	54,311	-29.38%
Special Deluxe 4-Door Tourback Sedan, 6-p., Model 41D	4369D	\$2,185	+10.19%	3680	87,848	-37.87%
TOTALS	<i>Avg. price</i>	\$2,169	+13.78%	<i>Production</i>	164,450	-51.33%

\*Although these models are listed in sales literature and industry reports, no evidence of production was found.

## Super

*"Superlative in quality ... smartest stepper in its field."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 42.33%.

**Primary competition:** Chrysler Windsor, DeSoto Custom, Frazer, Hudson Commodore, Kaiser DeLuxe, Oldsmobile Super 88, and Packard Series 200.

**Notable changes:** New front styling and trim changes.

**Major standard equipment:** Herringbone-pattern cloth interior trim, front rubber floor mats with rear floor carpet, side armrests, rear seat center armrest, "Sweepspear" full-length stainless bodyside trim, three Ventiports on front fenders, series identification on trunk lid, and 7.60 × 15, 4-ply tires. Convertible adds: Leather interior trim and power convertible top, front seat, and windows.

### Measurements

	All but Model 52	Model 52
Wheelbase	121.5"	125.5"
Length	206.2"	210.2"
Width	80.0"	80.0"
Height	63.9"	63.9"
Legroom — front	43.3"	43.3"
Legroom — rear	39.2"	42.1"
Headroom — front	35.1"	35.1"
Headroom — rear	35.5"	35.6"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	19.0	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 2-Door Tourback Coupe, 6-p., Model 56S	4507	\$2,248	+10.14%	3685	1,500	-85.98%
Super 2-Door Riviera Hardtop, 6-p., Model 56R	4537	\$2,356	+10.14%	3765	54,512	-2.71%
Super 2-Door Convertible, 6-p., Model 56C	4567X	\$2,728	+10.18%	3965	8,116	-33.80%
Super 4-Door Tourback Sedan, 6-p., Model 51	4569	\$2,356	+10.14%	3755	10,000	-82.04%
Super 4-Door Riviera Sedan, 6-p., Model 52	4519	\$2,437	+10.17%	3845	92,886	-19.05%
Super 4-Door Estate Wagon, 6-p., Model 59	Ionia	\$3,133	+10.16%	4100	2,212	-10.81%
TOTALS	<i>Avg. price</i>	\$2,309	+10.16%	<i>Production</i>	169,226	-32.82%

## Roadmaster

*"Brilliant master of the road in performance, prestige, and the sheer luxury of its travel."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 16.53%.

**Primary competition:** Cadillac Series 61, Chrysler Saratoga, Frazer Manhattan, Lincoln Cosmopolitan, and Packard Series 250/300.

**Notable changes:** New front styling and trim changes.

**Major standard equipment:** Velvet-like broadcloth uphol-

### Measurements

	All but Model 72R	Model 72R
Wheelbase	126.3"	130.3"
Length	211.0"	215.0"
Width	80.0"	80.0"
Height	64.4"	64.4"
Legroom — front	43.3"	43.3"

stery, front rubber floor mats with rear floor carpet, full-length "Sweepstear" trim, rocker panel molding, 4 Ventipoints on each front fender, series identification on trunk lid, full wheel discs, and 8.00 × 15, 4-ply tires. Riviera Sedan (72R) adds: power front seat and windows. Riviera Hardtop (76R) adds: Leather and cloth interior trim. Convertible adds: Leather interior trim and power convertible top. Estate Wagon adds: Leather interior trim, carpeted cargo floor, and mahogany veneer trim panels.

### Measurements (cont.)

	<i>All but Model 72R</i>	<i>Model 72R</i>
Legroom — rear	39.6"	42.5"
Headroom — front	35.1"	35.1"
Headroom — rear	34.8"	35.0"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	19.0	19.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Roadmaster 2-Door Riviera Hardtop, 6-p., Model 76MR	4737	\$3,051	+15.88%	4185	809	-64.03%
Roadmaster 2-Door Riviera Hardtop, 6-p., Model 76R	4737X	\$3,143	+10.13%	4235	12,901	+53.00%
Roadmaster 2-Door Convertible, 6-p., Model 76C	4767X	\$3,283	+10.13%	4355	2,911	-1.79%
Roadmaster 4-Door Riviera Sedan, 6-p., Model 72R	4719X	\$3,044	+10.16%	4240	48,758	+1525.27%
Roadmaster 4-Door Estate Wagon, 6-p., Model 79R	Ionia	\$3,780	+10.20%	4470	679	+61.67%
TOTALS	<i>Avg. price</i>	\$3,261	+13.00%	<i>Production</i>	66,058	-15.35%

# CADILLAC

*"Standard of the World."*

After two great sales years, Cadillac chose not to make many changes. In only the second year with a new body design, no major change would have been expected in styling. However, there was one styling cue introduced that would become a Cadillac trademark feature through the 1958 season: the bullet-shaped bumper guard. A slightly revised front end carried a heavier bumper, protected by substantially larger bumper guards having a bullet (or rocket-like) shape. Minor trim and detail changes were made, and the biggest mechanical advancement for the year was the introduction of a key start ignition, as opposed to the prior pushbutton starting.

Following the 100,000 plus production mark achieved for 1950, Cadillac set out to do it again, and succeeded. However, the continuing low sales of the Series 61 line resulted in its mid-year demise. Slowing sales were most likely caused by overlap with Buick and Oldsmobile models offering more features and better pricing, and growing competition from other upper-mid-level cars such as Chrysler. A low range Cadillac would not return to the lineup until 1959, when the Series 62 would become the entry-level Cadillac and be effectively replaced by a rechristened Series 62 De Ville.



Series 60 Special 4-Door Sedan



Series 61 4-Door Sedan



Series 62 2-Door Convertible

**Model year production:** 106,622, up 5.06% from 1950.

**Domestic market share:** 1.83% (14th place).

**Base price range:** \$2,831 to \$5,405.

**Cadillac average base price:** \$3,924, up 8.05%.

**Introduction date:** December 1950.

**Assembly plants:** Detroit, MI (1).

**Engine and serial number identification:** Nine-digit code

for engine number (used as serial number). For all cars the number is stamped on front right side of the crankcase above the water pump. Series motors numbered as follows: 61— 516100000 and up; 62— 516200000 and up; 60 Special— 516000000 and up; 75— 517500000 and up. Ending engine number for all series is 110340.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Series 61 & 75 Fleetwood	Series 62 & 60 Special
331 CID, 2-bbl., V8	7.50:1	160	3-speed Synchromesh manual	S	-
			Hydra-Matic Automatic	\$174	S

### Major Options

	61	62	60 Special	75 Fleetwood
Heater and defroster	\$95	\$95	\$95	\$125
Radio and antenna	\$90	\$90	\$90	\$90
Power windows	\$	\$*	S	S
Power seat adjustment	\$	\$*	S	S
Outside LH rear view mirror	\$	\$	\$	\$
Windshield washers	\$10	\$10	\$10	\$10
Full-wheel covers	\$25	\$25	\$25	S
White sidewall tires	\$	\$	\$	\$

\*Standard on Series 62 Convertible and Coupe de Ville.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Black	1
Empress Blue Metallic	2
Exeter Green Metallic	3
Capri Green	4
Cadet Blue	5
Tuscon Beige Metallic	6
Corinth Blue	7
Savoy Gray Metallic	8
Bolero Maroon Metallic	9
Mist Gray	10
Chester Green Metallic	12
Savoy Gray Metallic over Mist Gray	15
Chester Green Metallic over Exeter Green Metallic	16
Argent Gray Metallic over Cadet Blue	17
Exeter Green Metallic over Chester Green Metallic	18
Empress Blue Metallic over Corinth Blue	20
Fiesta Ivory	22
Black over Fiesta Ivory	23

## Series 61

*"The Remarkable Cadillac Series Sixty-one!"*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1950 through 1951.

Percentage of division's sales volume: 4.41%.

Primary competition: Buick Roadmaster, Chrysler Windsor Deluxe, Frazer Manhattan, Lincoln and Packard Series 300.

Notable changes: Minor trim and detail changes.

Major standard equipment: Two-tone gray fabric interior trim, full floor covering, rear fender skirts, directional signals, small hubcaps, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	122.0"
Length	211.8"
Width	80.2"
Height	62.0"
Legroom — front	43.5"
Legroom — rear	39.8"
Headroom — front	35.8"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 61 2-Door Club Coupe, 6-p.	6137	\$2,831	+2.54%	3807	2,400	-79.73%
Series 61 4-Door Sedan, 6-p.	6169	\$2,940	+2.58%	3839	2,300	-84.27%
TOTALS	<i>Avg. Price</i>	\$2,886	+2.56%	<i>Production</i>	4,700	-82.24%

## Series 62

*"The Beautiful Cadillac Series Sixty-two!"*

Nameplate year of origin: 1940.

Current bodystyle lifespan: 1950 through 1953.

Percentage of division's sales volume: 76.05%.

Primary competition: Chrysler New Yorker, Lincoln Cosmopolitan, and Packard Series 250.

Notable changes: Minor trim and detail changes.

Major standard equipment: Two-tone interior trim, rear seat center armrest, wool-pile carpeting, rocker panel moldings, rear fender skirts, directional signals, small hubcaps, and 8.00 × 15 BSW tires. Coupe de Ville adds: Two-tone leather interior trim and Hydra-electric front seat and windows. Convertible adds: Hydra-electric powered top.

### Measurements

Wheelbase	126.0"
Length	215.8"
Width	80.2"
Height	62.7"
Legroom — front	43.6"
Legroom — rear	40.3"
Headroom — front	35.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 62 2-Door Hardtop, 6-p.	6237	\$3,436	+9.08%	4081	10,132	+57.48%
Series 62 2-Door Hardtop Coupe de Ville, 6-p.	6237D	\$3,843	+9.08%	4156	10,241	+127.22%
Series 62 2-Door Convertible, 6-p.	6267	\$3,987	+9.11%	4377	6,117	-12.44%
Series 62 4-Door Sedan, 6-p.	6219	\$3,528	+9.09%	4062	54,596	+30.33%
TOTALS	<i>Avg. Price</i>	\$3,699	+9.09%	<i>Production</i>	81,086	+35.56%

## Series 60 Special

*"The Luxurious Cadillac Series Sixty Special!"*

**Nameplate year of origin:** 1938.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 17.47%.

**Primary competition:** Chrysler Imperial and Packard Series 400.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim plain or patterned, color-coordinated carpeting, Hydra-electric front seat, power windows, rocker panel moldings, eight vertical chrome fender louvers in front of rear wheel opening, rear fender skirts, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	130.0"
Length	224.8"
Width	80.2"
Height	62.6"
Legroom — front	43.6"
Legroom — rear	40.3"
Headroom — front	35.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 60 Special 4-Door Sedan, 6-p.	6019	\$4,142	+9.09%	4234	18,631	+35.45%
TOTALS	<i>Avg. Price</i>	\$4,142	+9.09%	<i>Production</i>	18,631	+35.45%

## Series 75 Fleetwood

*"The Distinguished Cadillac Fleetwood Series Seventy Five!"*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 2.07%.

**Primary competition:** Chrysler Crown Imperial.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Bedford cloth or broadcloth interior trim, folding rear seat foot rests, color-keyed carpeting, power front seat, power windows, auxiliary jump seats, full-length lower body trim molding, rear fender skirts, large hubcaps, and 8.20 × 15 BSW tires.  
Imperial adds: glass division window.

### Measurements

Wheelbase	146.8"
Length	236.7"
Width	80.2"
Height	64.1"
Legroom — front	43.2"
Legroom — rear	NA
Headroom — front	37.0"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 75 Fleetwood 4-Door Sedan, 7-p.	7523	\$5,200	+9.77%	4621	1,120	+56.21%
Series 75 Fleetwood Imperial 4-Door Sedan, 7-p.	7533	\$5,405	+8.99%	4652	1,085	+46.03%
TOTALS	<i>Avg. Price</i>	\$5,303	+9.38%	<i>Production</i>	2,205	+51.03%



# CHEVROLET

*“Chevrolet for 1951. Smarter ... Safer ... Greater in Value.”*

While touted as “More beautiful...” and embodying “New smartness...,” the 1951 Chevrolet line was really just a very mildly updated version of the 1949 and 1950 models. Between the new “Fashion-Front” grille and the new “Reflector-Guard taillights,” there was not much new. The new grille eliminated the vertical bars, and parking lights moved to a point at the far ends of the lower grille bars, directly under the headlights. A restyled hood ornament and emblem were placed above the top grille bar, which now bore the Chevrolet name in a stylized script. DeLuxe models sported stainless steel fender trim which ran from the top front of the front wheel opening to a point inches shy of the start of the rear fender, and wore the model designation in block letters just behind the front wheel opening

within that trim. Rear fenders were raised slightly, with the aforementioned new style taillights, still vertically mounted. A restyled trunk emblem completed the exterior revisions.

Inside, a newly restyled instrument panel and restyled interiors greeted Chevrolet owners, with a more expensive look than many competitors. There were no powertrain changes of significance, but new larger “Jumbo-Drum” brakes were introduced offering greatly improved stopping power with less effort. The only model change of note was the discontinuation of the Special Fleetline 2-Door and 4-Door sedans at mid-year. Despite increased prices and the mounting Korean War pressures, Chevrolet managed to achieve sales over 1.2 million units and retain its first place status.



Fleetline Special 4-Door Sedan



Styleline DeLuxe 2-Door Convertible



Styleline DeLuxe 2-Door Sedan

**Model year production:** 1,229,986, down 17.92% from 1950.

**Domestic market share:** 21.16% (1st place).

**Base price range:** \$1,460 to \$2,191.

**Chevrolet average base price:** \$1,691, up 9.88%.

**Introduction date:** November 1950.

**Assembly plants:** Atlanta, GA (8); Baltimore, MD (14); Buffalo, NY (12); Flint, MI (1); Janesville, WI (21); Kansas City, MO (5); Norwood, OH (9); Oakland, CA (6); St. Louis, MO (3); and Tarrytown, NY (2).

**Serial number identification:** Seven to nine digit codes located on left front door hinge pillar and read as follows:

First number indicates assembly plant, followed by series designation of JJ for Special and JK for DeLuxe; remaining digits are consecutive serial number, JJ-1001 through 32061 and JK-1001 through 174408. *Example:* 1JJ1001 is a 1951 Special built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Special	DeLuxe
216.5 CID Thrift-Master, 1-bbl., valve-in-head, 6-cyl.	6.6:1	92	3-speed manual	S	S
235.5 CID, 1-bbl., valve-in-head, 6-cyl.	6.7:1	105	Powerglide automatic	-	\$158

## Major Options

### All models

Heater and defroster	\$36
Deluxe in-dash heater and defroster	\$
Windshield washer	\$
Deluxe steering wheel	\$
Radio	\$64
Deluxe pushbutton radio	\$
Radio antenna	\$
Full wheel covers	\$
Wheel trim rings	\$
White sidewall tires	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code		Code
Maryland Black	442	Maryland Black over Moonlite Cream	453
Burgundy Red Metallic	443	Thistle Gray over Trophy Blue Metallic	454
Thistle Gray	444	Thistle Gray over Shadow Gray Metallic	455
Fathom Green Metallic	445	Aspen Green Metallic over Fathom Green Metallic	456
Shadow Gray Metallic	446	Aztec Tan with Woodgrain — Wagon only	457
Trophy Blue Metallic	447	Fathom Green Metallic with Woodgrain — Wgn only	458
Regatta Blue Metallic (mid-year replacement)	447	Shadow Gray Metallic	459
Aspen Green Metallic	448	Shadow Gray Metallic over Thistle Gray	460
Aztec Tan	449	Thistle Gray over Shadow Gray Metallic	461
Moonlite Cream	450	Aspen Green	462
Shadow Gray Metallic over Thistle Gray	451	Fathom Green Metallic over Aspen Green	463
Fathom Green Metallic over Aspen Green Metallic	452	Aspen Green over Fathom Green Metallic	464

## Special

*“More beautiful from bumper to bumper.”*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 15.05%.

**Primary competition:** Ford Deluxe and Plymouth Cambridge.

**Notable changes:** Slightly revised styling and trim changes.

**Major standard equipment:** Two-tone gray-striped pattern cloth upholstery, light gray side panels, black rubber luggage mat and front floor mat (rear compartment on business coupe), rear floor carpet on sedans and sport coupe, driver-side sun visor, three-spoke steering wheel, trunk lock, luggage compartment light (window in each taillight), stainless steel beltline molding, lower body stainless trim, rubber rear fender gravel shield, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	115.0"
Length	197.8"
Width	73.4"
Height	63.6"
Legroom — front	42.8"
Legroom — rear	41.0"
Headroom — front	35.4"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	19.0
Fuel capacity (gals.)	16.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special Styleline 2-Door Business Coupe, 3-p.	JJ-1504	\$1,460	+9.86%	3040	17,202	-18.89%
Special Styleline 2-Door Sport Coupe, 6-p.	JJ-1524	\$1,545	+9.73%	3060	18,981	-33.00%
Special Styleline 2-Door Sedan, 6-p.	JJ-1502	\$1,540	+9.76%	3095	75,566	-15.94%
Special Styleline 4-Door Sedan, 6-p.	JJ-1503	\$1,594	+9.93%	3130	63,718	+14.51%
Special Fleetline 2-Door Sedan, 5-p.	JJ-1552	\$1,540	+9.76%	3090	6,441	-85.25%
Special Fleetline 4-Door Sedan, 5-p.	JJ-1553	\$1,594	+9.93%	3130	3,364	-85.55%
TOTALS	<i>Avg. price</i>	\$1,546	+9.83%	<i>Production</i>	185,090	-29.30%

# DeLuxe

*"New smartness and luxury."*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 82.53%.

Primary competition: Ford Custom, Plymouth Concord, and Studebaker Champion.

Notable changes: Slightly revised styling and trim changes.

Major standard equipment: Two-tone gray-stripped broadcloth upholstery, gray rubber luggage mat and front floor mat with simulated carpet inserts, rear floor carpet on sedans and sport coupe, two-tone gray door panels with stainless trim, two-tone gray instrument panel with garnish molding, twin sun visors, 39-hour stem wind clock, two-spoke steering wheel with new "Bow-tie" center cap, trunk lock, luggage compartment light (window in each taillight), stainless steel front fender and door molding with DeLuxe nameplate, stainless side window (except convertible and wagons), windshield, beltline, rear gravel shield, and lower body trim, fender skirts, and 6.70 × 15 BSW tires. Convertible adds: Two-tone deep-buff leather upholstery, front floor mat carpeted inserts, and power top. Bel Air adds: Two-tone leather and pile-cord upholstery, headliner with bright metal roof bows. Station wagon adds: Tan, simulated pigskin leather upholstery, wood-grained leather headliner and garnish moldings, wood panels on doors and sidewalls, tan linoleum rear compartment floor, and Di-Noc simulated wood trim.

## Measurements

	Cars	Wagon
Wheelbase	115.0"	115.0"
Length	197.8"	198.3"
Width	74.0"	74.0"
Height	63.6"	65.8"
Legroom — front	42.8"	42.8"
Legroom — rear	41.0"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	35.0"	NA
Cargo capacity (cu. ft.)	19.0	NA
Fuel capacity (gals.)	16.0	16.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe Styleline 2-Door Sport Coupe, 6-p.	JK-2124	\$1,647	+9.95%	3115	64,976	-20.31%
DeLuxe Styleline 2-Door Sedan, 6-p.	JK-2102	\$1,629	+9.92%	3110	262,933	+5.78%
DeLuxe Styleline 2-Door Bel Air Hardtop, 6-p.	JK-2154	\$1,914	+9.94%	3225	103,356	+34.82%
DeLuxe Styleline 2-Door Convertible, 5-p.	JK-2134	\$2,030	+9.91%	3380	20,172	-38.52%
DeLuxe Styleline 4-Door Sedan, 6-p.	JK-2103	\$1,680	+9.88%	3140	380,270	+20.18%
DeLuxe Styleline 4-Door Station Wagon, 8-p.	JK-2119	\$2,191	+9.88%	3470	23,586	-85.88%
DeLuxe Fleetline 2-Door Sedan, 6-p.	JK-2152	\$1,629	+9.92%	3125	131,910	-30.39%
DeLuxe Fleetline 4-Door Sedan, 6-p.	JK-2153	\$1,680	+9.88%	3155	57,693	-53.58%
TOTALS	<i>Avg. price</i>	\$1,800	+9.91%	<i>Production</i>	1,044,896	-15.51%

# CHRYSLER

*"The Beautiful Chrysler."*

Tagged "the Sensation of the Century," the all-new 180-horsepower, 331 CID V8 engine was introduced this year. As Chrysler advertised, "The heart ... and secret of this

great engine is the Hemispherical Combustion Chamber ... a design that has been used successfully in some aircraft engines and in very expensive sport cars of foreign design."

Soon to be forever known as the “Hemi,” the engine had undergone more than five years and millions of miles of testing to perfect it. In true Chrysler engineering form, the new Hemi was designed to carefully balance power, performance, economy and durability. This would be proven true, not only by the long lifespan of the design, but also in having the honor of a New Yorker Convertible being selected as the official 1951 Indianapolis 500 pace car. More than fifty years later, the Hemi design was resurrected for a new generation.

Other changes this season tended to be in the marketing arena. The new low-priced Chrysler line was now the Windsor, which replaced the Royal. In place of the Windsor was the newly named Windsor DeLuxe. Aside from series names, the Fluid Drive transmission was improved and renamed as the Fluid-matic transmission. Model changes included the dropping of the wood-bodied Town & Country station wagon that had been in the Royal line, now Windsor, and the Town & Country Newport Hardtop was gone. Added to the line were new steel bod-

ied Town & Country station wagons in the Saratoga and New Yorker lines, and the former Royal station wagon was rechristened the Windsor Town & Country. Other new models included an 8-passenger Sedan and an 8-passenger Limousine in the Saratoga line. The Imperial line added a Club Coupe, Newport Hardtop and a Convertible, but lost the DeLuxe 4-Door Sedan.

All Chrysler models received a facelift for 1951. The intricate egg-crate style grille was gone, and in its place was a simpler, open design. On the Windsor, Windsor Deluxe, and Saratoga this meant two chrome-lined horizontal bars, with an upright body-color center bar, bearing the Chrysler logo. On the New Yorker, the vertical center bar was chrome plated and the front fender edges, below the headlights, were covered in a chrome trim plate which housed the parking lights. On the Imperial, an additional grille bar and opening were designed into the front of the hood. Bodyside trim and interiors were given touch-ups, but were still similar to the 1950 models.



New Yorker 2-Door Convertible,  
Indianapolis 500 Pace Car



New Yorker 2-Door Club Coupe



New Yorker 2-Door Convertible



New Yorker 2-Door Convertible,  
Indianapolis 500 Pace Car



Windsor 2-Door Club Coupe



Windsor 4-Door, 8-passenger Sedan

**Model year production:** 133,708, down 25.43% from 1950.

**Domestic market share:** 2.30% (11th place).

**Base price range:** \$2,368 to \$6,690.

**Chrysler average base price:** \$3,608, up 19.04%.

**Introduction date:** February 1951.

**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. C-51 series: Eight digit code as follows — Windsor, 70081001 to 70094148 (LA plant 65007001 to

65008808); Windsor DeLuxe, 70891001 to 70952163 (LA plant 67026001 to 67033209). C-55 series: Eight digit code as follows — Saratoga, 76500001 to 76511983 (LA plant 66500001 to 66501672). C-52 series: Seven digit code as follows — New Yorker, 7165001 to 7199806. C-54 series: Seven digit code as follows — Imperial, 7736501 to 7753512. C-53 series: Seven digit code as follows — Crown Imperial, 7814501 to 7815000.

## Powertrains

Engine	Compression		Transmission	Windsor Saratoga, NY, and Imperial Crown Imperial			
	Ratio	Gross HP		Windsor	DeLuxe		
250.6 CID Spitfire, 1-bbl., L-head, 6-cyl.	7.0:1	116	3-speed manual Fluid-matic Transmission	S \$132	- S	- -	- -
331.1 CID FirePower, 2-bbl., V8	7.5:1	180	Fluid-matic Transmission Fluid Torque Drive	- -	- -	S \$167	- S

## Major Options

	Windsor	Windsor DeLuxe	Saratoga	New Yorker	Imperial	Crown Imperial
Heater and defroster	\$70	\$70	\$70	\$70	\$70	S
Radio	\$90	\$90	\$90	\$90	\$90	S
Electric clock	\$	S	S	S	S	S
Windshield washer	\$	\$	\$	\$	\$	\$
Hydra-Guide power steering	-	-	\$199	\$199	\$199	S
Vacu-Ease power brakes	\$*	\$*	S	S	S	S†
White sidewall tires	\$	\$	\$	\$	\$	\$
Full wheel covers	S	S	S	S	S	S

\*Standard on Windsor T&C wagon, and Windsor DeLuxe 8-passenger sedans. †Disc brakes.

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code
Black	01	Quebec Gray over Haze Blue	70
Haze Blue	05	Quebec Gray over Stone Gray	71
Ecuador Blue	06	Quebec Gray over Foam Green	72
Newport Blue	07	Quebec Gray over Juniper Green Metallic	73
Foam Green	20	Quebec Gray over Gunmetal Metallic	74
Juniper Green Metallic	21	Quebec Gray over Crown Maroon	75
Continental Green Metallic	22	Indian Brown Metallic over Buckskin Tan	76
Quebec Gray	35	Indian Brown Metallic over Arizona Beige	77
Stone Gray	36	Buckskin Tan over Arizona Beige	78
Gunmetal Metallic	37	Continental Green Metallic over Foam Green	79
Arizona Beige	45	Crown Maroon over Quebec Gray	80
Buckskin Tan	46	Black over Quebec Gray	81
Indian Brown Metallic	47	Black over Foam Green	82
Crown Maroon	60	Black over Juniper Green Metallic	83
Holiday Red	61	Quebec Gray over Majestic Maroon	84
Belvidere Ivory	65	Majestic Maroon over Quebec Gray	85

## Windsor

*"The BIG VALUE in the medium priced field."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 9.88%.

Primary competition: Buick Super, DeSoto Custom, Hudson Commodore, Oldsmobile 98 and Packard Series 200.

Notable changes: Revised front styling and minor trim and detail changes.

## Measurements

	Coupe & Sedan	8-pass. Sedan	Station Wagon
Wheelbase	125.5"	139.5"	125.5"
Length	207.3"	222.3"	209.8"
Width	76.0"	76.0"	74.8"
Height	64.8"	NA	65.5"
Legroom — front	41.8"	41.8"	41.8"



**Major standard equipment:** Broadcloth interior trim, rubber floor covering in front compartment, carpeted rear compartment, directional signals, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 7.60 × 15 BSW tires. Eight passenger sedan adds: Carpeted front compartment, reverse-hinged rear doors, two rear compartment jump seats, and 8.20 × 15 BSW tires. Town & Country station wagon adds: Simulated leather interior.

### Measurements (cont.)

	<i>Coupe &amp; Sedan</i>	<i>8-pass. Sedan</i>	<i>Station Wagon</i>
Legroom — rear	41.5"	NA	NA
Headroom — front	36.0"	NA	NA
Headroom — rear	37.0"	NA	NA
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	17.0	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor 2-Door Club Coupe, 6-p.	C-51	\$2,368	+12.02%	3570	NA*	NA
Windsor 4-Door Sedan, 6-p.	C-51	\$2,390	+12.00%	3627	NA*	NA
Windsor 4-Door Sedan, 8-p.	C-51	\$3,197	+11.98%	4145	NA*	NA
Windsor Town & Country 4-Door Station Wagon	C-51	\$3,063	-3.16%	3965	NA*	NA
TOTALS	<i>Avg. Price</i>	<i>\$2,755</i>	<i>+5.94%</i>	<i>Production</i>	<i>13,217</i>	<i>-46.46%</i>

\*For body style production totals for 1951-1952, see 1952 Chrysler section.

## Windsor DeLuxe

*"Style, prestige and performance."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 41.12%.

**Primary competition:** DeSoto Custom, Hudson Hornet, Lincoln, and Packard Series 200.

**Notable changes:** Revised front styling and minor trim and detail changes.

**Major standard equipment:** Two-tone broadcloth interior trim, rear seat center folding armrest, color-keyed front floor mat and rear carpeted floors, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 7.60 × 15 BSW tires. Convertible adds: Power top. Eight-passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires.

### Measurements

	<i>All but 8-pass. Sedan</i>	<i>8-pass. Sedan</i>
Wheelbase	125.5"	139.5"
Length	206.5"	222.8"
Width	76.0"	76.0"
Height	64.8"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	36.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor DeLuxe 2-Door Club Coupe, 6-p.	C-51-2	\$2,585	+12.05%	3700	8,365	-58.28%
Windsor DeLuxe 2-Door Newport Hardtop, 6-p.	C-51-2	\$2,953	+12.03%	3855	NA*	NA
Windsor DeLuxe 2-Door Convertible, 6-p.	C-51-2	\$3,071	+12.04%	3956	NA*	NA
Windsor DeLuxe 4-Door Sedan, 6-p.	C-51-2	\$2,608	+12.03%	3786	NA*	NA
Windsor DeLuxe 4-Door Traveler Sedan, 6-p.	C-51-2	\$2,867	+11.99%	3890	850	-5.56%
Windsor DeLuxe 4-Door Sedan, 8-p.	C-51-2	\$3,416	+12.00%	4295	720	-5.64%
Windsor DeLuxe 4-Door Sedan Limousine, 8-p.	C-51-2	\$3,557	+12.00%	4415	152	-12.64%
TOTALS	<i>Avg. Price</i>	<i>\$3,008</i>	<i>+12.02%</i>	<i>Production</i>	<i>54,987</i>	<i>-51.00%</i>

\*For body style production totals for 1951-1952, see 1952 Chrysler section.



# Saratoga

*"The beautiful Chrysler Saratoga."*

**Nameplate year of origin:** 1939.  
**Current bodystyle lifespan:** 1949 through 1952.  
**Percentage of division's sales volume:** 15.37%.  
**Primary competition:** Buick Roadmaster, Frazer Manhattan, Lincoln Cosmopolitan, and Packard Series 250.  
**Notable changes:** Revised front styling and minor trim and detail changes.  
**Major standard equipment:** Broadcloth interior trim, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.00 × 15 BSW tires. Eight-passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires. Town & Country station wagon adds: Simulated leather interior.

## Measurements

	<i>Coupe &amp; Sedan</i>	<i>8-pass. Sedan</i>	<i>Station Wagon</i>
Wheelbase	125.5"	139.5"	125.5"
Length	206.5"	222.8"	209.8"
Width	76.0"	76.0"	74.8"
Height	64.8"	NA	65.5"
Legroom — front	41.8"	41.8"	41.8"
Legroom — rear	41.5"	NA	NA
Headroom — front	36.0"	NA	NA
Headroom — rear	37.0"	NA	NA
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	17.0	17.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Saratoga 2-Door Club Coupe, 6-p.	C-55	\$2,989	+14.26%	3948	NA*	NA
Saratoga 4-Door Sedan, 6-p.	C-55	\$3,016	+14.16%	4018	NA*	NA
Saratoga 4-Door Sedan, 8-p.	C-55	\$3,912	NEW	4465	NA*	NEW
Saratoga 4-Door Limousine, 8-p.	C-55	\$4,240	NEW	4685	NA*	NEW
Saratoga Town & Country 4-Door Station Wagon	C-55	\$3,681	NEW	4310	NA*	NEW
TOTALS	<i>Avg. Price</i>	\$3,568	+35.70%	<i>Production</i>	20,545	+1,480.38%

\*For body style production totals for 1951-1952, see 1952 Chrysler section.

# New Yorker

*"A fine car of matchless appeal, from every standpoint."*

**Nameplate year of origin:** 1939 (altered from 1938 New York Special model).  
**Current bodystyle lifespan:** 1949 through 1952.  
**Percentage of division's sales volume:** 22.31%.  
**Primary competition:** Buick Roadmaster, Frazer Manhattan, Lincoln Cosmopolitan, and Packard Series 250.  
**Notable changes:** Revised front styling and minor trim and detail changes.  
**Major standard equipment:** Broadcloth interior trim, rear seat center pull-down armrest, full floor carpeting, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.20 × 15 BSW tires. Convertible adds: Leather and nylon interior, power top, and outside rear view mirror.

## Measurements

	<i>Cars</i>	<i>Wagon</i>
Wheelbase	131.5"	131.5"
Length	212.5"	215.2"
Width	76.0"	74.8"
Height	65.3"	65.5"
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	36.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
New Yorker 2-Door Club Coupe, 6-p.	C-52	\$3,348	+22.55%	4145	3,533	+17.77%
New Yorker 2-Door Newport Hardtop, 6-p.	C-52	\$3,798	+21.23%	4330	NA*	NA
New Yorker 2-Door Convertible, 6-p.	C-52	\$3,916	+20.94%	4460	NA*	NA
New Yorker 4-Door Sedan, 6-p.	C-52	\$3,378	+22.48%	4260	NA*	NA
New Yorker Town & Country 4-Door Station Wagon	C-52	\$4,026	NEW	4455	251	NEW
TOTALS	<i>Avg. Price</i>	\$3,693	+24.55%	<i>Production</i>	29,834	+1.71%

\*For body style production totals for 1951–1952, see 1952 Chrysler section.

## Imperial

*“America’s smartest car, is also America’s finest car!”*

**Nameplate year of origin:** 1926.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division’s sales volume:** 11.05%.

**Primary competition:** Cadillac Series 62, Lincoln Cosmopolitan, and Packard Series 400.

**Notable changes:** Revised front styling and minor trim and detail changes.

**Major standard equipment:** Leather and broadcloth interior trim, rear seat center pull-down armrest, full floor carpeting, electric clock, 2-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	131.5"
Length	212.5"
Width	76.0"
Height	65.3"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Imperial 2-Door Club Coupe, 6-p.	C-54	\$3,661	NEW	4230	NA*	NEW
Imperial Newport 2-Door Hardtop, 6-p.	C-54	\$4,042	NEW	4380	NA*	NEW
Imperial 2-Door Convertible, 6-p.	C-54	\$4,402	NEW	4570	650	NEW
Imperial 4-Door Sedan, 6-p.	C-54	\$3,674	+20.26%	4350	NA*	NA
TOTALS	<i>Avg. Price</i>	\$3,945	+26.62%	<i>Production</i>	14,775	+38.73%

\*For body style production totals for 1951–1952, see 1952 Chrysler section.

## Crown Imperial

*“The finest car we have ever produced.”*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division’s sales volume:** 0.26%.

**Primary competition:** Cadillac Series Fleetwood 75.

**Notable changes:** Revised front styling and minor trim and detail changes.

**Major standard equipment:** Leather and broadcloth interior trim, rear seat center pull-down armrest, two rear compartment jump seats, full floor

### Measurements

Wheelbase	145.5"
Length	230.3"
Width	79.9"
Height	68.7"
Legroom — front	41.8"
Legroom — rear	NA

carpeting, divider window between driver and rear passenger compartment on limousine, directional signals, electric clock, heater and defroster, two-speed electric windshield wipers, luggage compartment light, reverse-hinged rear doors, full wheel covers, and 8.90 × 15 BSW tires.

### Measurements (cont.)

Headroom — front	38.7"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Crown Imperial 4-Door Sedan, 8-p.	C-53	\$6,573	+25.70%	5360	180	-13.88%
Crown Imperial 4-Door Limousine, 8-p.	C-53	\$6,690	+25.42%	5450	170	-17.07%
TOTALS	<i>Avg. Price</i>	\$6,632	+25.56%	<i>Production</i>	350	-15.46%

# CROSLEY

*"A FINE car!"*

A mild makeover was fashioned for the 1951 Crosleys. The front end was redesigned with two ribbed horizontal bars and a spinner mounted in the center of the top bar. To accommodate the spinner's extra length away from the grille, a new bumper with a slight "V" in the center was introduced. A bodyside feature line molding was used on Supers, which began at the curve of the hood and fender line, back across the front fender and doors. A larger Crosley medallion and new bird-style hood ornament completed the new front-end look.

A horizontal front fender and door molding was located on the bodysides, while the rest of the styling, inside and out, remained identical to the 1950 cars. The model

line was basically unchanged except that the standard convertible was discontinued, leaving only the Super convertible. Also the standard 2-Door sedan became a 2-passenger business coupe. The Super Hot Shot was now called the Super Sport.

Crosley prices increased nearly 10 percent for 1951, and for the first time Crosley base prices crossed the \$1,000 mark. Sales also increased greatly this year, in part due to the mild styling update, but mainly due to the continued popularity of the station wagon models. This was the third time in the postwar period in which Crosley did not finish at the bottom of the totem pole in model year production, with a finish one notch above the Frazer this year.



2-Door Sedan

**Model year production:** 11,614, up 70.97% from 1950.  
**Domestic market share:** 0.20% (19th place).  
**Base price range:** \$943 to \$1,077.  
**Crosley average base price:** \$1,010, up 9.72%.  
**Introduction date:** October 1950.  
**Assembly plants:** Marian, IN.  
**Serial number identification:** Seven to eight digit code lo-

cated on center of cowl, under the hood and read as follows:  
 First two digits are series designation, CD for Crosley sedan, wagon and convertible, VC for Hot Shot. Remaining numbers are sequential serial number as in chart below.  
*Note:* Crosley did not build cars on a model year basis, so the serial numbers indicate the year the car was produced in, and not its model year.

### Serial Numbers by Series

Series	Series code	Beginning	Ending
Crosley	CD	300001	306958
Hot Shot	VC	30001	30670

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	CD series	Hot Shot
44 CID CIBA 4, 1-bbl., valve-in-head, 4-cyl.	7.8:1	26.5	3-speed manual	S	S

### Major Options

	All models
Heater	\$
Seat covers	\$
Radio	\$
Radio antenna	\$
Bumper guards	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

Standard colors of white, gray, blue, yellow and green were offered. Customers could also choose from other colors as available.

## Crosley Series CD

*“America’s most needed car!”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1946 through 1952.

**Percentage of division’s sales volume:** 94.44%.

**Primary competition:** None.

**Notable changes:** Restyled front end.

**Major standard equipment:** Fabric interior, driver’s side windshield wiper, stainless steel beltline molding, single horn, dual taillamps, and 4.50 × 12 BSW tires. Wagon and Convertible add: Plastic coated upholstery. Super series adds: Bodyside stainless steel molding on the front fender and door, Super script on front fender, and “Hydradisk” brakes.

### Measurements

Wheelbase	80.0"
Length	148.3"
Width	49.0"
Height	57.0"
Legroom — front	39.0"
Legroom — rear	37.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	6.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY†
Crosley CD 2-Door Business Coupe, 2-p.	NA	\$943	NEW	1350	1,077	-21.18%
Crosley CD 2-Door Station Wagon, 4-p.	NA	\$1,002	+9.51%	1403	9,500	+125.92%
Crosley CD Super 2-Door DeLuxe Sedan, 4-p.	NA	\$1,033	+8.62%	1363	*	†
Crosley CD Super 2-Door Convertible Sedan, 4-p.	NA	\$1,035	+8.49%	1320	391	-18.23%
Crosley CD Super 2-Door Station Wagon, 4-p.	NA	\$1,077	+9.45%	1403	*	†
TOTALS	<i>Avg. price</i>	\$1,019	+8.88%	<i>Production</i>	6,050	+81.29%

\*Super and base series cars production kept as one total by body style—coupe/sedan, wagon and convertible. †Change from LY compared by body style totals.

## Hot Shot

*"America's favorite two-passenger sports car with the continental flavor!"*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 5.56%.

Primary competition: None.

Notable changes: No major changes.

Major standard equipment: Vinyl bucket seat interior, dual windshield wipers, single horn, dual taillamps, "Hydradisk" brakes, and 4.50 × 12 BSW tires. Super adds: Low-cut doors and Super script on cowl.

### Measurements

Wheelbase	85.0"
Length	137.0"
Width	51.0"
Height	51.0"
Legroom — front	37.0"
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	6.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY†
Hot Shot 2-Door Roadster, 2-p.	NA	\$952	+9.17%	1184	646	-13.06%
Super Sport Hot Shot 2-Door Roadster, 2-p.	NA	\$1,029	+11.24%	1184	*	†
TOTALS	<i>Avg. price</i>	\$991	+10.24%	<i>Production</i>	646	-13.06%

\*Super and base series Hot Shot production kept as one total. †Change from LY compares total of both models to 1950 VC series.

# DESOTO

*"The smartest, best-built models in DeSoto history!"*

Minor styling changes marked the new DeSoto this year. A revised front end featured a new hood line with the leading edge sweeping more forward than straight down. A restyled grille was now made up of nine large vertical bars,

with a horizontal bar filling the last foot or so at each end of the grille. This horizontal bar housed the parking lamp and turn signals on the side within the grille opening area, and the remainder wrapped around the front fender almost

to the wheel opening. The grille in general was flatter across the top, with the hood coming down farther to meet it, making the whole front end appear generally broader and lowered.

For the most part, styling changes to the rest of the car were limited to trim changes, with the DeSoto emblem moving up to the hood from its former grille location, DeSoto script on the hood, and removal of the twin chrome strips from the front fender of the Custom models.

Inside, wood-grained instrument panels appeared in closed cars, whereas in open cars the instrument panel was painted in the body color.

DeLuxe models did not carry external name badging,

while the Custom line featured nameplates on the front door, varying by model. All were labeled as "Custom" except that the 2-Door Hardtop was designated the "Sportsman," and the 9-passenger Suburban carried a "Suburban" nameplate. Also, the wood trimmed station wagon was dropped.

Under the hood, the dependable L-head six-cylinder was enlarged to 250.5 cubic inches, and 116 horsepower output. This would be the final change to the DeSoto Six engine, which would remain in use through the 1954 model year. The soon to be released V8 would prove far more popular, and would become a necessity to power the larger cars that lay in DeSoto's future.



Custom 2-Door Convertible

**Model year production:** 99,826, down 25.42% from 1950.

**Domestic market share:** 1.72% (16th place).

**Base price range:** \$2,215 to \$3,566.

**DeSoto average base price:** \$2,746, up 9.55%.

**Introduction date:** January 27, 1951.

**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. Deluxe S-15 series: Seven digit code, 6269001 to 6283459 (LA plant, eight digit code, 60011001 to 60012889). Custom S-15 series: Eight digit code, 50155001 to 50230003 (LA plant, 62024001 to 62032486).

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	DeLuxe	Custom
250.5 CID, Powermaster 1-bbl., L-head, 6-cyl.	7.0:1	116	3-speed manual Fluid Drive w/Tip-Toe Transmission shift	\$ \$132	- \$

## Major Options

	DeLuxe	Custom
Heater	\$44	\$44
All-Weather Comfort System — heater and defroster	\$	\$
AM radio	\$90	\$90
Electric clock	\$	\$
White sidewall tires	\$	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Black	301
Capri Blue	305
Imperial Blue Metallic	306
Midnight Blue	307
Glen Green	320
Andante Green Metallic	321
Dusk Gray Metallic	335
Platinum Gray	336
Arizona Beige	345
Morocco Brown Metallic	346
Royal Maroon	360
Ceramic Yellow	365



## Paint Colors (cont.)

	Code		Code
Samoa Beige Metallic over Morocco Brown Metallic	370	Imperial Blue Metallic over Capri Blue	373
Imperial Blue Metallic over Platinum Gray	371	Glade Green Metallic over Andante Green Metallic	374
Dusk Gray Metallic over Platinum Gray	372	Black over Ceramic Yellow	376

## DeLuxe

*"A car whose quality you can not only see, but feel."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 16.37%.

Primary competition: Buick Special, Hudson Super 6, Kaiser DeLuxe, Nash Ambassador and Oldsmobile Super 88.

Notable changes: Minor restyling and trim and detail changes.

Major standard equipment: Broadcloth interior trim, full floor carpeting, front door armrests, two spoke steering wheel, two-speed electric windshield wipers, chrome trim surround on windshield and vent windows, luggage compartment light, small hubcaps, and 7.60 × 15 BSW tires. Eight passenger sedan adds: Cloth upholstery, two rear compartment jump seats, reverse-hinged rear doors and 8.20 × 15 BSW tires.

### Measurements

	All but 8-pass. sedan	8-passenger Sedan
Wheelbase	125.5"	139.5"
Length	208.3"	224.4"
Width	74.8"	74.8"
Height	66.4"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	37.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe 2-Door Club Coupe, 6-p.	S15-1	\$2,215	+12.10%	3475	NA*	NA
DeLuxe 4-Door Sedan, 6-p.	S15-1	\$2,227	+12.13%	3570	NA*	NA
DeLuxe 4-Door Carry-All Sedan, 6-p.	S15-1	\$2,457	+12.19%	3685	NA*	NA
DeLuxe 4-Door Sedan, 8-p.	S15-1	\$3,001	+12.14%	4045	NA*	NA
TOTALS	Avg. Price	\$2,475	+12.14%	Production	16,345	-50.96%

\*For body style production totals for 1951-1952, see 1952 DeSoto section.

## Custom

*"Wherever you live, wherever you drive,  
there's a beautiful new DeSoto designed for you."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 83.63%.

Primary competition: Chrysler Windsor, Frazer, Hudson Commodore 6, Nash Ambassador Custom, and Packard Series 200.

Notable changes: Minor restyling and trim and detail changes.

Major standard equipment: Broadcloth interior trim (vinyl on station wagons), full floor carpet-

### Measurements

	All but 8-pass. Sedan & Suburban	8-pass. Sedan & Suburban
Wheelbase	125.5"	139.5"
Length	208.3"	224.4"
Width	74.8"	74.8"
Height	66.4"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA

ing, front door armrests, three spoke steering wheel, two-speed electric windshield wipers, chrome trim surround on windshield and vent windows, chrome rear fender guard, luggage compartment light, small hubcaps with chrome trim ring, and 7.60 × 15 BSW tires. Sportsman adds: Bedford cord and leather interior trim, full wheel covers and WSW tires. Convertible adds: Power top. Suburban adds: Delon plastic (vinyl) upholstery, reverse-hinged rear doors and 8.20 × 15 BSW tires. Eight passenger sedan adds: Cloth upholstery and two rear compartment jump seats.

### Measurements (cont.)

	<i>All but 8-pass. Sedan &amp; Suburban</i>	<i>8-pass. Sedan &amp; Suburban</i>
Headroom — front	37.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Club Coupe, 6-p.	S15-2	\$2,418	+12.15%	3585	NA*	NA
Custom Sportsman 2-Door Hardtop, 6-p.	S15-2	\$2,761	+10.93%	3760	NA*	NA
Custom 2-Door Convertible, 6-p.	S15-2	\$2,862	+11.02%	3840	NA*	NA
Custom 4-Door Sedan, 6-p.	S15-2	\$2,438	+12.14%	3685	NA*	NA
Custom 4-Door Station Wagon, 6-p.	S15-2	\$3,047	+12.15%	3960	NA*	NA
Custom 4-Door Sedan, 8-p.	S15-2	\$3,211	+12.16%	4155	NA*	NA
Custom 4-Door Suburban, 9-p.	S15-2	\$3,566	+12.17%	4395	NA*	NA
TOTALS	<i>Avg. Price</i>	\$2,900	+9.20%	<i>Production</i>	83,481	-16.95%

\*For body style production totals for 1951–1952, see 1952 DeSoto section.

# DODGE

*“Here comes Dodge for 1951. Drive it five minutes and you’ll drive it for years!”*

A mild restyling marked the '51 Dodges, which were still steadily rolling along with their 6-cylinder engine that began life in its current configuration with the 1942 Dodge. But with the growing tide of V8 engines in the middle-price field, it would not be long before Dodge would have one of its own, even beating Pontiac to market. Other engineering changes were minor, but included a new style parking brake lever, newly redesigned “Oriflow” shock absorbers, and “Gyro-Matic” semi-automatic transmission was now available on the Wayfarer series.

Styling continued the basic 1949–50 look with a new grille design, raised rear fender lines, and more glass area in the windshield and rear window for most models. The new grille retained the oval look of the center and lower horizontal grille bar used in 1950, now with five indentations on the topside of the center bar. Instead of a solid upper bar, there was a six-slot upper bar that filled all of

the area above the center bar to the hood. The vertical dividers of the top bar lined up with the indentations on the center bar. The rams head hood ornament was more detailed and the front bumper guards were enlarged and repositioned. Overall, it was a pleasing and sportier look.

Interiors were given a makeover as well with all of the previous wood-grain trim replaced by “Morocco” grain, non-glare finishes with a two-tone motif. The instrument panel was redesigned, with a round speedometer now centered over the steering column directly in front of the driver. A rectangular housing was on each side of the speedometer with fuel and amp gauge to the left, and oil and temperature gauge to the right.

For 1951, Dodge changed the terminology identifying two of the Wayfarer models. The former Business Coupe was now just the Coupe, and the Roadster name was dropped in favor of the Sportster. The Coronet wood-bod-

ied station wagon was discontinued with the 1950 line, ending its short two-year lifespan. The Coronet 4-Door Town Sedan, which really never got off the ground in terms of sales, was not listed for 1951 either. Finally, as with the other

Chrysler lines, production records of 1951 and 1952 models were combined, so all models are totaled in the 1952 Dodge section.



Coronet 2-Door Convertible



Coronet 2-Door Diplomat Hardtop



Coronet Sierra 4-Door Station Wagon



Meadowbrook 4-Door Sedan

**Model year production:** 291,862, down 14.93% from 1950.  
**Domestic market share:** 5.02% (7th place).  
**Base price range:** \$1,795 to \$2,916.  
**Dodge average base price:** \$2,272, up 7.82%.  
**Introduction date:** January 20, 1951.  
**Assembly plants:** Detroit, MI; Los Angeles, CA; and San Leandro, CA.  
**Serial number identification:** Located on left front door

hinge pillar. Wayfarer D-41 series: Eight digit code as follows — Detroit, 37135001 to 37174917; Los Angeles, 48506001 to 48507518; San Leandro, 48008001 to 48009813. Coronet and Meadowbrook D-42 series: Eight digit code as follows — Detroit, 31663001 to 31867688; Los Angeles, 45518001 to 45527382; San Leandro, 45079001 to 45090487.

### Powertrains

Engine	Compression		Transmission	Wayfarer & Meadowbrook	Coronet
	Ratio	Gross HP			
230.2 CID Get-Away, 1-bbl., L-head, 6-cyl.	7.0:1	103	Gyrol Fluid-Drive Gyro-Matic	S -	S \$103

### Major Options

	Wayfarer	Meadowbrook	Coronet
Heater and defroster	\$44	\$44	\$44
Radio	\$90	\$90	\$90
Electric clock	\$	\$	\$
Electric windshield wipers	S	S	S
Turn signal	\$	\$	\$
Chrome wheel trim rings	\$	\$	S
White sidewall tires	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code
Black	501	Air Cruiser Red	562
Light Pitcairn Blue	505	Victoria Ivory	565
Dominion Blue	506	Jungle Lime*	566
Sea Mist Green	520	Dover Gray over Light Pitcairn Blue†	570
Ceram Green Metallic	521	Light Kachina Bronze Metallic over Nassau	
Gypsy Green	522	Beige	571
Manchu Green Metallic	523, 525	Iceland Gray Metallic over Dover Gray†	572
Silhouette Green	524	Corro Green over Gypsy Green†	573
Heron Gray	535	Pearl Tan over Monarch Maroon	574
Dover Gray	536	Eden Green Metallic over Silhouette	
Nassau Beige	545	Green	575
Light Kachina Bronze Metallic	546	Dover Gray over Air Cruiser Red†	576
Fawn Beige	547	Manchu Green Metallic over Silhouette	
Oakwood Bronze Metallic	548	Green	578
Monarch Maroon	560		
Troubadour Red	561		

\*Available on Convertibles only. †Available on 4-Door Sedans only.

## Wayfarer

*"The popular Wayfarer group ... just a few dollars more than the lowest-priced cars."*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 16.10%.

**Primary competition:** Nash Statesman and Studebaker Champion.

**Notable changes:** Restyled front end and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, driver's side sun visor, roll-up side windows (optional on Roadster), chrome beltline molding, small hubcaps, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	115.0"
Length	199.8"
Width	73.0"
Height	63.5"
Legroom — front	42.5"
Legroom — rear	43.0"
Headroom — front	37.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Wayfarer 2-Door Coupe, 3-p.	D-41	\$1,795	+11.42%	3125	NA*	NA
Wayfarer 2-Door Sedan, 6-p.	D-41	\$1,936	+11.46%	3210	NA*	NA
Wayfarer 2-Door Sportster, 3-p.	D-41	\$1,924	+11.41%	3175	1,002	-65.48%
TOTALS	<i>Avg. Price</i>	\$1,885	+11.43%	<i>Production</i>	46,978	-37.70%

\*For body style production totals for 1951–1952, see 1952 Dodge section.

## Meadowbrook

*"Big car luxury at a price that will appeal to the economy-minded."*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 25.70% (est.).\*

**Primary competition:** Nash Statesman Custom, Pontiac Chieftain DeLuxe, and Studebaker Commander Regal.

**Notable changes:** Restyled front end and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, full floor rubber covering, directional signals, two-speed electric windshield wipers, windshield, rear window and vent window stainless trim, rocker panel moldings, small hubcaps, and 7.00 × 15 BSW tires.

### Measurements

Wheelbase	123.5"
Length	206.8"
Width	74.4"
Height	64.6"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	37.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Meadowbrook 4-Door Sedan, 6-p.	D-42	\$2,059	+11.42%	3415	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,059	+11.42%	<i>Production</i>	NA*	NA*

\*Meadowbrook and Coronet 4-Door Sedan production records were kept combined for 1951 and 1952. The total is included under Meadowbrook in the 1952 Dodge section.

## Coronet

*"Here's captivating, breath-taking beauty ... in a car you'll love to drive!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 58.20% (est.).\*

**Primary competition:** DeSoto DeLuxe, Hudson Pace-maker 6, Kaiser Special, Mercury, Nash Ambassador, Oldsmobile 88, and Studebaker Commander Regal DeLuxe.

**Notable changes:** Restyled front end and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, rear floor carpeting with front floor rubber covering, directional signals, two-speed electric windshield wipers, windshield, rear window and vent window stainless trim, rocker panel moldings, rear fender gravel shields, small hubcaps, and 7.00 × 15 BSW tires. Diplomat adds: Vinyl interior trim. Convertible adds: Power top. Wagons add: 7.60 × 15 BSW tires. Eight passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires.

### Measurements

	All but 8-pass. Sedan	8-pass. Sedan
Wheelbase	123.5"	137.5"
Length	206.8"	220.8"
Width	74.4"	74.5"
Height	64.6"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	37.0"	37.0"
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Coronet 2-Door Club Coupe, 6-p.	D-42	\$2,132	+11.45%	3320	NA*	NA
Coronet 2-Door Diplomat Hardtop, 6-p.	D-42	\$2,478	+11.47%	3515	NA*	NA
Coronet 2-Door Convertible, 6-p.	D-42	\$2,568	+10.31%	3575	NA*	NA
Coronet 4-Door Sedan, 6-p.	D-42	\$2,148	+11.47%	3415	NA†	NA†
Coronet 4-Door Sedan, 8-p.	D-42	\$2,916	+11.43%	3935	NA*	NA
Coronet 4-Door Sierra Station Wagon, 6-p.	D-42	\$2,768	+11.43%	3750	NA*	NA
TOTALS	<i>Avg. Price</i>	\$2,502	+8.96%	<i>Production</i>	NA*	NA

\*For body style production totals for 1951–1952, see 1952 Dodge section. †Meadowbrook and Coronet 4-Door Sedan production records were kept combined for 1951–1952. The total is included under Meadowbrook in the 1952 Dodge section.

# FORD

*“For ’51 ... Ford steps ahead!”*

A facelift and rearranging of trim brought new life to the body design first introduced in 1949. A new “dual spinner” grille gave a wider look from the front. Ford also managed to get a 2-Door Hardtop model to market in the form of the Custom DeLuxe 2-Door Victoria Hardtop. Following the successful formula used by General Motors and Chrysler, the new car was in essence a convertible with a steel top affixed. Noteworthy, however, is the fact that the Victoria was the only low-priced hardtop offering with a V8 engine as standard equipment. As was true with other makes, two-tone paint was very popular on the new hardtop body style.

Ford was still running the same 6-cylinder and flat-head V8 engines with no increases in horsepower ratings since 1947. However, that did not mean that its engineering department was resting on its laurels. Debuting for the new model year was the “Ford-O-Matic,” Ford’s first ever automatic transmission. The new transmission was of a two-speed design, with torque converter and an intermediate starting gear, which created operating performance similar to that of a three-speed automatic. Other chassis changes included new suspension components, brakes, and the adoption of 15 inch tires for the entire Custom DeLuxe series.

Inside a newly revised “Luxury Lounge” interior featured color matched carpeting, “Color-Keyed Fordcraft” fabrics, new steering wheel and full circle horn rings and a new “Chanalited” instrument cluster with “Glow cup” con-

trols on a new “Safety-Glow” instrument panel. The foregoing terms, in general, defined the better lighting from the new instrument panel, which placed all gauges in front of the driver, and a hooded section of the dash covering the gauges that extended beyond the center point of the car, to just short of the glove compartment. A unique feature of the speedometer was that at night, the speed at which you were driving was singled out clearly while the rest of the speedometer scale remained dark.

As previously mentioned a new “Dual Spinner” grille, consisting of a new center bar and two smaller spinners, similar in look to the larger 1949 and 1950 single spinners, greatly changed the look of the front end, while most of the remaining pieces still appeared similar. A new dual-winged hood ornament was also introduced, and round parking lamp/turn signal units replaced the rectangular style. Around back, new “Tell-tale” taillight lenses featuring two cone shaped protrusions mimicked the “Dual Spinner” grille theme. Deck lids now featured counter-balanced hinges and a key-operated release. On the body sides, trim was similar to prior years, and all model designations appeared on the front fender. The Crestliner received a new variation of trim, as it now used the full-length molding of the Custom DeLuxe and its upper molding stopped where it met the full-length molding just in front of the rear wheels. The entire area below this trim was painted in a second color, and the vinyl covered top and ribbed rear fender skirts continued to be special features.





Custom DeLuxe Country Squire  
2-Door Station Wagon



Custom DeLuxe 2-Door Crestliner Sedan



Custom DeLuxe 4-Door Sedan



DeLuxe 2-Door, 3-passenger Business Coupe

**Model year production:** 1,013,381, down 16.22% from 1950.

**Domestic market share:** 17.43% (2nd place).

**Base price range:** \$1,424 to \$2,168.

**Ford average base price:** \$1,761, up 8.22%.

**Introduction date:** November 1950.

**Assembly plants:** Atlanta, GA (AT); Buffalo, NY (BF); Chester, PA (CS); Chicago, IL (CH); Dallas, TX (DL); Dearborn, MI (DA); Edgewater, NJ (EG); Kansas City, MO (KC); Long Beach, CA (LB); Louisville, KY (LU); Memphis, TN (MP); Norfolk, VA (NR); Richmond, CA (RH); Somerville, MA (SR); and Twin Cities (St. Paul), MN (SP). Note that a letter P prefixing the assembly plant code indicates a 255 CID V8, 110-hp, special engine installed for law enforcement agencies.

**Serial number identification:** Ten-digit number located on right front frame and on right side of dash under hood, and read as follows: First digit indicates engine installation, H for 6-cylinder and B for 8-cylinder. Second digit indicates model year (1 = 1951). Third and fourth digits indicate assembly plant code from above. Remaining digits are sequential with beginning number of 100001 and ending number as follows in the chart below. The serial numbers are not duplicated between engine codes: as an example 151452 is the last serial number of a 6-cylinder car built in Atlanta, and 151602 is the last V8 model built in Atlanta. Numbers from 151453 through 151602 would have all been V8 cars.

### Highest Serial Numbers by Assembly Plant and Engine

<i>Assembly plant</i>	<i>6-cylinder (Code H)</i>	<i>V8 (Code B)</i>
Atlanta, GA (AT)	151452	151602
Buffalo, NY (BF)	153361	153381
Chester, PA (CS)	163633	162631
Chicago, IL (CH)	217416	217415
Dallas, TX (DL)	154981	154984
Dearborn, MI (DA)	261143	261164
Edgewater, NJ (EG)	169195	169208
Kansas City, MO (KC)	157213	157224
Long Beach, CA (LB)	149837	149838
Louisville, KY (LU)	145506	145508
Memphis, TN (MP)	155490	155494
Norfolk, VA (NR)	137567	137664
Richmond, CA (RH)	154288	154253
Somerville, MA (SR)	147468	147472
Twin Cities (St. Paul), MN (SP)	159782	159806

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>DeLuxe</i>	<i>Custom DeLuxe</i>
226 CID, 1-bbl., L-head, 6-cyl.	6.7:1	95	3-speed manual	S	S
			Overdrive	\$96	\$96
			Ford-O-Matic Drive	\$164	\$164

Engine	Compression Ratio	Gross HP	Transmission	DeLuxe	Custom DeLuxe
239 CID, 2-bbl., L-head, V8	6.75:1	100	3-speed manual	\$79*	\$84†
			Overdrive	\$175*	\$180†
			Ford-O-Matic Drive	\$243*	\$248†

\*Pricing for the Business Coupe is \$13 higher than the sedans. †The V8 engine is standard on the Custom DeLuxe convertible, Victoria 2-Door Hardtop, and Crestliner 2-Door Sedan. Overdrive is \$96 extra, and Ford-O-Matic \$164 extra.

## Major Options

	DeLuxe	Custom DeLuxe	
Heater	\$45	\$45	Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.
Heater and defroster	\$70	\$70	
Electric clock	\$15	\$15	
Radio	\$85	\$85	
Radio antenna	\$	\$	
Hubcaps	\$	\$	
Wheel trim rings	\$	\$	
White sidewall tires	\$25	\$25	

## Paint Colors

	Code		Code
Culver Blue Metallic	M14447	Carnival Red Metallic	M2J-43
Coral Flame	M1722	Sportsman Green over Black	*
Alpine Blue	M14448	Greenbrier Green over Black	*
Mexicali Maroon Metallic	M14453	Hawaiian Bronze Metallic over Dark Brown	*
Sea Island Green Metallic	M14555	Silvertone Gray over Alpine Blue	*
Sherman Blue	M14285	Black over Sea Island Green Metallic	*
Hawthorne Green Metallic	M14345	Sea Island Green Metallic over Greenbrier Green	*
Silvertone Gray	M14197	Sandpiper Beige over Hawaiian Bronze Metallic	*
Sportsman Green	M14346	Black over Sportsman Green	*
Black	M1724		
Greenbrier Green	M14449		
Hawaiian Bronze Metallic	M14200		
Dark Brown	M14330		
Sandpiper Beige	M2J-16		

\*Two-tones use codes of individual colors, and are exclusive to Victoria and Crestliner models.

## DeLuxe

*"It's built for the years ahead!"*

**Nameplate year of origin:** 1930.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 21.77%.

**Primary competition:** Chevrolet Special and Plymouth Concord.

**Notable changes:** Revised grille and trim and detail changes.

**Major standard equipment:** Broadcloth or mohair upholstery, left front door armrest, rear seat armrests, front and rear floor covering, horn button, rubber front and rear window moldings, front fender stainless trim, and 6.00 × 16 BSW tires.

## Measurements

Wheelbase	114.0"
Length	196.4"
Width	72.9"
Height	62.8"
Legroom — front	40.0"
Legroom — rear	41.2"
Headroom — front	35.1"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	22.9
Fuel capacity (gals.)	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe 2-Door Coupe, 3-p.	72C	\$1,424	+6.91%	2960	20,343	-42.08%
DeLuxe 2-Door (Tudor) Sedan, 6-p.	70	\$1,522	+6.88%	3023	146,010	-46.97%
DeLuxe 4-Door (Fordor) Sedan, 6-p.	73	\$1,573	+6.93%	3089	54,265	-30.33%
TOTALS	<i>Avg. price</i>	\$1,506	+6.91%	<i>Production</i>	220,618	-43.19%

## Custom DeLuxe

*"You can pay more, but you can't buy better!"*

**Nameplate year of origin:** 1949 (1950 as Custom DeLuxe designation).

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 78.23%.

**Primary competition:** Chevrolet DeLuxe, Nash Statesman, Plymouth Cambridge, and Studebaker Champion.

**Notable changes:** Revised grille and trim and detail changes.

**Major standard equipment:** Broadcloth or mohair upholstery, dual front and rear armrests, assist straps, automatic interior courtesy lighting, front mat and rear floor carpeting, stainless front, rear and side window surround moldings, lower body stainless trim, and 6.70 × 15 BSW tires. Crestliner adds: Specific interior and exterior trim. Convertible adds: Leather and Bedford cord upholstery and hydraulic power top. Station wagon adds: Leather front seat and vinyl rear seat upholstery, metal spare tire cover and tire mounted on tailgate.

### Measurements

	Cars	Wagon
Wheelbase	114.0"	114.0"
Length	196.4"	208.0"
Width	72.9"	72.9"
Height	62.8"	NA
Legroom — front	40.0"	40.0"
Legroom — rear	41.2"	NA
Headroom — front	35.1"	35.1"
Headroom — rear	35.3"	NA
Cargo capacity (cu. ft.)	22.9	NA
Fuel capacity (gals.)	17.0	19.5

1951

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom DeLuxe 2-Door Club Coupe, 5-p.	72C	\$1,615	+6.88%	2995	53,263	-37.42%
Custom DeLuxe 2-Door (Tudor) Sedan, 6-p.	70B	\$1,615	+6.88%	3023	317,869	-20.15%
Custom DeLuxe 2-Door (Tudor) Crestliner Sedan, 6-p.	70C	\$1,883	+5.85%	3041	8,703	-50.55%
Custom DeLuxe 2-Door Victoria Hardtop, 6-p.	60	\$2,059	NEW	3188	110,286	NEW
Custom DeLuxe 2-Door Convertible, 6-p.	76	\$2,084	+6.98%	3268	40,934	-18.62%
Custom DeLuxe 4-Door (Fordor) Sedan, 6-p.	73B	\$1,666	+6.93%	3089	232,691	-5.86%
Custom DeLuxe 2-Door Country Squire Station Wagon, 8-p.	79	\$2,168	+2.70%	3550	29,017	+26.55%
TOTALS	<i>Avg. price</i>	\$1,870	+7.70%	<i>Production</i>	792,763	-3.46%

# FRAZER

*“The Handcrafted 1951 Frazer ... Pride of Willow Run!”*

For what would prove its last year of production, the Frazer was given a complete restyle, but it was not shared with the restyled Kaiser, making the 1951 Frazer a unique and rare model. Frazer also added two new body styles, the Frazer Vagabond and the Manhattan 4-door hardtop sedan. Both were first introduced in the 1949 Kaiser line.

The Vagabond, with a sedan profile and a rear hatch, combined sedan styling with the utility of a station wagon, which was just beginning to gain in popularity. Chrysler, DeSoto and Packard also produced comparable body styles, differing in concepts. But by 1951 the body style was losing favor with buyers who preferred the improving style and features of the traditional station wagon. Frazer's version was unique in that it featured a lower rear panel that swung down, like a contemporary station wagon's tailgate, while the rear window and top portion of the trunk lid opened upwards, like a hatchback on later model cars. Standard features of the Vagabond included heavy-duty springs and shocks, fold-down rear seatbacks with vinyl seat covers, and revised license plate mount and rear bumper guards to accommodate the “tailgate” being lowered. It is surprising that the body style would be introduced on the 1951 Frazer when Kaiser had had only minor success with its 1949 versions, the Kaiser Traveler and DeLuxe Vagabond.

The new Manhattan body style was the 4-door hardtop sedan. Based on the 4-door convertible body introduced in 1949, the new model was not a true hardtop, as it still retained a center B-pillar though it was fashioned of glass framed in a chrome-plated metal framework, and there was still a chrome framework to hold the door windows in place. Unique to the Frazer sedan was a nylon covered metal top, giving the car an exclusive, upscale look, mimicking a convertible top in the upright position.

An all-new front end imitated the popular look of the 1949 Studebaker. The new grille was a massive chrome design that looked like an out-of-proportion airplane propeller. The top blade carried the Frazer crest and was arched in a shape that matched the curve of the dome of the hood. The side blades ended just inside the headlamps, and the bottom blade curved down and back, ending behind the bumper. Below the two side blades were two smaller grille bars which each held a round parking lamp at the outside end. New bullet-shaped bumper guards sat on the “two-step” style bumper.

The front edges of the front fender slanted down and back from the headlamps, again like the 1949–1951 Studebaker. The top edge of the front fender blended into the cowl and door areas, with a beltline crease that was bumped up a few inches just behind the rear door, creating a new raised rear quarter panel line. Atop the end of the rear fender was a new taillamp visible from the rear, sides, and above. The rear quarter panel end below the taillamp was vertical, and canted slightly forward as it went down to meet the bumper. This would be the closest thing to a tail-fin that Frazer would have.

The body sides for the first time gained new feature lines that helped give the new cars a longer, lower look. The front fender carried a single crease that began at the chrome headlamp bezel and ended just short of the front door. The rear quarter panel carried a similar crease beginning just aft of the rear door, and ending just below the taillamp. The front wheel openings had a lip, something not seen on many American cars until the mid-1950s and 1960s. The rear wheel opening also had a lip that began at the rocker panel on the front side, went over the top of the wheel opening, and continued as a crease straight back to the end of the rear quarter panel. Series designations in chrome script on the back doors were seen on all models with “Frazer” on the base sedan, “Vagabond” on that model, and “Manhattan” on both models in that series. A chrome rocker panel molding capped of the new look.

The greenhouse areas of the 4-door sedan and Vagabond were quite similar to, if not the same as, the 1947–1950 Frazer models. However, a new interior design and fabrics were introduced. A new instrument panel design used two large round dials in front of the driver for all the important gauges. Towards the center was a smaller round dial for other controls, and the radio mounted in the center with a square chrome speaker grille in the center. The glove box was on the right side. A wide array of two-tone upholstery combinations was offered, along with plenty of chrome trim.

Power continued to come from the 226.2 CID 6-cylinder engine, now dubbed the “Supersonic Six.” New for the year was General Motors' famed Hydra-Matic automatic transmission, optional on the Frazer series and standard on the Manhattan series. Most other chassis and powertrain features continued into 1951 unchanged.

Even as Kaiser-Frazer Corporation was realizing that the Frazer would have to be discontinued due to declining sales, a replacement was in production at the opposite end of the price and size spectrum. The replacement was the compact Henry J, introduced six months after the 1951 Frazer line was introduced. The Frazer had been a promis-

ing entry in the upper-medium price field at its introduction. History might have been different if Kaiser-Frazer had had funding available to create more modern styling and build V8 engines. It might have become a real competitor for Buick and Chrysler.



Manhattan 4-Door Convertible



Manhattan 4-Door Hardtop Sedan



Frazer 4-Door Sedan



Manhattan 4-Door Sedan interior

**Model year production:** 10,071, up 269.42% from 1950.  
**Domestic market share:** 0.17% (20th place).  
**Base price range:** \$2,359 to \$3,075.  
**Frazer average base price:** \$2,727, down 1.26%.  
**Introduction date:** March 1950.  
**Assembly plants:** Willow Run, MI.

**Serial number identification:** Eight to nine-digit code on plate located on left front door hinge pillar. First digit is F for Frazer. Second and third digits indicate model year (51 = 1951). Fourth digit denotes series number: 5 is Frazer and 6 is Manhattan. Remaining digits are sequential serial numbers as follow in chart below.

### Serial Numbers by Series

Series	Series code	Beginning	Ending
Frazer	F515	1001	10951
Manhattan	F516	1001	1283

### Powertrains

Engine	Compression		Transmission	Frazer	Manhattan
	Ratio	Gross HP			
226.2 CID Supersonic, 2-bbl., L-head, 6-cyl.	7.3:1	115	3-speed manual	S	-
			Overdrive	\$96	-
			Hydra-Matic automatic	\$159	S

### Major Options

	Frazer	Manhattan		Frazer	Manhattan
Heater and defroster	\$	\$	Full wheel covers	S	S
Radio and antenna	\$	\$	White sidewall tires	\$	\$
Clock	\$	S			
Fog lamps	\$	\$			
Stainless steel wheel trim rings	\$	S			

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code
Caribbean Coral Metallic	65, 195, 577	Mineral Gray over Mariner Gray	375, 370
Garden Green Metallic	76, 265, 573	Saddle Bronze Metallic over Mariner Gray	241, 370
Horizon Blue	78, 130, 592	Cardinal Maroon over Mariner Gray	110, 370
Blue Satin	79, 330, 579	Garden Green Metallic over Aloha Green	265, 390
Oakwood Brown Metallic	80, 335, 572	Crystal Green over Aloha Green	345, 390
Ceramic Green	81, 355, 574	Saddle Bronze Metallic over Aloha Green	241, 390
Tropical Green Metallic	84	Mariner Gray over Blue Satin	370, 330
Cardinal Maroon	110, 597	Blue Satin over Mariner Gray	330, 370
Onyx Black	140, 584	Horizon Blue over Mariner Gray	130, 370
Crystal Green	150, 582	Onyx Black over Mariner Gray	140, 370
Cape Verde Green Metallic	325, 572	Bermuda Tan Metallic over Blue Satin	220, 330
Arena Yellow	360, 570	Claypipe Gray over Blue Satin	231, 330
Mariner Gray	370, 578	Flax over Blue Satin	32, 330
Mineral Gray	375, 580	Mariner Gray over Onyx Black	370, 140
Aloha Green	390, 569	Caribbean Coral Metallic over Mariner Gray	195, 370
Pasadena Yellow	391	Cape Verde Green Metallic over Ceramic Green	325, 355
Tropical Green Metallic over Aloha Green	550	Crystal Green over Ceramic Green	345, 355
Caribbean Coral Metallic over Mariner Gray	616	Mineral Gray over Mariner Gray	375, 140
Mariner Gray over Mineral Gray	617	Mariner Gray over Cardinal Maroon	370, 110
Onyx Black over Cardinal Maroon	618	Claypipe Gray over Cardinal Maroon	231, 110
Mariner Gray over Blue Satin	619	Doeskin over Cardinal Maroon	290, 110

## Frazer

*"The handcrafted Frazer establishes new styling and a new concept of value in the fine car field!"*

**Nameplate year of origin:** 1947.

**Current bodystyle lifespan:** 1951.

**Percentage of division's sales volume:** 97.19%.

**Primary competition:** Buick Super, Chrysler Windsor, DeSoto Custom, Hudson Super, Kaiser DeLuxe, Nash Ambassador, and Oldsmobile Super 88.

**Notable changes:** Completely restyled.

**Major standard equipment:** Cloth and leather interior trim, automatic dome lights, rubber floor covering with carpeted inserts, custom dashboard and window control knobs/handles, door armrests, dual sun visors, dual windshield wipers, stainless steel exterior window divider trim, rocker panel molding, hood emblem, front bumper guards, small hubcaps with wheel trim rings, and 7.10 × 15 BSW tires.

## Measurements

Wheelbase	123.5"
Length	211.4"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.5"
Cargo capacity (cu. ft.)	25.3
Fuel capacity (gals.)	21.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Frazer 4-Door Sedan, 6-p.	F5151	\$2,359	-1.50%	3456	6,874	+202.11%
Frazer 4-Door Vagabond Sedan, 6-p.	F5155	\$2,399	NEW	3556	2,914	NEW
TOTALS	<i>Avg. Price</i>	\$2,379	-0.67%	<i>Production</i>	9,788	+330.18%

\*Change from LY is based on estimated 1950 Frazer production.



# Manhattan

*"The Frazer Manhattan is the ultimate in motor car luxury!"*

Nameplate year of origin: 1947.

Current bodystyle lifespan: 1951.

Percentage of division's sales volume: 2.81%.

Primary competition: Buick Roadmaster, Cadillac Series 61, Chrysler Saratoga, Lincoln, and Packard Series 250.

Notable changes: Completely restyled.

Major standard equipment: Broadcloth and leather interior trim, rear seat center armrest, full floor carpeting, automatic dome lights, deluxe steering wheel, custom chrome instrument panel trim, door armrests, dual sun visors, dual windshield wipers, stainless steel exterior window trim, wide rocker panel molding, hood emblem, four front bumper guards, full wheel covers, chrome wheel trim rings, and 7.10 × 15 BSW tires. Convertible adds: Leather interior and power top.

## Measurements

Wheelbase	123.5"
Length	211.4"
Width	72.9"
Height	64.5"
Legroom — front	40.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.5"
Cargo capacity (cu. ft.)	25.3
Fuel capacity (gals.)	21.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Manhattan 4-Door Hardtop Sedan, 6-p.	F5161	\$3,075	NEW	3771	152	NEW
Manhattan 4-Door Convertible, 6-p.	F5162	\$3,075	-6.68%	3941	131	+1308.60%
TOTALS	<i>Avg. Price</i>	\$3,075	+4.41%	<i>Production</i>	283	+169.41%

\*Change from LY is based on estimated 1950 Frazer Manhattan production.

# HENRY J

*"The Henry J ... most important new car in America!"*

Believing that there was a market for truly basic transportation, not unlike that once offered by the Model T, Henry J. Kaiser set about to introduce just such a car. Wanting to price the car within easy reach of any buyer who could not afford a traditional car, Kaiser wanted to make the car as affordable as possible, and that meant only the necessities would be standard equipment, and only a few convenience items were optionally available. The result was the compact Henry J, a lightweight car for basic, economical transportation.

Styling of the new compact car was different from any

other Kaiser product. The Henry J was a two-door fastback design, with body styling that resembled the waning Frazer more than Kaiser. The shape of the front end was akin to that of the Frazer, with the raised center section and front fender edges that were canted rearward from the top down. A horizontal grille bar filled the lower opening side to side, with a round parking lamp at each end, and a vertical bar ran up from the center and into the raised section of the grille opening. A simple wraparound style bumper was used front and rear, and the front did not use a bumper pan, leaving the bumper brackets exposed.

A three-section bodyside crease was used on the body-sides. The first section was on the front fender running from the chrome headlamp bezel to the rear edge of the fender. A second crease, about 8 inches from the lower edge of the body, ran from the front wheel opening lip straight back to the rear crease. The rear crease was really a fender kick-up line that started near the bottom front edge of the rear wheel opening, slanting forward slightly to a point midway up the bodyside, just behind the door, then made a sharp turn and ran straight back to the rear fender end.

The greenhouse area used tall windows, giving the compact car an airy feeling with the best visibility of any compact currently on the market. A beltline crease was created from the top of the front fender, gradually sloping downward as it neared the end of the front door, and then quickly curving upwards, then back to form the line top of the rear fender. A slight bump on the end of the rear fender created a tailfin appearance. Part of the basic transportation idea was that frills like taillamps, backup lamps and even a trunk lid opening were optional equipment.

The economy theme was highlighted by the use of small, economy-size engines. A 134.2 CID 4-cylinder and a 161 CID 6-cylinder engine were sourced from Willys-Overland, both rugged, dependable powerplants with proven performance in the Willys Jeep. The Henry J engines were mated to a standard 3-speed manual transmission, with overdrive optional to further enhance the economy.

Basic simplicity carried into the rather stark interior.

A flat instrument panel used a rectangular gauge cluster mounted directly over the steering column, containing all of the gauges. In the center was an area for the optional radio speaker, and to the right was a trapezoidal shaped glove box with the Henry J name in script on the door. Below the instrument panel were the ignition switch, parking brake lever and light controls by the driver, the optional radio hung below in the center, and the optional heater hung below the glove box. It wasn't very pretty, but it was simple and functional. Upholstery was of tough vinyl-weave upholstery, which also covered the door panels.

A fold-down rear seat provided extraordinary luggage capacity for a compact car, with 6 feet of length and a total 51 cubic feet of space, plus space for the spare tire. However, the space, and the spare tire, were only accessible from the passenger doors unless an optional trunk lid opening was ordered.

The Henry J would be unique among the American-made compact cars of the 1950s. The Rambler was by far the most popular of all of them, but it was far better equipped and seemed more sophisticated than the rather plain Henry J. The Crosley was a smaller offering, but was really only suitable for city use rather than any length of highway travel, whereas the Henry J could be considered suitable for cross-country travel. The forthcoming Willys Aero would be a slightly larger car that was also less basic than the Henry J, and would offer a 4-door model. However, the Henry J's first season would turn out to be a success from any point of view.



2-Door Sedan

**Model year production:** 78,383, new model.  
**Domestic market share:** 1.35% (17th place).  
**Base price range:** \$1,363 to \$1,499.  
**Henry J average base price:** \$1,431.  
**Introduction date:** September 1950.  
**Assembly plants:** Willow Run, MI (none); Long Beach, CA (A); Jackson, MI (B); and Portland, OR (C).

**Serial number identification:** Eight to ten digit code on plate located on left front door hinge pillar. First digit is assembly plant code from above. Second digit is K for Kaiser. Next two digits denote year: 51 = 1951. Fifth digit is series number: 3 is Henry J and 4 is DeLuxe. Remaining digits are sequential serial numbers as follow in chart below.

## Serial Numbers by Series

Series	Series code	Beginning	Ending
Henry J	K513	1001	40876
DeLuxe	K514	1001	46029

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Henry J	DeLuxe
134.2 CID Supersonic, 1-bbl., L-head, 4-cyl.	7.0:1	68	3-speed manual Overdrive	S \$96	- -
161 CID Supersonic, 1-bbl., L-head, 6-cyl.	7.0:1	80	3-speed manual Overdrive	- -	S \$96

## Major Options

Heater and defroster	\$
Radio	\$
Directional signals	\$
Opening trunk lid	\$
Front bumper guards	\$
Rear bumper guards	\$
Stainless steel wheel trim rings	\$
Full wheel covers	\$
White sidewall tires	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Caribbean Coral Metallic	65, 195, 577
Garden Green Metallic	76, 265, 573
Horizon Blue	78, 130, 592
Blue Satin	79, 330, 579
Oakwood Brown Metallic	80, 335, 572
Ceramic Green	81, 355, 574
Tropical Green Metallic	84
Cardinal Maroon	110, 597
Onyx Black	140, 584
Crystal Green	150, 582
Cape Verde Green Metallic	325, 572
Arena Yellow	360, 570
Mariner Gray	370, 578
Mineral Gray	375, 580
Aloha Green	390, 569
Pasadena Yellow	391

Paint colors above are all single-tone selections offered by Kaiser.

# Henry J

*"The new family car for America!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** Crosley and Nash Rambler.

**Notable changes:** All-new series.

**Major standard equipment:** Vinyl plaid weave interior trim, front rubber floor covering, two-spoke steering wheel, black rubber window surrounds, small hubcaps, and 5.90 × 15 BSW tires. DeLuxe adds: Six-cylinder engine.

## Measurements

Wheelbase	100.0"
Length	174.5"
Width	70.0"
Height	NA
Legroom — front	42.3"
Legroom — rear	35.6"
Headroom — front	35.8"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	19.0*
Fuel capacity (gals.)	13.0

\*51 cubic feet with rear seat folded down.

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Henry J 2-Door Sedan, 5-p.	513	\$1,363	NEW	2293	37,363	NEW
Henry J DeLuxe 2-Door Sedan, 5-p.	514	\$1,499	NEW	2341	41,020	NEW
TOTALS	<i>Avg. Price</i>	\$1,431	NEW	<i>Production</i>	78,383	NEW

# HUDSON

*"Hudson for '51! In 4 Matchless Series!"*

For Hudson, 1951 was an important year in several respects. Most importantly, flying in the face of competition that had modern, high-compression, overhead-valve V8 engines entering the market each year, Hudson produced a high-performance L-head 6-cylinder engine. Introduced in a new series named the Hornet, the new engine quickly put the spotlight back onto Hudson, with a Hornet winning 12 of the 41 NASCAR Grand National races in 1951. Also, this season saw the introduction of a fully automatic transmission, discussed later, and the first 2-door hardtop body style from Hudson, the "Hollywood" Hardtop, introduced late in the model year in all but the entry-level Pacemaker Custom series. This year was also important in that it would end up being Hudson's second highest sales year, and model year production run, since the end of World War II. At the same time, market share also went back above 2 percent. Unfortunately, it was a height never to be reached again, unbeknownst to anyone inside Hudson at the time.

Series names were revised, with the suffix "Custom" added to each of the existing lines. There was now the Pacemaker Custom, Super Six Custom, and the Commodore Custom, alongside the new Hornet. The Super was no longer available with an 8-cylinder engine, leaving the Commodore Eight Custom as the only 8-cylinder Hudson available. It is interesting to note that the Hornet with its high-performance 6-cylinder engine was priced the same as the 8-cylinder Commodore, upon which the Hornet was based, and the Hornet was considered to be the new top-of-the line Hudson.

Hudson finally added a fully automatic transmission for part of the line this season, with the introduction of the General Motors-built Hydra-Matic transmission, a popular choice for several of the smaller automobile companies early in the automatic transmission's history. This durable transmission was available only in the Hornet and Commodore series. Aside from the previously mentioned new H-145 engine, there were few other powertrain changes.

As for styling, the main changes were seen at the front end. A new grille featured a top and center grille bar that arched down to meet the bottom bar. It carried a form of Hudson's triangle in the center, this year with an illuminated medallion at the top of the triangle on the upper grille bar. Rectangular parking lamp and turn signal units were placed in a chrome bezel between the end of the upper bar and the bottom bar. Most other exterior styling features continued as in 1950.

Interiors received a redesigned instrument panel, featuring a fabric-covered top pad, and the gauge cluster returned to a position in front of the driver, above the steering column. Most models had instrument panels done in a leather grain finish with chrome surrounding the gauges. "Teleflash" signals, later commonly referred to as "idiot" lights, were introduced, supplementing actual gauges. This would become a somewhat common feature on many other automotive brands, until someone had the bright idea that the warning light could replace the gauge. Fortunately that was a short-lived practice for most manufacturers.



Hornet 2-Door Brougham Convertible



Pacemaker Custom 2-Door Club Coupe



Super Six Custom 2-Door Club Sedan



Super Six Custom 4-Door Sedan

**Model year production:** 131,922, up 8.65% from 1950.  
**Domestic market share:** 2.27% (12th place).  
**Base price range:** \$1,964 to \$3,099.  
**Hudson average base price:** \$2,503, up 15.89%.  
**Introduction date:** October 1950.  
**Assembly plants:** Detroit, MI.  
**Serial number identification:** Six to eight digit codes on plate located on right front door hinge pillar. First two dig-

its are series code as in chart below. Remaining digits are sequential serial numbers beginning with 1001 and ending as follows in chart below. *Examples:* 4A1001 is a 1951 Hudson Pacemaker Custom Six, serial number 1001; 7A132915 is a 1951 Hudson Hornet Six, serial number 132915. Being the highest serial number, this would have been the last 1951 Hudson built.

<i>Series</i>	<i>Series code</i>	<i>Ending</i>
Pacemaker Custom Six	4A	132072
Super Six Custom	5A	132246
Commodore Six Custom	6A	132586
Hornet	7A	132915
Commodore Eight Custom	8A	132028

### Powertrains

<i>Engine</i>	<i>Compression</i>		<i>Transmission</i>	<i>Pacemaker Super Six Commodore Commodore</i>				
	<i>Ratio</i>	<i>Gross HP</i>		<i>Custom</i>	<i>Custom</i>	<i>Six Custom</i>	<i>Eight Custom</i>	<i>Hornet</i>
232 CID Pacemaker Six, 2-bbl., L-head, 6-cyl.	6.7:1	112	3-speed manual	S	-	-	-	-
			Overdrive	\$100	-	-	-	-
			Drivemaster	\$98	-	-	-	-
			Super-Matic drive	\$158	-	-	-	-
262 CID Super-Six, 2-bbl., L-head, 6-cyl.	6.7:1	123	3-speed manual	-	S	S	-	-
			Overdrive	-	\$100	\$100	-	-
			Drivemaster	-	\$98	\$98	-	-
			Super-Matic drive	-	\$158	-	-	-
Hydra-Matic automatic	-	-	\$158	-	-			
308 CID H-145, 2-bbl., L-head, 6-cyl.	7.2:1	145	3-speed manual	-	-	-	-	S
			Overdrive	-	-	-	-	\$100
			Drivemaster	-	-	-	-	\$98
			Hydra-Matic automatic	-	-	-	-	\$158
254 CID Super-Eight, 2-bbl., L-head, 8-cyl.	6.7:1	128	3-speed manual	-	-	-	S	-
			Overdrive	-	-	-	\$95	-
			Drivemaster	-	-	-	\$105	-
			Hydra-Matic automatic	-	-	-	\$199	-

## Major Options

	<i>Pacemaker</i>	<i>Super</i>	<i>Hornet</i>	<i>Commodore</i>	
"Weather Control" heater	\$64	\$64	\$64	\$64	Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.
Radio and antenna	\$84	\$84	\$84	\$84	
Electric clock	\$17	\$17	S	S	
Power windows (convertible only)	-	\$70	S	S	
Wheel trim rings	\$13	\$13	-	-	
Full wheel covers	\$10	\$10	S	S	
White sidewall tires	\$	\$	\$	\$	

## Paint Colors

	<i>Code</i>		<i>Code</i>
Pacific Blue	B-59	French Gray	RR-72
Admiral Blue	B-87	Jefferson Green Metallic	S-62
Dark Platinum Metallic	CC-66	Bali Blue over Admiral Blue	J-45
Neptune Blue Green	CC-82	Admiral Blue over Corinthian Cream	N-85
Northern Gray Metallic	G-60	Burgundy Maroon over French Gray	RD-84
Dark Maroon Metallic	HN-58	Jefferson Green Metallic over Corinthian Cream	RJ-86
Burgundy Maroon	HN-83		
Black	K-5		
Toro Red	M-64		
Naples Green Metallic	P-63		
Newport Gray Metallic	Q-61		

*Two-tone combinations available at extra cost.*

# Pacemaker Custom

*"America's lowest-priced big car!"*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1950 through 1954.

**Percentage of division's sales volume:** 26.15%.

**Primary competition:** Buick Special, Dodge Coronet, Mercury, Nash Statesman, Oldsmobile 88, and Studebaker Commander.

**Notable changes:** Revised name, new grille, and trim and detail changes.

**Major standard equipment:** Striped weave cord upholstery with "Dura-Fab" trim, embossed front and rear rubber floor mats, front seat-back pocket, 18 inch two-spoke steering wheel, dual sun visors, front dome lamp, manual latch front door vent windows, stainless steel front and side window surrounds, chrome rocker panel molding, illuminated grille medallion, hood ornament, small hubcaps, and 7.10 × 15 BSW tires. Convertible adds: Leather and cloth upholstery and power top.

## Measurements

Wheelbase	119.0"
Length	201.5"
Width	77.1"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	38.8"
Headroom — rear	37.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP*</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Pacemaker Custom 2-Door Coupe, 3-p.	4A	\$1,964	+8.75%	3380	34,073*	-42.48%*
Pacemaker Custom 2-Door Club Coupe, 6-p.	4A	\$2,145	+10.97%	3410	NA*	NA*
Pacemaker Custom 2-Door Brougham Coupe, 6-p.	4A	\$2,102	+9.94%	3430	NA*	NA*
Pacemaker Custom 2-Door Brougham Convertible, 6-p.	4A	\$2,642	+8.81%	3600	425	-77.21%
Pacemaker Custom 4-Door Sedan, 6-p.	4A	\$2,145	+10.97%	3460	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,200	+9.85%	<i>Production</i>	34,498	-44.14%

*\*Production records not kept by body style, except for convertible models. Price comparisons made to 1950 Pacemaker, and production comparisons made to entire 1950 Pacemaker (base and DeLuxe trim level) series.*



## Super Six Custom

*"A car that will fill you with pride of ownership!"*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1948 through 1954.

**Percentage of division's sales volume:** 17.08%.

**Primary competition:** DeSoto DeLuxe, Kaiser Special, Nash Ambassador, and Oldsmobile Super 88.

**Notable changes:** Revised name, new grille, and trim and detail changes.

**Major standard equipment:** Striped Bedford cloth upholstery with "Dura-Fab" trim, front rubber simulated carpet floor mat with rear seat carpeting, front seat-back pockets, armrests at all seat ends, 18 inch two-spoke steering wheel, dual sun visors, front dome lamp, manual latch front door vent windows, stainless steel front, and side window surrounds, chrome rocker panel molding, illuminated grille medallion, streamlined hood ornament, small hubcaps, and 7.10 × 15 BSW tires. Convertible adds: Leather upholstery, power top, and 7.60 × 15 BSW tires.

### Measurements

Wheelbase	124.0"
Length	208.1"
Width	77.1"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	38.8"
Headroom — rear	37.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Super Six Custom 2-Door Club Coupe, 6-p.	5A	\$2,287	+8.80%	3525	21,152*	+18.45%*
Super Six Custom 2-Door Brougham Coupe, 6-p.	5A	\$2,238	+8.22%	3535	NA*	NA*
Super Six Custom 2-Door Hollywood Hardtop, 6-p.	5A	\$2,605	NEW	3590	1,100	NEW
Super Six Custom 2-Door Brougham Convertible, 6-p.	5A	\$2,827	+7.57%	3720	282	-39.22%*
Super Six Custom 4-Door Sedan, 6-p.	5A	\$2,287	+8.65%	3565	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,449	+10.02%	<i>Production</i>	22,534	+22.99%

\*Production records not kept by body style, except for convertible and hardtop models.

## Commodore Custom

*"Styled and appointed to complement the finest highway travel in the world!"*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1948 through 1954.

**Percentage of division's sales volume:** 23.67%.

**Primary competition:** Buick Super, Chrysler Windsor, DeSoto Custom, Frazer, Lincoln, Oldsmobile 98, and Packard Series 200.

**Notable changes:** Revised name, new grille, and trim and detail changes.

**Major standard equipment:** Striped cloth upholstery with leather-grained "Dura-Fab" trim, two-tone rubber front floor covering with carpet-like inserts and rear floor pile carpet, 16 inch wide rear seat center armrest, electric clock, two-tone leather grained instrument panel finish, 18 inch three-spoke steering wheel, crank-type front door vent windows, wing-type rear quarter ventilation windows (sedans only), stainless steel front, side and rear window surrounds, chrome rocker panel molding, hood and fender ornaments, bumper guards, full wheel covers, and 7.10 × 15 BSW tires. Convertible adds: Leather upholstery, power windows, power top, and 7.60 × 15 BSW tires.

### Measurements

Wheelbase	124.0"
Length	208.1"
Width	77.7"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	38.8"
Headroom — rear	37.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP*</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Commodore Six Custom 2-Door Club Coupe, 6-p.	6A/8A	\$2,455*	+8.77%	3585	29,343 <sup>†</sup>	-27.03% <sup>†</sup>
Commodore Six Custom 2-Door Hollywood Hardtop, 6-p.	6A/8A	\$2,780*	NEW	3640	1,488	NEW
Commodore Six Custom 2-Door Brougham Convertible, 6-p.	6A/8A	\$3,011*	+7.19%	3785	392	-65.19%
Commodore Six Custom 4-Door Sedan, 6-p.	6A/8A	\$2,480*	+8.72%	3600	NA <sup>†</sup>	NA <sup>†</sup>
TOTALS	<i>Avg. Price</i>	\$2,682	+9.49%	<i>Production</i>	31,223	-24.47%

\*Add \$88 for Commodore Eight Custom, model 8A, with 8-cylinder engine. <sup>†</sup>Production records not kept by body style, except for convertible and hardtop models.

## Hornet

*"The fabulous new Hudson Hornet!  
Powered by the sensational new H-145 engine!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 33.10%.

**Primary competition:** Buick Super, Chrysler Windsor, DeSoto Custom, Frazer, and Oldsmobile 98.

**Notable changes:** All-new series, based on Commodore series.

**Major standard equipment:** Striped cloth upholstery with leather-grained "Dura-Fab" trim, two-tone rubber front floor covering with carpet-like inserts and rear floor pile carpet, 16 inch wide rear seat center armrest, electric clock, two-tone leather grained instrument panel finish, 18 inch three-spoke steering wheel, crank-type front door vent windows, wing-type rear quarter ventilation windows (sedans only), stainless steel front, side and rear window surrounds, chrome rocker panel molding, hood and fender ornaments, bumper guards, full wheel covers, and 7.10 × 15 BSW tires. Convertible adds: Leather upholstery, power windows, power top, and 7.60 × 15 BSW tires.

### Measurements

Wheelbase	124.0"
Length	208.1"
Width	77.7"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	38.8"
Headroom — rear	37.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP*</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Hornet 2-Door Club Coupe, 6-p.	7A	\$2,543	NEW	3580	41,015*	NEW
Hornet 2-Door Hollywood Hardtop, 6-p.	7A	\$2,869	NEW	3630	2,101	NEW
Hornet 2-Door Brougham Convertible, 6-p.	7A	\$3,099	NEW	3780	551	NEW
Hornet 4-Door Sedan, 6-p.	7A	\$2,568	NEW	3600	NA*	NEW
TOTALS	<i>Avg. Price</i>	\$2,770	NEW	<i>Production</i>	43,667	NEW

\*Production records not kept by body style, except for convertible and hardtop models.

# KAISER

*“The 1951 Kaiser ... Triumph of Anatomic Design!”*

A totally new Kaiser appeared in Kaiser-Frazer showrooms for 1951. Built on a five inch shorter wheelbase, the new cars traded the boxy look of their predecessors for sleek and very distinctive new styling. Arrow straight lower bodylines and curves everywhere else gave a look of motion even when standing still. Designed by Howard “Dutch” Darrin, as were the original Kaisers, the new cars were an immediate hit as witnessed by the model year production of more than 120,000 cars.

From the front, Kaisers looked much wider and lower than the prior years. The two large, full-width, horizontal grille bars set just above the bumper enhanced the wider look. A flatter hood with less pronounced front fenders visually lowered the car. Completing the front-end look was a Kaiser logo hood medallion and, a first for Kaiser, a hood ornament. Body sides were very much in the “slab-sided,” straight-line vein. The only bodyside feature line was at the beltline where the line of the front fender began a slight downward slope at the A-pillar, while a line running forward from the top line of the rear quarter panel began curving down at the C-pillar. The rear panel line crossed over the front line and ended, creating a unique type of “V” dip below the rear side window. At the back, small taillamps were fitted vertically on the upper rear fender ends.

The greenhouse area provided the most radical lines of the fifties era. The windshield had what could be described as a “widow’s peak,” dipping down in the center where the two-piece curved windshield came together. The larger rear one-piece curved window aided rearward visibility and had a similar but less severe dip. Some sources describe this style as a “winged” look, but it was more appropriately named the Darrin dip, after the stylist who penned it. Slender A-pillars slanted rearward far more than Kaiser’s contemporaries and, together with the new windshield, provided “control-tower vision” and the best forward visibility of any 1951 automobile. “High-Bridge” doors were another Kaiser feature that provided greater ease of access by having the top line arched higher, and the doors opening a full 75 degrees. These features along with the numerous interior features were part of Kaiser’s “Anatomic” design concept, “a car designed to fit the human body.”

Those “Anatomic” interior features were many. A fully padded instrument panel top was featured on all Kaisers this year. A “Direct-View” round speedometer and gauge

cluster mounted directly above the steering column was the only protrusion to break the lines of the padded top portion of the dash. Set in a horizontal strip of chrome below this were all the heat, ventilation, and other operating controls. On the passenger side was a new, bin-type glove compartment, providing easier access to the contents. All of this was designed to put things within easy sight or reach of the driver.

Of course, with an all-new car, there were the expected new upholstery and trim designs. What was most unexpected was the now famous “Dragon” trim option for DeLuxe models. Named Dragon ostensibly because the heavy vinyl upholstery resembled dragon skin, they would be offered in three different series through the model year. The first series were sold through February 1951, the second series were offered from February through April, and the third series from May through November. Each series was unique in its equipment. The first series offered nine different exterior color combinations, each with a specific vinyl interior in one of seven combinations. The second series cars added a padded vinyl top and were available in three exterior colors with the car being named after each. For example, Silver Dragons were painted in Mariner Gray with a Scarlet red interior. Golden Dragons were painted in Arena Yellow with black interior trim. Then there was the Emerald Dragon, which was painted Cape Verde Green Metallic and had a green vinyl interior. The third series cars came only as Jade Dragons, and were painted Tropical Green with tan “straw” colored vinyl upholstery, and also featured a padded vinyl top.

Kaiser added a line of 2-door models this year, but discontinued the Virginian 4-door hardtop and DeLuxe convertible models, leaving those body styles as exclusively Frazer models, although the Virginian name would return on future Kaisers. A two-door business coupe, club coupe and sedan were all added, as well as a two-door version of the Traveler utility sedan with its uniquely designed rear liftgate. The DeLuxe version of the Traveler also went by that name with the Vagabond name moving to the 1951 Frazer version of this model. Also, the left rear doors were no longer welded shut to accommodate the spare tire, as it was now located beneath the trunk floor in all Kaiser models.

All Kaisers continued to be powered by the smooth

performing L-head six-cylinder, renamed the “Supersonic” six for 1951. Newly available as an option was the Hydra-Matic automatic transmission. Kaiser was probably wise to purchase these units, one of the most reliable fully automatic transmissions available, from General Motors rather than spend money it did not have on developing an in-house automatic transmission.

Lastly, it should be pointed out that 1951 was a historic point in the short life of the Kaiser automobile. Not only was it the highest model year production of its nine years on the market, but it was the only year for a redesign,

as this body design would carry Kaiser through its demise in 1955. Also significant from a corporate standpoint were the discontinuation of the slow-selling Frazer and the introduction of a new compact car called the Henry J, named for Henry J. Kaiser. The Henry J was introduced late in 1950, almost halfway through the 1951 model year, and the Frazer was discontinued in November 1951, meaning that for about a year, Kaiser-Frazer Corporation actually had three separate marketing divisions. While the Frazer automobile would be gone, the name would live on in the corporate name for about another two years.



DeLuxe 2-Door Sedan



DeLuxe 4-Door Utility Sedan

**Model year production:** 122,302, up 754.80% from 1950.  
**Domestic market share:** 2.10% (13th place).  
**Base price range:** \$1,992 to \$2,433.  
**Kaiser average base price:** \$2,266, down 7.87%.  
**Introduction date:** March 1950.  
**Assembly plants:** Willow Run, MI (none); Jackson, MI (B); and Portland, OR (C).

**Serial number identification:** Eight to eleven digit code on plate located on left front door hinge pillar. First digit is assembly plant code from above. Second digit is K for Kaiser. Next two digits denote year: 51 = 1951. Fifth digit is series number: 1 is Special and 2 is DeLuxe. Remaining digits are sequential serial numbers as follows in chart below.

### Serial Numbers by Series

<i>Series</i>	<i>Series code</i>	<i>Beginning</i>	<i>Ending</i>
Special	K511	1001	067256
DeLuxe	K512	1001	079757

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All</i>
226.2 CID Supersonic, 2-bbl., L-head, 6-cyl.	7.3:1	115	3-speed manual	S
			Overdrive	\$96
			Hydra-Matic automatic	\$159

### Major Options

	<i>Special</i>	<i>DeLuxe</i>
Heater and defroster	\$	\$
Radio	\$	\$
Electric clock	\$	\$
DeLuxe front and rear bumper guards	\$	\$
Stainless steel wheel trim rings	\$	S
Full wheel covers	\$	\$
White sidewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

Paint Colors

	Code		Code
Caribbean Coral Metallic	65, 195, 577	Mineral Gray over Mariner Gray	375, 370
Garden Green Metallic	76, 265, 573	Saddle Bronze Metallic over Mariner Gray	241, 370
Horizon Blue	78, 130, 592	Cardinal Maroon over Mariner Gray	110, 370
Blue Satin	79, 330, 579	Garden Green Metallic over Aloha Green	265, 390
Oakwood Brown Metallic	80, 335, 572	Crystal Green over Aloha Green	345, 390
Ceramic Green	81, 355, 574	Saddle Bronze Metallic over Aloha Green	241, 390
Tropical Green Metallic	84	Mariner Gray over Blue Satin	370, 330
Cardinal Maroon	110, 597	Blue Satin over Mariner Gray	330, 370
Onyx Black	140, 584	Horizon Blue over Mariner Gray	130, 370
Crystal Green	150, 582	Onyx Black over Mariner Gray	140, 370
Cape Verde Green Metallic	325, 572	Bermuda Tan Metallic over Blue Satin	220, 330
Arena Yellow	360, 570	Claypipe Gray over Blue Satin	231, 330
Mariner Gray	370, 578	Flax over Blue Satin	32,330
Mineral Gray	375, 580	Mariner Gray over Onyx Black	370, 140
Aloha Green	390, 569	Caribbean Coral Metallic over Mariner Gray	195, 370
Pasadena Yellow	391	Cape Verde Green Metallic over Ceramic Green	325, 355
Tropical Green Metallic over Aloha Green	550	Crystal Green over Ceramic Green	345, 355
Caribbean Coral Metallic over Mariner Gray	616	Mineral Gray over Mariner Gray	375, 140
Mariner Gray over Mineral Gray	617	Mariner Gray over Cardinal Maroon	370, 110
Onyx Black over Cardinal Maroon	618	Claypipe Gray over Cardinal Maroon	231, 110
Mariner Gray over Blue Satin	619	Doeskin over Cardinal Maroon	290, 110

Special

*“The 1951 Kaiser Special offers Anatomic design at remarkably low cost and with unsurpassed value!”*

Nameplate year of origin: 1947.

Current bodystyle lifespan: 1951 through 1955.

Percentage of division’s sales volume: 41.48%.

Primary competition: Buick Special, Chrysler Royal, DeSoto DeLuxe, Dodge Coronet, Mercury, Nash Statesman, Oldsmobile 76, and Studebaker Commander.

Notable changes: Completely redesigned.

Major standard equipment: Cloth interior trim, front rubber floor covering and rear carpeting, two-spoke steering wheel, dual sun visors, automatic dome lights, black rubber window surrounds, lower body side molding, hood emblem, small hubcaps, and 6.70 × 15 BSW tires. Traveler adds: Trunk lid nameplate and special features mentioned in the 1949 Kaiser introduction (excluding the left rear door/spare tire feature).

Measurements

Wheelbase	118.5"
Length	210.4"
Width	74.0"
Height	60.3"
Legroom — front	43.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	18.7*
Fuel capacity (gals.)	17.0

\*104 cubic feet in Traveler with all seats folded down.

Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY*
Special 2-Door Business Coupe, 3-p.	K5113	\$1,992	NEW	3061	746	NEW
Special 2-Door Sedan, 6-p.	K5114	\$2,160	NEW	3106	8,166	NEW
Special 2-Door Traveler Sedan, 6-p.	K5110	\$2,265	NEW	3210	915	NEW
Special 4-Door Sedan, 6-p.	K5111	\$2,212	+10.88%	3126	39,078	+830.43%
Special 4-Door Traveler Sedan, 6-p.	K5115	\$2,317	+10.97%	3270	1,829	-41.94%
TOTALS		Avg. Price \$2,189	+7.23%		Production 50,734	+590.26%

\*Production change from last year is estimated due to 1949 and 1950 model year production records being combined.

1951



## DeLuxe

*"Low, wide and handsome the Kaiser DeLuxe offers great performance, comfort and safety!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1951 through 1955.

**Percentage of division's sales volume:** 58.52%.

**Primary competition:** Buick Super, Chrysler Windsor, DeSoto Custom, Hudson Super, Nash Ambassador, Oldsmobile 88, and Packard DeLuxe Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and leather interior trim, robe cord, full floor carpeting, color-keyed interior trim, padded dashboard, automatic dome lights, stainless steel exterior window trim, wide rocker panel molding, hood emblem, front and rear bumper guards, rear fender skirts, full wheel covers, and 6.70 × 15 BSW tires. Traveler adds: Trunk lid nameplate and special features mentioned in the 1949 Kaiser introduction (excluding the left rear door/spare tire feature).

### Measurements

Wheelbase	118.5"
Length	210.4"
Width	74.0"
Height	60.3"
Legroom — front	43.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	18.7*
Fuel capacity (gals.)	17.0

\*104 cubic feet in Traveler with all seats folded down.

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY*
DeLuxe 2-Door Club Coupe, 6-p.	K5127	\$2,296	NEW	3111	4,606	NEW
DeLuxe 2-Door Sedan, 6-p.	K5124	\$2,275	NEW	3151	8,888	NEW
DeLuxe 2-Door Traveler Sedan, 6-p.	K5120	\$2,380	NEW	3285	367	NEW
DeLuxe 4-Door Sedan, 6-p.	K5121	\$2,328	+6.06%	3171	56,723	+889.93%
DeLuxe 4-Door Traveler Sedan, 6-p.	K5125	\$2,433	+6.34%	3345	984	+45.78%
TOTALS	Avg. Price	\$2,342	-12.21%	Production	71,568	+928.61%

\*Production change from last year is estimated due to 1949 and 1950 model year production records being combined.

# LINCOLN

*"Affirming once again ... Nothing could be finer!"*

For the third season, there were few changes to be found for Lincoln. A new grille and new bodyside trim were the most obvious external changes, and only minor tweaks were made for the interior and powertrain. This would be the last year for a 3-speed manual or "Touch-O-Matic" overdrive to be offered in a Lincoln, as the Hydramatic would become standard equipment for the 1952 models.

The new grille was of a more open design, with the center bar only running in the space between the redesigned bumper guards, and the main vertical bar eliminated. This

left only five "fins" atop the center bar. This move left space for a larger parking lamp at each end of the grille. The large front fender chrome trim on the Cosmopolitan was finally replaced by a simpler full-length body side molding. Both the Lincoln and Cosmopolitan carried a vertical fin at the start of the front fender molding. For the base Lincoln, new side trim more closely followed the bodyside crease, with a dip towards the rear edge of the front door. Below the dip, to the front side, was a grouping of hash marks. This helped to further distinguish the Lincoln from the Mercury with which it shared bodies. The effect of the trim



changes was to finally give the 1951 Lincoln the more distinctive and appealing look that it deserved.

A significant development for Lincoln this year was the expansion of its paint color choices. Lincoln was one of the few manufacturers to offer its customers a choice of metal-

lic or non-metallic paint within the same color. This along with a new color palette provided a greatly expanded choice of colors. It would also help spark the explosion in the popularity of multi-tone paint combinations.



Lincoln 4-Door Sport Sedan



Lincoln 2-Door Lido Coupe

**Model year production:** 32,574, up 15.55% from 1950.

**Domestic market share:** 0.56% (18th place).

**Base price range:** \$2,505 to \$3,891.

**Lincoln average base price:** \$3,045, down 1.32%.

**Introduction date:** November 1950.

**Assembly plants:** Detroit, MI (LP); and Los Angeles, CA (LA).

**Serial number identification:** Serial number consists of a

nine to ten digit code located on right side of cowl, and read as follows: First two digits indicate year (51 = 1951); third and fourth letters indicate assembly plant from code above; the next four to five digits are sequential beginning with 5001 and ending number as follows in chart below. The last digit indicates series: L is Lincoln, and H is Cosmopolitan.

### Highest Serial Numbers by Assembly Plant and Series

<i>Assembly plant</i>	<i>Lincoln</i>	<i>Cosmopolitan</i>
Detroit, MI (LP)	19317	20813
Los Angeles, CA (LA)	7114	—

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
336.7 CID, 2-bbl., L-head, V8	7.0:1	154	3-speed manual Touch-O-Matic overdrive Hydra-Matic	S \$100 \$169

### Major Options

	<i>Lincoln</i>	<i>Cosmopolitan</i>
Heater and defroster	\$74	\$76
Radio	\$111	\$111
Power windows	\$	S
Power front seat	\$	S
Rear fender skirts	\$*	S
Full wheel cover	S	S
Whitewall tires	\$	\$

\*Standard on Lido coupe.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Raven Black	01	Tomah Ivory over Sheffield Green	31
Admiral Blue Metallic	02	Sheffield Green over Tomah Ivory	32
Admiral Blue	02A	Sheffield Green over Everglade Green	35
Banning Blue Metallic	03	Everglade Green over Sheffield Green	36
Cosmopolitan Maroon Metallic	04	Kent Gray Blue over Avon Blue	41
Cosmopolitan Maroon	04A	Avon Blue over Kent Gray Blue	42
Luxor Maroon Metallic	05	Kent Gray Blue over Saxon Gray Metallic	43
Kent Gray Blue	06	Kent Gray Blue over Saxon Gray	43A
Copper Tone Metallic	08	Saxon Gray Metallic over Kent Gray Blue	44
Copper Tone	08A	Saxon Gray over Kent Gray Blue	44A
Tomah Ivory	09	Admiral Blue Metallic over Kent Gray Blue	45
Brewster Green Metallic	10	Kent Gray Blue over Admiral Blue Metallic	46
Brewster Green	10A	Kent Gray Blue over Admiral Blue	46A
Everglade Green	11	Radiant Green Metallic over Brewster Green Metallic	47
Saxon Gray Metallic	12	Radiant Green Metallic over Brewster Green	47A
Saxon Gray	12A	Brewster Green Metallic over Radiant Green Metallic	48
Sheffield Green	13	Brewster Green over Radiant Green Metallic	48A
Avon Blue	14	Radiant Green Metallic over Bristol Buff	49
Radiant Green Metallic	16	Bristol Buff over Radiant Green Metallic	50
Bristol Buff	18	Banning Blue Metallic over Kent Gray Blue	51
Chantilly Green	20	Kent Gray Blue over Banning Blue Metallic	52
Manitou Red Metallic	21	Bristol Buff over Copper Tone Metallic	53
Manitou Red	21A	Bristol Buff over Copper Tone	53A
Raven Black over Tomah Ivory	30		

## Lincoln

*"There's nothing quite like Lincoln ... for 1951."*

**Nameplate year of origin:** 1921.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 51.46%.

**Primary competition:** Buick Roadmaster, Cadillac Series 61, Chrysler Windsor DeLuxe, Frazer Manhattan, and Packard Series 300.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Nylon and broadcloth upholstery, rear seat center armrest, front rubber floor mat, rear carpeting, electric clock, chrome window surround moldings, electric luggage compartment light, full-length bodyside beltline trim, and 8.20 × 15 BSW tires. Lido Coupe adds: Custom interior trim, vinyl top, and rear fender skirts.

## Measurements

Wheelbase	121.0"
Length	214.8"
Width	76.7"
Height	63.6"
Legroom — front	44.0"
Legroom — rear	39.6"
Headroom — front	36.4"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	23.4
Fuel capacity (gals.)	19.5

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Lincoln 2-Door Club Coupe, 6-p.	72B	\$2,505	-0.87%	4065	4,482	†
Lincoln 2-Door Lido Coupe, 6-p.	72C	\$2,702	-0.66%	4100	*	†
Lincoln 4-Door Sport Sedan, 6-p.	74	\$2,553	-0.82%	4130	12,279	+4.58%
TOTALS	<i>Avg. price</i>	\$2,587	-0.78%	<i>Production</i>	16,761	-4.16%

\*Production of Lido coupe was recorded as combined with Club coupe. †Change from LY not available due to 1950 production by model not being available.

# Cosmopolitan

*"Instantly recognizable ... the ultimate in fine car styling and coachwork!"*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1951.

Percentage of division's sales volume: 48.54%.

Primary competition: Cadillac Series 62, Chrysler New Yorker, and Packard Series 250.

Notable changes: New grille and trim and detail changes.

Major standard equipment: Nylon and broadcloth upholstery, rear seat center armrest, full floor carpeting, electric clock, power windows, power front seat, chrome window surround moldings, large front fender molding, rocker panel stainless trim, and 8.20 × 15 BSW tires. Capri Coupe adds: Custom interior trim and padded leather-grain top. Convertible adds: Power top.

## Measurements

Wheelbase	125.0"
Length	222.5"
Width	78.2"
Height	64.1"
Legroom — front	43.6"
Legroom — rear	38.5"
Headroom — front	36.4"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	22.9
Fuel capacity (gals.)	21.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Cosmopolitan 2-Door Club Coupe, 6-p.	72B	\$3,129	-1.76%	4340	1,476	+12.24%
Cosmopolitan 2-Door Capri Coupe, 6-p.	72C	\$3,350	-1.62%	4360	1,251	+145.78%
Cosmopolitan 2-Door Convertible, 6-p.	76	\$3,891	-1.44%	4615	857	+59.89%
Cosmopolitan 4-Door Sport Sedan, 6-p.	74	\$3,182	-1.73%	4415	12,229	+46.61%
TOTALS	<i>Avg. price</i>	\$3,388	-1.63%	<i>Production</i>	15,813	+47.77%

# MERCURY

*"For the drive of your life!"*

Revised front and rear trim styling highlighted the new '51 Mercury line. A new grille was the most striking feature, being of a full-width design, with extensions wrapping around the front fenders and ending at the front wheel opening. The parking lamps were mounted within the extensions directly below the headlamps wearing new chrome bezels. A revised hood ornament and hood medallion was also used. Around back, new vertical taillamps were introduced, and new lower rear quarter panel trim gave the effect of a larger wraparound rear bumper. Bodyside trim continued to be of a full-length stainless steel design.

A slight horsepower increase was advertised, but the real story was behind the engine. Mercury's first fully automatic, 2-speed "Merc-O-Matic" transmission was introduced. Basically a "Ford-O-Matic" transmission, the Mer-

cury automatic was of a two-speed design, with torque converter and an intermediate starting gear, which created operating performance similar to a three-speed automatic. Other chassis changes included new suspension components, and brake setup. Minor interior changes were also seen.

The base Mercury Coupe was again pulled from the model lineup for 1951. But at the other end of the coupe hierarchy, the Monterey coupe was split into two separate models, one with standard padded cloth covered top, and the new one with standard padded vinyl leatherette covered top at a slightly higher price. In 1950, the Monterey had been a single model with a choice between the two tops at the same price.



2-Door Sedan



4-Door Sedan

**Model year production:** 310,587, up 5.70% from 1950.

**Domestic market share:** 5.34% (6th place).

**Base price range:** \$1,947 to \$2,530.

**Mercury average base price:** \$2,152, up 6.13%.

**Introduction date:** October 1950.

**Assembly plants:** Dearborn, MI (DA); Los Angeles, CA (LA);

Metuchen, NJ (ME); and St. Louis, MO (SL).

**Serial number identification:** Serial number and engine

number are the same and consist of a ten to eleven digit code located on right side of cowl, and read as follows: The first two digits indicate model year (51 = 1951). Third and fourth digits indicate assembly plant code from above. The next five to six digits are sequential with beginning number of 10001 and ending number as follows in the chart below. The last digit is M for Mercury.

### Highest Serial Numbers by Assembly Plant

<i>Assembly Plant</i>	<i>Ending Number</i>
Dearborn, MI (DA)	67910
Los Angeles, CA (LA)	46772
Metuchen, NJ (ME)	103515
St. Louis, MO (SL)	127830

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
255.4 CID, 2-bbl., L-head, V8	6.8:1	112	3-speed manual Overdrive Merc-O-Matic Drive	S \$100 \$168

### Major Options

	<i>All models</i>
Heater	\$64
Heater and defroster	\$
Radio	\$94
Radio antenna	\$
Fog lamps	\$
Hubcaps	\$
Whitewall tires	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code		Code
Black	01	Everglade Green over Coventry Green Gray	34
Banning Blue Metallic	03	Sheffield Green over Coventry Green Gray	37
Luxor Maroon Metallic	05	Coventry Green Gray over Sheffield Green	38
Mission Gray	07	Mission Gray over Banning Blue Metallic	39
Tomah Ivory	09	Banning Blue Metallic over Mission Gray	40
Everglade Green	11	Monterey Red Metallic	202
Sheffield Green	13	Turquoise Blue	203
Kerry Blue Metallic	15	Brewster Green Metallic	204
Academy Blue	15C	Yosemite Green Metallic	204
Coventry Green Gray	17	Monterey Red Metallic with Black top*	202
Vassar Yellow	19	Turquoise Blue with Seal Brown top*	203
Black over Tomah Ivory	30	Brewster Green Metallic with Oyster top*	204
Tomah Ivory over Sheffield Green	31	Yosemite Green Metallic with Oyster top*	204
Sheffield Green over Tomah Ivory	32		
Coventry Green Gray over Everglade Green	33		

\*Top color is for leather or cloth material, available only on Monterey model.

## Mercury

*"The new 1951 Mercury—so quick to respond—so thrilling to drive!"*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1949 through 1951.

Percentage of division's sales volume: 100.00%.

Primary competition: Buick Special, Dodge Meadowbrook, Hudson Pacemaker Custom, Kaiser Special, Nash Statesman, Oldsmobile 88, Pontiac Chieftain DeLuxe, and Studebaker Commander.

Notable changes: Trim and detail changes.

Major standard equipment: Broadcloth upholstery, rubber floor mats, electric clock, horn ring, chrome window surround moldings, luggage compartment light, full-length body side stainless trim, and 7.10 × 15 BSW tires. Monterey adds: Leather interior and canvas or leatherette vinyl padded top. Convertible adds: Leather and whipcord upholstery, power windows, power front seat adjustment, and hydraulic power top. Station wagon adds: Vinyl upholstery, front fender stainless molding, wood exterior door and quarter panel mahogany panels with maple trim, and metal spare tire cover and lock.

## Measurements

	Cars	Wagon
Wheelbase	118.0"	118.0"
Length	206.8"	213.8"
Width	76.9"	76.9"
Height	63.8"	NA
Legroom—front	42.0"	NA
Legroom—rear	41.5"	NA
Headroom—front	36.1"	NA
Headroom—rear	34.0"	NA
Cargo capacity (cu. ft.)	24.1	NA
Fuel capacity (gals.)	19.5	19.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Mercury 2-Door Sport Coupe, 6-p.	72B	\$1,947	-1.57%	3485	142,168*	-6.15%*
Mercury 2-Door Monterey Coupe—Cloth top, 6-p.	72C	\$2,116	-1.58%	3485	*	NA*
Mercury 2-Door Monterey Coupe—Leather top, 6-p.	72C	\$2,127	NEW	3485	*	NEW*
Mercury 2-Door Convertible, 6-p.	76	\$2,380	-1.20%	3760	6,759	-18.97%
Mercury 4-Door Sport Sedan, 6-p.	74	\$2,000	-1.53%	3550	157,648	+19.36%
Mercury 2-Door Station Wagon, 8-p.	79	\$2,530	-1.17%	3800	3,812	+118.33%
TOTALS		Avg. price \$2,183	+0.57%	Production	310,387	+5.70%

\*Production of all Mercury coupes was kept as a single total. See 1951 Mercury introduction for details on the Monterey Coupe.

# NASH

*“There’s much of tomorrow in all Nash does today!”*

The Rambler’s styling and powertrain were mostly unchanged from its first few months on the market as a 1950 model. The most notable update was the addition of a classy looking Country Club 2-Door Hardtop model. This small hardtop gave Nash a model that no other U.S. manufacturer of small cars would have until the 1953 Willys Aero 2-Door Hardtop. A rearward slanting C-pillar and wrap-around rear window were unique at the time. This styling, along with an available, rear bumper mounted Continental spare tire kit, gave the Rambler a touch of luxury and sportiness.

Statesman and Ambassador series cars were also mostly carry-over with some distinguishing trim updates. Most obvious up front was the new, Buick-style, vertical bar grille, replacing the egg-crate grille. Parking lamps changed to a vertical position but were still located under the headlamps. New body side trim was added to Custom models, beginning at the grille, at parking light level, and around the front fender, ending just ahead of the front door. Series designation in script was placed at the end of this trim.

New at the back end were Nash’s first tailfins, created by slightly raising the rear quarter panel just below the rear side window, and then having it run straight to the back. This raised the fender line about six to eight inches above the trunk line, which still was a sloping lid. A vertical tail-lamp was placed on the fender end. New bumpers and bumper guards were also introduced, front and rear.

Interiors remained mostly unchanged, with new fabrics and colors beginning to appear. Nash mainly concentrated on capitalizing on their unique reclining front seats

that could be converted into a bed, quickly and easily. Optional equipment available to facilitate this conversion included bed mattress, plastic window screens, and a few accessories that served dual purposes, such as a trouble light that could double as a camp light when preparing the car for an overnight stay.

The new Nash-Healey was a sporty two-seat roadster with a Nash drivetrain in a British body featuring same typical Nash styling characteristics. The grille opening was similar in size and shape to that of the regular Nash line, and used a similar vertical bar arrangement with a Nash crest medallion in the center. The hood had a forward mounted air scoop, with a raised hood section continuing back to the cowl. Body sides were low, with the beltline running off the front fender line, gradually flowing slightly downward to the back edge of the door, and then kicking up slightly over the rear wheel before sloping downward with the trunk. Full wheel openings were used, distinguishing the Healey from other Nash models.

The Nash-Healey was for its initial season considered an American sports car, and was a key player in leading the way towards other American-built, two-seat, sports touring cars. Soon after its introduction, Nash had Pinin Farina redesign the body, and production was moved to England. Since the Nash-Healey then became an “imported” car, it is covered only in the 1951 and 1952 Nash sections, though an additional picture appears in the 1953 Nash section. Its final year was 1954. Because various details (paint colors, optional equipment, etc.) are not available at this time, complete coverage is not attempted herein.



Ambassador Custom 2-Door Sedan



Nash-Healey Roadster



Rambler Custom 2-Door Convertible Sedan





Rambler Custom 2-Door Station Wagon



Statesman Custom 4-Door Sedan

**Model year production:** 223,504, up 30.12% from 1950.  
**Domestic market share:** 3.84% (10th place).  
**Base price range:** \$1,841 to \$4,063.  
**Nash average base price:** \$2,242, up 16.35%.  
**Introduction date:** June 1950 (Nash-Healey introduced February 1951).  
**Assembly plants:** Kenosha, WI (D, K and R); and El Segundo, CA (DC, KC and RC). Nash-Healey: Warwick, England.

**Serial number identification:** Six to seven-digit code on plate located on right side of cowl under hood. First digit (two digits on California built cars) indicates assembly plant and series code from above. Remaining digits are sequential serial numbers as follows in chart below. Nash-Healey serial numbers are N-2001 through 2109.

### Serial Numbers by Series

Series	Series Code	Beginning	Ending
Rambler	D	8501	78917
Rambler	DC	1001	4100*
Statesman	K	438001	518763
Statesman	KC	23501	37000*
Ambassador	R	600501	655753
Ambassador	RC	8701	14500*

\*Exact ending number is unknown, but would not be higher than number shown.

### Powertrains

Engine	Compression		Transmission	Rambler	Statesman	Ambassador	Nash-Healey
	Ratio	Gross HP					
172.6 CID, 1-bbl., L-head, 6-cyl.	7.25:1	82	3-speed manual Overdrive	S \$96	- -	- -	- -
184 CID, 1-bbl., L-head, 6-cyl.	7.0:1*	85	3-speed manual Overdrive Hydra-Matic automatic	- - -	S \$96 \$163	- - -	- - -
234.8 CID, 1-bbl., L-head, 6-cyl.	7.3:1*	115	3-speed manual Overdrive Hydra-Matic automatic	- - -	- - -	S \$96 \$163	- - -
234.8 CID, 2-bbl., L-head, 6-cyl.	8.1:1	125	3-speed manual Overdrive	- -	- -	- -	S \$96

\*Optional 7.5:1 compression ratio available.

### Major Options

	Rambler	Statesman	Ambassador
Conditioned air system heater and defroster	\$	\$	\$
Radio and antenna	\$89*	\$89	\$89
Seat mattress — single/double	-	\$19/\$39	\$19/\$39

1951

### Major Options (cont.)

	<i>Rambler</i>	<i>Statesman</i>	<i>Ambassador</i>	
Electric clock	\$15*	\$15*	\$15*	Options common to most models. (—= Not Available) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.
Tinted glass (windshield only)	\$	\$	\$	
Turn signals	\$16*	\$16*	\$16*	
Full wheel covers	\$17*	\$17*	\$17*	
White sidewall tires	\$	\$	\$	

\*Standard on Custom models.

### Paint Colors

	<i>Code</i>		<i>Code</i>
Black	P1	Klondike Brown Metallic	P33
Nile Green	P8	Arctic Blue Metallic	P34
Seal Brown	P13	Medium Meadow Green	P35
Surf Green	P18	Golden Ivory	P36
Cruiser Gray	P19	Seal Brown over Nile Green	P8A13
Sea Mist Gray	P20	Surf Green over Nile Green	P8A18
Champagne Ivory	P23	Surf Green over Sea Mist Gray	P20A18
Carioca Rust	P24	Cruiser Gray over Sea Mist Gray	P20A19
Ocean Blue	P25	Ocean Blue over Sea Mist Gray	P20A25
Pan American Red	P27	Medium Meadow Green over Sea Mist Gray	P20A35
Harvard Maroon	P28	Carioca Rust over Champagne Ivory	P23A24
Oxford Blue	P29	Forest Green over Greenwich Green Metallic	P31A30
Forest Green	P30	Ocean Blue over Cadet Blue	P32A25
Greenwich Green Metallic	P31	Seal Brown over Klondike Brown Metallic	P33A13
Cadet Blue	P32	Forest Green over Golden Ivory	P36A30

## Rambler

*“The Smart, New Rambler!”*

**Nameplate year of origin:** 1950.  
**Current bodystyle lifespan:** 1950 through 1955.  
**Percentage of division's sales volume:** 31.32%.  
**Primary competition:** Henry J.  
**Notable changes:** Minor trim and detail changes.  
**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, stainless steel front window surround, stainless steel full-length lower body molding, and 5.90 × 15 BSW tires. Custom adds: Custom steering wheel, courtesy lights, electric clock, and full wheel covers.

### Measurements

Wheelbase	100.0"
Length	176.0"
Width	73.5"
Height	59.2"
Legroom — front	42.5"
Legroom — rear	37.0"
Headroom — front	35.0"
Headroom — rear	35.5"
Cargo capacity (cu. ft.)	13.0
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Rambler Super 2-Door Suburban Station Wagon, 5-p.	5114	\$1,885	NEW	2515	7,137	NEW
Rambler Custom 2-Door Country Club Hardtop, 5-p.	5127	\$1,968	NEW	2420	19,367	NEW
Rambler Custom 2-Door Convertible Landau, 5-p.	5121	\$1,993	+10.23%	2430	14,881	+53.29%

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Rambler Custom 2-Door Station Wagon, 5-p.	5124	\$1,993	+10.23%	2515	28,617	+1571.55%
TOTALS	<i>Avg. Price</i>	\$1,960	+8.39%	<i>Production</i>	70,002	+512.98%

## Statesman

*"The Popular Statesman!"*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 41.08%.

**Primary competition:** Buick Special, Dodge Coronet and Meadowbrook, Hudson Pacemaker Custom, Mercury, Oldsmobile 88, Pontiac Streamliner, and Studebaker Commander.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, dual sun visors, dual windshield wipers, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 6.40 × 15 BSW tires. Custom adds: Additional interior trim, foam seat cushions, custom steering wheel, electric clock, turn signals, rocker panel moldings, and full wheel covers.

### Measurements

Wheelbase	112.0"
Length	201.0"
Width	77.5"
Height	63.0"
Legroom — front	41.0"
Legroom — rear	39.0"
Headroom — front	36.0"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	24.4
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Statesman DeLuxe 2-Door Business Coupe, 3-p.	5132	\$1,841	+12.74%	2835	52	-95.66%
Statesman Super 2-Door Sedan, 6-p.	5149	\$1,928	+12.55%	2930	22,261	-34.90%
Statesman Super 2-Door Club Coupe, 5-p.	5143	\$1,952	+12.51%	2935	152	-89.79%
Statesman Super 4-Door Sedan, 6-p.	5148	\$1,955	+12.49%	2970	52,325	-12.92%
Statesman Custom 2-Door Sedan, 6-p.	5159	\$2,099	+12.13%	2940	38	-71.21%
Statesman Custom 2-Door Club Coupe, 5-p.	5153	\$2,122	+11.86%	2950	2,141	-20.50%
Statesman Custom 4-Door Sedan, 6-p.	5158	\$2,125	+12.02%	2990	14,846	+29.10%
TOTALS	<i>Avg. Price</i>	\$2,003	+12.31%	<i>Production</i>	91,815	-17.51%

## Ambassador

*"The Distinguished Ambassador!"*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 27.55%.

**Primary competition:** Buick Super, DeSoto DeLuxe, Frazer, Hudson Super Six, Kaiser DeLuxe, and Oldsmobile Super 88.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, dual sun visors, dual windshield wipers, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 7.10 × 15

### Measurements

Wheelbase	121.0"
Length	210.0"
Width	77.5"
Height	63.5"
Legroom — front	41.0"
Legroom — rear	39.0"
Headroom — front	36.0"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	24.4
Fuel capacity (gals.)	20.0

BSW tires. Custom adds: Additional interior trim, foam seat cushions, custom steering wheel, electric clock, turn signals, rocker panel moldings, and full wheel covers.

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Ambassador Super 2-Door Sedan, 6-p.	5169	\$2,304	+13.00%	3370	4,382	-39.54%
Ambassador Super 2-Door Brougham Coupe, 5-p.	5163	\$2,326	+12.91%	3370	40	-94.41%
Ambassador Super 4-Door Sedan, 6-p.	5168	\$2,330	+12.89%	3410	34,935	+26.93%
Ambassador Custom 2-Door Sedan, 6-p.	5179	\$2,474	+12.56%	3380	1,118	+6.99%
Ambassador Custom 2-Door Brougham Coupe, 5-p.	5173	\$2,496	+12.48%	3395	37	-65.74%
Ambassador Custom 4-Door Sedan, 6-p.	5178	\$2,501	+12.51%	3445	21,071	+69.56%
TOTALS	<i>Avg. Price</i>	\$2,405	+12.72%	<i>Production</i>	61,583	+25.54%

## Nash-Healey

*"America's outstanding sports car!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1951 through 1952.

**Percentage of division's sales volume:** 0.05%.

**Primary competition:** None.

**Notable changes:** All-new series.

**Major standard equipment:** Leather interior trim, rubber floor, adjustable steering wheel, courtesy lights, electric clock, stainless steel front window surround, full wheel covers, and 6.40 × 15 BSW tires.

### Measurements

Wheelbase	102.0"
Length	170.8"
Width	64.0"
Height	48.7"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	NA

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Nash-Healey 2-Door Sports Convertible, 2-p.	25162	\$4,063	NEW	2690	104	NEW
TOTALS	<i>Avg. Price</i>	\$4,063	NEW	<i>Production</i>	104	NEW

# OLDSMOBILE

*“Oldsmobile’s ‘Rocket’ is far out ahead for ’51!”*

This year saw the popular 88 Series replaced by a new and larger Super 88, as well as significant upgrades to the hot “Rocket” V8 and the durable Hydra-Matic automatic transmission. The old 88 Series soldiered on for one more season using the GM A-body of the Chevrolet and Pontiac, with only 2-Door and 4-Door Sedans remaining in the line.

Utilizing the new GM B-body, which it shared with the Buick Special, the Super 88 was a larger car than its predecessor. Most of the styling features followed those of the still larger 98, including the full-length feature line that bumped up at the start of the rear quarter panel area. Frontal styling was similar for the Super 88 and 98, featuring an upper grille bar that continued the Oldsmobile theme of turning down at each end below the headlights, and wrapping around the front fender. The center bar was now of a straight, horizontal design, appearing to be supported by the front bumper guards. A stylized rocket hood ornament and a globe hood emblem with the Oldsmobile name curving over it finished out the new look up front. The 88 series continued with few styling changes.

Around back, the 98 series continued its small tailfin and unique rear quarter design. For 1951, the rocket shaped lower rear quarter design was trimmed with a stainless steel trim piece extending back through the middle of the rocket shape to a point just above the rear bumper. The new Super 88 and the 88 continued to use a chrome fender ornament

atop the rear quarter, which housed the taillights. The decklid carried the Oldsmobile globe ornament in the center, with series designation at the lower left corner.

Under the hood, power continued to be provided by the 303 CID Rocket V8, and the Hydra-Matic automatic transmission with improved shift performance continued to be optional in all series. Inside, interiors of the Super 88 and 98 continued the strong horizontal theme, with all gauges placed over and around the steering column, and only the radio and clock were in the center of the panel. A ribbed chrome panel covered the instrument panel from the gauges across the glove compartment door to the far end.

The model line was thinned this year with the 2-Door Club Sedans and Station Wagons being discontinued. As previously mentioned, the base 88 series was trimmed to two sedan models, available in base and DeLuxe series, as it moved downward to replace the 76 Series. The Super 88, which basically replaced the 88 as the mid-level Oldsmobile, also lost the Club Sedan and Station Wagon, and was considered to have DeLuxe trim as standard equipment. The 98 Series was cut down to DeLuxe trimmed Holiday 2-Door Hardtop, 4-Door Sedan and Convertible. Some sources list a base 98 Holiday Hardtop as being offered, while others indicate a full range base line. However, Oldsmobile production figures seem to indicate that only a base Holiday was built and sold, so it is the only one included herein.



88 DeLuxe 2-Door Sedan



98 DeLuxe 2-Door Holiday Hardtop



Super 88 DeLuxe 4-Door Sedan interior



Super 88 DeLuxe 2-Door Convertible

<p><b>Model year production:</b> 285,615, down 29.98% from 1950.  <b>Domestic market share:</b> 4.91% (8th place).  <b>Base price range:</b> \$2,049 to \$3,025.  <b>Oldsmobile average base price:</b> \$2,430, up 14.08%.  <b>Introduction date:</b> January 1951.  <b>Assembly plants:</b> Atlanta, GA (A); Framingham, MA (B); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); Lansing, MI (M); and Wilmington, DE (W).</p>	<p><b>Serial number identification:</b> Located on left front door hinge pillar. Eight to nine digit code read as follows: First two digits (51) indicate year. Third digit indicates series: 7 = 88, 8 = Super 88, and 9 = 98. Fourth digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning number of 1001, and ending number as follows in the chart below.</p>
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### Highest Serial Numbers by Assembly Plant and Series

	<i>Atlanta</i>	<i>Framingham</i>	<i>Los Angeles</i>	<i>Kansas City</i>	<i>Linden Series</i>	<i>Lansing</i>	<i>Wilmington</i>
88	2960	2835	3555	4989	3571	19934	3592
Super 88	12364	11103	15413	20775	14291	66062	15340
98	8556	7390	11027	15277	11584	42674	10857

### Powertrains

<i>Engine</i>	<i>Compression</i>			<i>Transmission</i>	<i>88</i>	<i>Super 88</i>	<i>98</i>
	<i>Ratio</i>	<i>Gross HP</i>					
303.7 CID Rocket, 2-bbl., OHV, V8	7.25:1	135		3-speed manual Hydra-Matic Drive	S \$179	S \$179	S \$179

### Major Options

	<i>88</i>	<i>88 DeLuxe</i>	<i>Super 88</i>	<i>98</i>	
Condition-Air heater and defroster	\$42	\$42	\$42	\$42	Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.
DeLuxe radio	\$88	\$88	\$88	\$88	
Signal seeking radio	\$113	\$113	\$113	\$113	
Electric clock	\$15	S	S	S	
Auxiliary driving and fog lights	\$19	\$19	\$19	\$19	
Turn signals	\$21	S	\$21	S	
Rear fender skirts	S	S	-	S	
Chrome wheel trim rings	\$10	S	\$10	S	
Whitewall tires	\$34	\$34	\$34	\$34	

### Paint Colors

	<i>Code</i>		<i>Code</i>
Black	50	Black over Otsego Blue Metallic	54H
Cascade Green Metallic	51	Serge Blue Metallic	55
Palm Green Metallic over Cascade Green Metallic	51A	Algiers Blue	55C
Black over Cascade Green Metallic	51H	Black over Algiers Blue	55H
Empire Maroon Metallic	52	Dove Gray Metallic	57
Chariot Red	52C	Flint Gray Metallic over Dove Gray Metallic	57A
Black over Chariot Red	52H	Black over Dove Gray Metallic	57H
Sand Beige	53	Flint Gray Metallic	58
Canto Cream	53C	Palm Green Metallic	59
Black over Canto Cream	53H	Shoal Green Metallic	59C
Otsego Blue Metallic	54	Sand Beige over Palm Green Metallic	59H
Serge Blue Metallic over Otsego Blue Metallic	54A		



## 88

*"From any angle ... from every angle ... the 1951 Oldsmobile  
'Rocket 88' is the outstanding value leader in its field!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1951.

**Percentage of division's sales volume:** 12.13%.

**Primary competition:** Buick Special, Dodge Coronet, Hudson Pace-maker Custom, Kaiser Special, Mercury, Nash Statesman, and Studebaker Commander.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Striped cloth, nylon or broadcloth upholstery, rubber floor mats, dual sun visors, dual windshield wipers, automatic choke, rear fender stainless trim, rubber rear fender gravel shield, rocker panel moldings, and 7.60 × 15 BSW tires. DeLuxe series adds: Foam rubber seat cushions, DeLuxe steering wheel, clock, chrome rear fender gravel shields, and chrome wheel trim rings.

### Measurements

Wheelbase	119.5"
Length	202.0"
Width	75.2"
Height	64.0"
Legroom — front	42.6"
Legroom — rear	41.6"
Headroom — front	36.0"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	10.9
Fuel capacity (gals.)	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY*
Eighty-Eight 2-Door Sedan, 6-p.	3711	\$2,049	+16.35%	3507	11,792	NA
Eighty-Eight 4-Door Sedan, 6-p.	3769	\$2,111	+16.05%	3542	22,848	NA
Eighty-Eight DeLuxe 2-Door Sedan, 6-p.	3711D	\$2,133	+16.62%	3507	NA	NA
Eighty-Eight DeLuxe 4-Door Sedan, 6-p.	3769D	\$2,195	+16.32%	3542	NA	NA
TOTALS	<i>Avg. price</i>	\$2,122	+8.51%	<i>Production</i>	34,460	+4.16%

\*DeLuxe models are included within base model production totals.

## Super 88

*"It's Oldsmobile's new 'Rocket' Engine Super 88.  
New room — new view — new comfort for you!"*

**Nameplate year of origin:** 1951 (88 series started 1949).

**Current bodystyle lifespan:** 1951 through 1953.

**Percentage of division's sales volume:** 52.68%.

**Primary competition:** Buick Super, DeSoto DeLuxe, Frazer, Hudson Super, Kaiser DeLuxe, Nash Ambassador, and Packard Series 200.

**Notable changes:** All-new model.

**Major standard equipment:** Nylon cloth and corded upholstery (leather trim also offered), rubber floor mats, lined luggage compartment, front and rear fender stainless trim, rear fender gravel shield, and 7.60 × 15 BSW tires. Convertible adds: Leather or cloth and leather interior, and power top. DeLuxe series adds: Special chrome interior trim, dual rear courtesy lights, clock, and chrome wheel trim rings.

### Measurements

Wheelbase	120.0"
Length	203.9"
Width	75.9"
Height	63.7"
Legroom — front	42.5"
Legroom — rear	41.8"
Headroom — front	35.5"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

### Models Available

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Super 88 2-Door Club Coupe, 6-p.	3627D	\$2,219	+18.16%	3557	7,328	-31.41%

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Super 88 2-Door Sedan, 6-p.	3611D	\$2,265	+17.97%	3579	34,963	+46.36%
Super 88 2-Door Holiday Hardtop, 6-p.	3637D	\$2,558	+18.32%	3643	14,180	+938.07%
Super 88 2-Door Convertible, 6-p.	3667DX	\$2,673	+16.52%	3831	3,854	-57.77%
Super 88 4-Door Sedan, 6-p.	3669D	\$2,328	+17.69%	3636	90,131	+123.64%
TOTALS	<i>Avg. price</i>	\$2,409	+13.96%	<i>Production</i>	150,456	-43.95%

\*Comparisons made to 1950 Oldsmobile 88 series.

## 98

*"Sheer magnificence marks the great new 98 Oldsmobile ...  
the smart buy of the fine car field!"*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 35.19%.

**Primary competition:** Chrysler Windsor DeLuxe, Frazer Manhattan, Hudson Hornet, Lincoln, and Packard Series 200 Deluxe.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Nylon cloth or nylon and leather upholstery, front seat center armrest, full floor carpeting, clock, E-Z-I rear view mirror, rear fender stainless trim, rear fender gravel guard, rear fender skirts, lined luggage compartment, and 7.60 × 15 BSW tires. DeLuxe series adds: DeLuxe steering wheel and electric clock, chrome wheel trim rings, and rear seat center armrest. Convertible adds: Leather interior, power windows and front seat adjustment, power top, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	122.0"
Length	209.0"
Width	80.0"
Height	62.3"
Legroom — front	42.8"
Legroom — rear	41.7"
Headroom — front	35.8"
Headroom — rear	35.7"
Cargo capacity (cu. ft.)	12.0
Fuel capacity (gals.)	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
98 2-Door Holiday Hardtop, 6-p.	3837	\$2,545	+6.80%	3762	3,917	+1135.65%
98 DeLuxe 2-Door Holiday Hardtop, 6-p.	3837D	\$2,882	+9.13%	3857	14,012	+76.34%
98 DeLuxe 2-Door Convertible, 6-p.	3837DX	\$2,610	+9.13%	3787	4,468	+13.83%
98 DeLuxe 4-Door Sedan, 6-p.	3869D	\$3,025	+9.07%	4107	78,122	+7.36%
TOTALS	<i>Avg. price</i>	\$2,766	+14.91%	<i>Production</i>	100,519	-5.37%

# PACKARD

*"Packard's the one for '51! Ask the Man who owns one!"*

Completely redesigned Packards were introduced for the 1951 model year. Packard's new 24th Series cars were more modern in appearance than any of their Big Three

competition, with more mainstream styling than that of the 22nd and 23rd series Packards. Along with new interior and exterior styling, all-new series designations were

introduced: the 200, 250, 300 and Patrician 400, each progressively more luxurious than the previous.

Most obvious of the changes was a longer, more low-slung overall appearance. At the front, a higher fender line combined with a lower hood line, and complemented by a new one-piece curved windshield, created new “Horizon-view” visibility. The traditional upright “ox yoke” shaped Packard grille was gone, with only a hint of the shape remaining as a full-width upper grille bar. The central portion of the grille was oval, created by two curving chrome horizontal grille bars divided in the center. A round ornament at each end of the oval grille housed the parking lamps and turn signals. The Packard name was in block letters on the leading edge of the hood, and a jet-style hood ornament sat atop the hood of 200 and 250 series cars. The 300 and Patrician 400 series added eight vertical bars within the oval grille, and a “Pelican” style upright hood ornament.

The “bathtub” look of the two prior series Packards was gone, replaced by smooth, long and low bodysides with feature lines to accentuate certain areas. The fastback look of the '40s was gone in favor of the notchback styling of the '50s. Front wheel openings had a lip around them, and rear quarter panels had a slightly bulged area ahead of the rear wheel opening that resembled the fender lines used on General Motors' popular Buicks, one of Packard's most obvious rivals. All cars carried front fender and front door bodyside moldings. While the 200 and 250 series did not use rear quarter moldings, they both had a lower feature line that ran around the front of the rear wheel opening and across the top, fading away towards the rear. The 300 added rear quarter panel and rear door bodyside moldings. The Patrician 400 utilized a chrome rear quarter gravel shield with seven ribs on the rear portion, and a chrome strip that came off the top of the shield and ran back to a point just above the rear bumper. The 250 and the Patrician 400 also used three “Ventiports” on the rear quarter above the rear wheel opening, yet another example of a styling feature taken from Buick.

At the rear, 200 and 250 models used a three section vertical taillamp mounted in the rear quarter panel end, while the 300 and Patrician 400 had two small, side-by-side round taillamps mounted on the fender edge. This required an additional bump in the sheetmetal of the rear quarter panel to blend it into the bodyside. A small chrome fin was also used on these cars on top of the back portion of the quarter panel, and down the rear to the taillight bezel. Rear windows were advertised as “windshield wide,” which meant wraparound, three-piece windows on all models except the convertible and 200 series sedans.

Inside all new fabrics, appointments and color combinations were introduced, and advertised as “Fashion Forum” interiors. The new Patrician 400 sedan was the first Packard to make widespread use of colors on the interiors in the postwar era. Up until this time, most interiors were done in shades of gray or tan, sometimes two-toned. The new instrument panel was of a horizontal theme, with the new “Tele-Glance” hooded, non-glare gauge cluster consisting of three round gauge housings set directly in front of the driver. Radio and ventilation controls were placed in the center and lower portions of the dash.

In the powertrain and chassis areas, there were new features to be found, and unfortunately some old ones still in use. Packard was just in the beginning stages of developing a more modern V8 engine, so the old straight eights continued with few changes. The large 356 CID 8-cylinder engine was dropped, and the 327 CID 8-cylinder was pressed into service for the mid- and top- range Packard models. The Ultramatic automatic transmission was now available on all Packards and was standard on the Patrician 400. Series 200 and 250 models were set on a new 122 inch wheelbase chassis, while the 300 and Patrician 400 rode on a five inch longer wheelbase, with all additional space allocated to the interior. The new chassis's rear leaf “Broad-beam” suspension was advertised as advancing “Packard's famed Limousine Ride ... combines luxurious smoothness with in-the-groove highway stability.”

As for model changes, the 200 series took the place of the entry-level Packard Eight and DeLuxe Eight series. This series also added a 3-passenger Business Coupe, another move to put Packard into more direct competition with Buick. The new 250 series contained the all-new hardtop and the only convertible model in the Packard lineup for 1951. Conceptually, the new series replaced the convertible and club sedan of the former Super Eight series, but since body style numbers and styling were different, it cannot be considered a direct replacement. The new 300 series replaced solely the 1950 Super DeLuxe Eight 4-door sedan. The top of the line Patrician 400 series replaced the former Custom Eight 4-door sedan. Seven-passenger business sedans and limousines were no longer produced as demand for such cars had slowly dwindled. Also, the “Station Sedan” station wagon did not return for 1951, and would thereby be the last true Packard station wagon, as well as the last with any type of exterior wood trim. Studebaker-based station wagons would appear for the marque's final two seasons in 1957 and 1958.



200 2-Door, 3-passenger Business Coupe



250 2-Door Convertible



300 4-Door Sedan



Patrician 400 interior

**Model year production:** 100,312, up 115.03% from 1950.  
**Domestic market share:** 1.73% (15th place).  
**Base price range:** \$2,302 to \$3,662.  
**Packard average base price:** \$2,854, down 8.38%.  
**Introduction date:** August 1950.  
**Assembly plants:** Detroit, MI.  
**Serial number identification:** Seven-digit code located on

left side of cowl under hood, and read as follows: First digit is J. Second through seventh digits are engine/serial numbers as follow: Packard 200 and 250, 200001–275000; Packard 300, 400001–425000; and Patrician 400, 600001–610000. Numbers may have been skipped in between beginning and ending numbers.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Packard		
				200	250 & 300	Patrician 400
288 CID, 2-bbl., L-head, 8-cyl.	7.0:1	135	3-speed manual	S	-	-
	7.5:1	138	Overdrive	\$100	-	-
327 CID Thunderbolt, 2-bbl., L-head, 8-cyl.			Ultramatic Drive	\$189	-	-
	7.0:1	150	3-speed manual	-	S	-
	7.8:1	155	Overdrive	-	\$100	-
			Ultramatic Drive	-	\$189	S

### Major Options

	200	250	300	Patrician 400
Heater and defroster	\$77	\$77	\$77	\$77
Radio	\$	\$	\$	\$
Signal-seeking radio	\$126	\$126	\$126	\$126
Windshield washers	\$9	\$9	\$9	S
Full-leather interior (std. on convertibles)	\$153	\$153	\$153	\$153
Fender skirts	\$21	\$21	S	S
Pelican hood ornament	\$13	\$13	S	S
Wheel trim rings	\$*	S	-	-
Full wheel covers	\$	\$	S	S
White sidewall tires	\$28	\$28	\$28	\$28

\*Standard on 200 DeLuxe models.

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code
Lowell Gray Metallic	A	Grenadier Maroon Metallic	P
Packard Blue Metallic	B	Ash Green	Q
Egyptian Sand	C	Coronet Blue Metallic	S
Spruce Green Metallic	D	Turquoise Blue	T
Granada Gray	E	Matador Maroon Metallic	U
Corona Cream	F	Seminole Beige	W
Argentine Gray Metallic	G	Black	X
Yosemite Blue Metallic	H	Astral Blue Metallic	Y
Valiant Green Metallic	K	Maumee Maize	Z
Aztec Brown Metallic	M		
Sylvan Green Metallic	N		

*Two-tone color combinations available at \$20 extra.*

## Packard 200

*"The greatest value car in Packard's 50 year history!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 71.14%.

**Primary competition:** Buick Super, Chrysler Windsor, DeSoto Custom, Frazer, Hudson Commodore, Kaiser DeLuxe, Nash Ambassador, and Oldsmobile Super 88.

**Notable changes:** Completely redesigned. Replaces Packard Eight and DeLuxe Eight.

**Major standard equipment:** Broadcloth interior trim, full floor covering, electric clock, stainless front fender, front door, and beltline molding, front and rear window surround moldings, hood ornament, small hubcaps, and 7.60 × 15 BSW tires. DeLuxe models add: Additional interior trim appointments and front and rear window stainless steel moldings. Business Coupe adds: Rear seat and rear seat armrests deleted, and rubber rear compartment covering.

### Measurements

Wheelbase	122.0"
Length	209.4"
Width	77.8"
Height	62.8"
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)*	30.5
Fuel capacity (gals.)	20.0

*\*Business coupe adds 31.3 cubic feet of interior rear compartment space.*

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
200 2-Door Business Coupe, 3-p.	2498	\$2,302	NEW	3550	NA	NEW
200 2-Door Club Sedan, 6-p.	2495	\$2,416	+8.63%	3600	NA	NA
200 4-Door Touring Sedan, 6-p.	2492	\$2,469	+9.78%	3665	NA	NA
200 DeLuxe 2-Door Club Sedan, 6-p.	2465	\$2,563	+8.69%	3605	NA	NA
200 DeLuxe 4-Door Touring Sedan, 6-p.	2462	\$2,616	+9.78%	3670	NA	NA
TOTALS		<i>Avg. Price</i> \$2,473	-2.35%	<i>Production</i>	71,362*	+76.82% <sup>†</sup>

*\*Production totals by body style are not available. However, there were 24,310 standard 200 models and 47,052 200 DeLuxe models built. <sup>†</sup>Comparison made to 1950 Packard Eight and DeLuxe Eight.*

## Packard 250

*"The performance and style of a custom-made sports car!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 4.63%.

**Primary competition:** Buick Roadmaster, Chrysler New Yorker, and Lincoln Cosmopolitan.

**Notable changes:** All-new series.

**Major standard equipment:** Leather and cloth interior trim, full floor covering, electric clock, stainless front fender, front door, and beltline molding, front and rear window surround moldings, hood ornament, full wheel covers, and 8.00 × 15 BSW tires. Convertible adds: Leather and synthetic cloth upholstery, and power top.

### Measurements

Wheelbase	122.0"
Length	209.4"
Width	77.8"
Height	62.3"
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY</i>
250 Mayfair 2-Door Hardtop Coupe, 6-p.	2467	\$3,234	NEW	3820	NA	NEW
250 2-Door Convertible, 6-p.	2469	\$3,391	NEW	4040	NA	NEW
TOTALS	<i>Avg. Price</i>	\$3,313	NEW	<i>Production</i>	4,640	NEW

\*Production totals by body style are not available.

## Packard 300

*"In style and spirit— new master of America's highways!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 15.26%.

**Primary competition:** Buick Roadmaster, Cadillac Series 61, Chrysler Saratoga, Frazer Manhattan, and Lincoln.

**Notable changes:** Completely redesigned. Replaces Super Eight DeLuxe sedan.

**Major standard equipment:** Pinstripe wool cloth and leather interior trim, full floor carpeting, electric clock, non-glare inside rear view mirror, stainless steel front and rear window, side window and beltline moldings, front fender and door and rear quarter panel bodyside moldings, rear fender skirts, "Pelican" hood ornament, full wheel covers, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	127.0"
Length	217.7"
Width	77.8"
Height	62.9"
Legroom — front	43.8"
Legroom — rear	46.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY*</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY†</i>
300 4-Door Touring Sedan, 6-p.	2472	\$3,034	+3.94%	3925	15,309	NA
TOTALS	<i>Avg. Price</i>	\$3,034	NEW	<i>Production</i>	15,309	NEW

\*Price comparisons made to 1950 Super Eight DeLuxe sedan. †Production comparison is not possible due to unavailability of body style production breakouts for 1950.



# Patrician 400

*"The most luxurious motor car in the world!"*

**Nameplate year of origin:** 1951.  
**Current bodystyle lifespan:** 1951 through 1954.  
**Percentage of division's sales volume:** 8.97%.  
**Primary competition:** Cadillac Series 62 and Chrysler Imperial.  
**Notable changes:** Completely redesigned. Replaces Custom Eight.  
**Major standard equipment:** Color-coordinated cloth and leather interior trim, full floor carpeting, electric clock, non-glare inside rear view mirror, stainless steel side window and beltline moldings, front fender and door bodyside molding, lower rear quarter panel molding, three round "Ventiport" decorations on rear quarter panel, chrome rear quarter gravel shield, "Pelican" hood ornament, full wheel covers, and 8.00 × 15 BSW tires.

## Measurements

Wheelbase	127.0"
Length	217.7"
Width	78.2"
Height	62.9"
Legroom — front	43.8"
Legroom — rear	46.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Patrician 400 4-Door Touring Sedan, 6-p.	2452	\$3,662	-7.87%	4115	9,001	+934.60%
TOTALS	Avg. Price	\$3,662	NEW	Production	9,001	NEW

*\*Comparisons made to 1950 Custom Eight sedan.*

1951

# PLYMOUTH

*"The exciting new Plymouth!"*

New series names and styling changes highlighted the 1951 Plymouth lineup. Three new series nameplates and a new 2-Door Hardtop model were introduced this season. The Concord was the entry-level line, replacing the former short-wheelbase DeLuxe series. The new mid-range line taking the place of the former long-wheelbase DeLuxe series was the Cambridge. At the top end, replacing the former Special DeLuxe was a newly christened Cranbrook. Within the Cranbrook series was a new 2-Door Hardtop model designated the Belvedere. And in the Concord line, the former Suburban Special was renamed the Savoy. With the 4-Door Station Wagon being discontinued, the Savoy took the position of the top line Plymouth station wagon.

Styling changes, though not extensive, were enough to distinguish the new cars from the 1949 and 1950 models. The majority of the revisions could be found at the front,

with the lowered fender and hood lines being most prominent. A new grille with a lower height was formed of three horizontal bars and three vertical bars attached to the lower two horizontal bars. Rectangular parking lights were at the end of the center bar, directly under the chrome trimmed headlights. Above the top grille bar was the Plymouth name stamped onto a small ornamental plate, and above this was a redesigned "Mayflower" nose emblem and hood ornament.

Front and rear bumpers were of a heavier design, wrapping fully around the fender edges, and were equipped with bumper guards. Bodysides continued with the prior sheetmetal; trim consisted of front and rear strips and rocker panel moldings. Series designations in script were affixed to the front fender above the back end of the trim piece.

Interior changes were few, and powertrain changes were non-existent. The revised instrument panels held gauges in a new horizontal style grouping, and were more

easily read through the steering wheel. Also, new glare-proof paints were used on the instrument panel for added safety.



Cranbrook 2-Door Club Coupe



Cranbrook DeLuxe 4-Door Sedan

**Model year production:** 596,725, down 1.99% from 1950.

**Domestic market share:** 10.26% (3rd place).

**Base price range:** \$1,537 to \$2,222.

**Plymouth average base price:** \$1,886, up 8.97%.

**Introduction date:** December 1950. Belvedere introduced March 31, 1951.

**Assembly plants:** Detroit, MI; Evansville, IN; Los Angeles, CA; and San Leandro, CA.

**Serial number identification:** Located on left front door hinge pillar. P-22 Concord series: Eight digit code as fol-

lows — Detroit, 18126001 to 18192309; Evansville, 24042001 to 24056628; Los Angeles, 28011001 to 28015486; San Leandro, 28513001 to 28518903. P-23 Cambridge series: Eight digit code as follows — Detroit, 15460001 to 15577561; Evansville, 22132001 to 22159468; Los Angeles, 26040001 to 26045476; San Leandro, 26512001 to 26517909. P-23 Cranbrook series: Eight digit code as follows — Detroit, 12635001 to 12906467; Evansville, 20435001 to 20484924; Los Angeles, 25112001 to 25124987; San Leandro, 25531001 to 25545618.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
217.8 CID, 1-bbl., L-head, 6-cyl.	7.0:1	97	3-speed manual	S

### Major Options

	<i>Concord</i>	<i>Cambridge</i>	<i>Cranbrook</i>
Heater and defroster	\$44	\$44	\$44
Radio	\$73	\$73	\$73
Electric clock	\$	\$	S
Dual sunvisors	\$	S	S
Dual windshield wipers	S	S	S
Full wheel covers	\$	\$	\$
White sidewall tires	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Black	601
Wedgewood Blue	605
New Brunswick Blue	606
Nile Green Metallic	620
Nile Green	620
Sherwood Green	621
Sterling Gray	635
Luna Gray	636
Palm Beige	645
Mecca Maroon	660
Mexico Red	661
Plymouth Cream	665

# Concord

*"Plymouth style ... makes sense and value."*

Nameplate year of origin: 1951.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 15.30%.

Primary competition: Chevrolet Special Styleline, Ford DeLuxe, and Studebaker Champion Custom.

Notable changes: Minor restyling and new series designation.

Major standard equipment: Broadcloth interior trim, rubber floor covering, front door armrests, driver side sun visor and windshield wiper, rubber window surrounds, stainless steel front and rear fender and beltline moldings, chrome rocker panel molding, hood ornament, small hubcaps, and 6.40 × 15 BSW tires. Suburban adds: Vinyl interior. Savoy adds: Cloth and vinyl interior, chrome window trim and chrome gravel guard.

## Measurements

Wheelbase	111.0"
Length	188.2"
Width	72.8"
Height	62.8"
Legroom — front	40.8"
Legroom — rear	40.3"
Headroom — front	35.0"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	Model No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Concord 2-Door Coupe, 3-p.	P22	\$1,537	+12.11%	2919	NA <sup>†</sup>	NA
Concord 2-Door Sedan, 6-p.	P22	\$1,673	+12.13%	2969	NA <sup>†</sup>	NA
Concord 2-Door Suburban Station Wagon, 6-p.	P22	\$2,064	+12.17%	3124	NA <sup>†</sup>	NA
Concord 2-Door Savoy Station Wagon, 6-p.	P22	\$2,182	+12.13%	3184	NA <sup>†</sup>	NA
TOTALS	<i>Avg. Price</i>	\$1,864	+12.15%	<i>Production</i>	91,322	-23.20%

\*Comparisons are made to 1950 P-19 DeLuxe series. <sup>†</sup>For body style production totals for 1951-1952, see 1952 Plymouth section.

# Cambridge

*"New inside ... New outside."*

Nameplate year of origin: 1951.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 26.21%.

Primary competition: Chevrolet Special Styleline, Ford DeLuxe and Studebaker Champion DeLuxe.

Notable changes: Minor restyling and new series designation.

Major standard equipment: Broadcloth interior trim, rubber floor covering, front door armrests, electric clock, glove box lock, black rubber windshield surround, stainless steel front and rear fender and beltline moldings, chrome rocker panel molding, small hubcaps, and 6.70 × 15 BSW tires.

## Measurements

Wheelbase	118.5"
Length	193.8"
Width	72.8"
Height	64.4"
Legroom — front	40.3"
Legroom — rear	42.3"
Headroom — front	35.4"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	Model No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Cambridge 2-Door Club Coupe, 6-p.	P23	\$1,703	+12.11%	3059	NA <sup>†</sup>	NA
Cambridge 4-Door Sedan, 6-p.	P23	\$1,739	+12.12%	3104	NA <sup>†</sup>	NA
TOTALS	<i>Avg. Price</i>	\$1,721	+6.50%	<i>Production</i>	156,410	+10.33%

\*Comparisons are made to 1950 P-20 DeLuxe series. <sup>†</sup>For body style production totals for 1951-1952, see 1952 Plymouth section.

# Cranbrook

*"An entirely new experience in riding and driving ease."*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 57.19%.

**Primary competition:** Chevrolet DeLuxe Styleline, Ford Custom and Studebaker Champion Regal.

**Notable changes:** Minor restyling and new series designation.

**Major standard equipment:** Striped broadcloth interior trim, rubber floor covering, electric clock, glove box lock, stainless steel windshield surround, stainless steel front and rear fender and beltline moldings, chrome rocker panel molding, chrome rear fender gravel shield, small hubcaps, and 6.70 × 15 BSW tires. Belvedere adds: Vinyl and cloth interior trim. Convertible adds: Vinyl interior trim and power top.

## Measurements

Wheelbase	118.5"
Length	193.8"
Width	72.8"
Height	64.4"
Legroom — front	40.3"
Legroom — rear	42.3"
Headroom — front	35.4"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	Model No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Cranbrook 2-Door Club Coupe, 6-p.	P23	\$1,796	+12.11%	3074	NA†	NA
Cranbrook 2-Door Belvedere Hardtop, 6-p.	P23	\$2,114	NEW	3182	NA†	NEW
Cranbrook 2-Door Convertible, 6-p.	P23	\$2,222	+12.11%	3294	NA†	NA
Cranbrook 4-Door Sedan, 6-p.	P23	\$1,826	+12.09%	3109	NA†	NA
TOTALS	<i>Avg. Price</i>	\$1,990	+14.50%	<i>Production</i>	348,993	+0.82%

\*Comparisons are made to 1950 P-20 Special DeLuxe series. †For body style production totals for 1951-1952, see 1952 Plymouth section.

# PONTIAC

*"Presenting the 1951 Silver Anniversary Pontiac!"*

For Pontiac's 25th anniversary, the cars were only slightly restyled and given very slight horsepower increases; otherwise they remained similar to the prior two years. The new grille design carried on the prior theme of a lower grille bar and over-arching top grille bar from fender to fender and curving down to meet the center grille bar. The center horizontal bar was the change for this year, as it bent downward near the center to meet the bottom bar. Two vertical bars per side were centered in the side open areas between the center and bottom bars. In the center was a cross-hair type grille piece with a round center section and the Chief Pontiac logo in the center. A hood emblem with Pontiac script was centered above the grille. A new design Indian head hood ornament with stand-up style feathers sat

atop the "Silver Streak"—adorned hood, the trim of which continued to consist of five strips with body color between.

Exterior trim continued as previously seen, with a few changes. Base cars used a small front door trim piece with "Pontiac" script above it. The beltline molding wrapped completely around the beltline area, and DeLuxe models were distinguished by a V-shaped dip under the rear side window. DeLuxe model body side trim was also mostly the same except for the front fender area. A new large arrow shaped trim piece with three small stars led into the grooved stainless trim that led to the back of the car at taillight level. The front fender "Silver Streak" or "Silver8Streak" script was also removed, and in its place was "Pontiac Eight" script on the front door of 8-cylinder cars, while 6-cylinder cars said "Pontiac."

Around back, rear quarter panels were raised slightly, and a “Chief Pontiac” Indian head insignia was affixed on each side near the rear of the fender above the body side molding. The trunk lid itself continued the “Silver Streak” moldings and a trunk lid emblem, similar to the one used on the hood. Interiors had slightly revised trim, and two-tone grey cloth upholstery and interior trim finish continued to be the standard fare. The Super DeLuxe Catalina Hardtop continued to use exclusive colors inside and out, and this year it was Malibu Ivory and Sapphire Blue Metallic, or combinations thereof. As the top line Pontiac, it also

featured two-tone leather and cloth upholstery, with all leather optional, and deep-pile carpeting, as well as a body color instrument panel, all color-coordinated to the exterior color.

Model changes were few with the Streamliner 4-Door Sedans being discontinued, as the fastback body style continued to lose favor against the more modern “notchback” style 4-Door Sedan, which generally had easier access to the rear seat and the luggage compartment. Also of note, the 3-passenger Business Coupe was no longer available with an 8-cylinder engine.



Chieftain DeLuxe 4-Door Sedan



Chieftain Super DeLuxe 2-Door Catalina Hardtop



Streamliner DeLuxe 2-Door Sedan

**Model year production:** 370,159, down 17.08% from 1950.

**Domestic market share:** 6.37% (5th place).

**Base price range:** \$1,713 to \$2,556.

**Pontiac average base price:** \$2,053, up 9.87%.

**Introduction date:** December 1950.

**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Framingham, MA (F); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); and Wilmington, DE (W).

**Serial number identification:** Eight to ten digit code located

on left front door hinge pillar and read as follows: First digit indicates assembly plant code from above. The second digit indicates engine installation (6 for 6-cylinder Series 25 and 8 for 8-cylinder Series 27). The third digit indicates year code: U = 1951. Fourth digit indicates transmission attachment: S = Synchromesh 3-speed manual, or H = Hydra-Matic. Remaining digits are sequential number by engine and transmission installation with beginning number of 1001 and ending number as follows in the chart below. Style number is located on body tag on cowl under hood.

### Highest Serial Numbers by Assembly Plant and Series

Series	Atlanta	Los Angeles	Framingham	Kansas City	Linden	Pontiac	Wilmington
25 6-cyl. w/3-speed	3282	3519	3181	6567	4133	24016	4175
25 6-cyl. w/Hydra-Matic	1416	1473	1323	1954	1592	6543	1562
27 8-cyl. w/3-speed	5406	6224	4117	11644	5984	31777	6068
27 8-cyl. w/Hydra-Matic	18117	20125	14080	40060	22197	119780	23140

### Model Year Production by Engine and Transmission

Series/Powerplant	Production
25 6-cyl. w/3-speed	43,553
25 6-cyl. w/Hydra-Matic	10,195
27 8-cyl. w/3-speed	64,424
27 8-cyl. w/Hydra-Matic	251,987
Total production	370,159

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All Models†
239.2 CID, 1-bbl., L-head, 6-cyl.	6.5:1*	96	3-speed manual Hydra-Matic	S \$170

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All Models<sup>†</sup></i>
248.9 CID, 2-bbl., L-head, 8-cyl.	6.5:1*	116	3-speed manual Hydra-Matic	\$75 \$245

\*7.5:1 compression ratio is optional. <sup>†</sup>Six-cylinder models are Series 25. When 8-cylinder is ordered, it becomes Series 27. Eight-cylinder is not available on the Chieftain Business Coupe.

## Major Options

	<i>Streamliner</i>	<i>Chieftain</i>	
Venti-heater, under seat heater and defroster	\$45	\$45	Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.
Windshield washer	\$	\$	
Seven-tube radio	\$80	\$80	
Electric clock	\$	\$	
Rear fender skirts	\$	\$	
Hubcaps	\$	\$	
Wheel trim rings	\$	\$	
White sidewall tires	\$	\$	

## Paint Colors

	<i>Code</i>		<i>Code</i>
Black	5100	Berkshire Green Metallic over Palmetto Green <sup>†</sup>	5117
St. Clair Blue Metallic	5101	Starmist Blue over Surf Gray	5119
Victoria Maroon Metallic	5103	Malibu Ivory over Sapphire Blue Metallic*	5122
Yorkshire Gray Metallic	5104	Berkshire Green Metallic	5123
Malibu Ivory*	5105	Lido Beige	5124
Tripoli Red	5106	Saturn Gold Metallic	5124
Palmetto Green	5107	Imperial Maroon	5125A
Starmist Blue	5108	Sand Gray Metallic	5125B
Surf Gray	5109	Berkshire Green Metallic <sup>†</sup>	5126
Berkshire Green Metallic	5110	Palmetto Green <sup>†</sup>	5126
Saturn Gold Metallic	5111	St. Clair Blue Metallic over Starmist Blue	5128
Sapphire Blue Metallic*	5112		
Yorkshire Gray Metallic over Surf Gray	5114		
Sapphire Blue Metallic over Malibu Ivory*	5115		

\*Exclusive colors for the Chieftain Super DeLuxe Catalina. <sup>†</sup>Available only on the Chieftain DeLuxe Catalina.

## Streamliner

*"New and beautiful proof that ...  
Dollar for Dollar you can't beat a Pontiac!"*

**Nameplate year of origin:** 1942 (1941 as Streamliner Torpedo sub-series).

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** NA.

**Primary competition:** Dodge Wayfarer, Nash Statesman, and Studebaker Champion.

**Notable changes:** Slightly revised styling and trim changes.

**Major standard equipment:** Two-tone grey cloth upholstered full-width cushion seats, assist straps, front and rear rubber floor mat, front door armrests, dual sun visors, stainless front and rear window surrounds, beltline molding and rocker panel molding, rubber rear fender gravel shield, and 7.10 × 15 BSW tires. DeLuxe model adds: Button-back upholstery, two-tone interior trim, DeLuxe steering wheel, full-length stainless and wheel trim rings, and chrome gravel guard.

## Measurements

Wheelbase	120.0"
Length	202.5"
Width	75.8"
Height	63.3"
Legroom — front	42.8"
Legroom — rear	40.8"
Headroom — front	36.0"
Headroom — rear	35.8"
Cargo capacity (cu. ft.)	17.5
Fuel capacity (gals.)	17.5



## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Streamliner 2-Door Sedan Coupe, 5-p.	2507	\$1,824	+9.03%	3248	NA	NA
Streamliner DeLuxe 2-Door Sedan Coupe, 5-p.	2507D	\$1,927	+8.99%	3263	NA	NA
TOTALS	<i>Avg. price</i>	\$1,876	+7.42%	<i>Production</i>	NA	NA

\*Production figures kept by series and transmission attachment, not body style.

# Chieftain

*"A rare achievement in the fine art of automotive design."*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: NA.

Primary competition: Dodge Coronet, Hudson Pacemaker Custom, Mercury, Nash Statesman, Oldsmobile 88, and Studebaker Commander.

Notable changes: Slightly revised styling and trim changes.

Major standard equipment: Two-tone grey cloth upholstered full-width cushion seats, front and rear rubber floor mat, automatic interior lighting, stainless steel front and rear window trim, beltline molding and rocker panel molding, rubber rear fender gravel shield, hubcaps, and 7.10 × 15 BSW tires. Station wagon adds: Leatherette (vinyl) upholstery, 2-passenger rear center row and 3-passenger rear seating, Di-Noc simulated wood trim. DeLuxe models add: Button-back upholstery, carpeting, DeLuxe steering wheel, full-length body side stainless and wheel trim rings, and chrome gravel guard. DeLuxe station wagon adds: 3-passenger rear seating. Convertible adds: Cloth and leather upholstery and power top. Super DeLuxe adds: Color-coordinated cloth and leather upholstery, deep-pile carpeting, and matching two-tone instrument panel.

## Measurements

	Cars	Wagons
Wheelbase	120.0"	120.0"
Length	202.5"	202.5"
Width	75.8"	75.8"
Height	63.3"	65.5"
Legroom — front	42.8"	42.8"
Legroom — rear	40.8"	NA
Headroom — front	36.0"	36.0"
Headroom — rear	35.8"	NA
Cargo capacity (cu. ft.)	17.5	NA
Fuel capacity (gals.)	17.5	17.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Chieftain 2-Door Business Coupe, 3-p.	2527B	\$1,713	+9.04%	3193	NA	NA
Chieftain 2-Door Sedan Coupe, 5-p.	2527	\$1,848	+9.09%	3228	NA	NA
Chieftain 2-Door Sedan, 5-p.	2511	\$1,848	+9.09%	3243	NA	NA
Chieftain 4-Door Sedan, 5-p.	2569	\$1,903	+9.05%	3273	NA	NA
Chieftain 4-Door Station Wagon, 8-p.	2562	\$2,470	+9.10%	3603	NA	NA
Chieftain DeLuxe 2-Door Sedan Coupe, 5-p.	2527D	\$1,951	+9.06%	3228	NA	NA
Chieftain DeLuxe 2-Door Sedan, 5-p.	2511D	\$1,951	+9.06%	3243	NA	NA
Chieftain DeLuxe 2-Door Catalina Hardtop, 5-p.	2537D	\$2,182	+9.10%	3343	NA	NA
Chieftain DeLuxe 2-Door Convertible Coupe, 5-p.	2567DTX	\$2,314	+9.05%	3488	NA	NA
Chieftain DeLuxe 4-Door Sedan, 5-p.	2569D	\$2,006	+9.02%	3273	NA	NA
Chieftain DeLuxe 4-Door Station Wagon, 6-p.	2562D	\$2,556	+9.09%	3523	NA	NA
Chieftain Super DeLuxe 2-Door Catalina Hardtop, 5-p.	2537SD	\$2,244	+9.04%	3353	NA	NA
TOTALS	<i>Avg. price</i>	\$2,082	+9.07%	<i>Production</i>	NA	NA

\*Production figures kept by series and transmission attachment, not body style.

# STUDEBAKER

*“The thrifty one for '51!”*

Studebaker’s marketing strategy changed with the introduction of its first modern V8 engine. Beginning with the 1951 model year, the Champion series would be the 6-cylinder line, and the Commander series would be the V8 line. Both series continued to be offered in three trim levels, but all were now built from the same chassis wheelbase, excluding the Commander Land Cruiser which continued to be stretched 4 inches from the standard sedans. This strategy of having the Champion 6 and Commander V8 series would remain intact through the demise of the “big” Studebakers and the Champion and Commander nameplates in 1958.

Studebaker’s new V8 engine was its first modern overhead valve V8 engine. Being of slightly smaller displacement than last year’s Commander L-head 6-cylinder engine, the new V8 put out nearly 20 percent more power. It also proved to be very popular with buyers, as sales increased more than 70 percent for the Commander series.

Styling was evolutionary with a redesigned grille and center “spinner.” The grille continued to be of an eggcrate design but was now chrome on all models, and was set farther forward to be more flush with the front fender line. The Champion Custom used painted headlight rings, while all other Studebakers used chrome bezels. Changes to the greenhouse area included one-piece curved glass windshields for all models, and one-piece rear glass replacing the former two-piece unit on all two-door and four-door sedans. Interiors were slightly revised with different trim materials in some models.

Some of the sub-series titles were also revised. The former Champion Regal DeLuxe was now the Champion Regal. In the Commander series, the Regal designation replaced the former DeLuxe, and the new State designation replaced the former Regal DeLuxe. The Land Cruiser remained the top-of-the-line Studebaker for 1951.



Champion DeLuxe 4-Door Sedan



Champion Regal 2-Door Starlight Coupe



Commander Regal 2-Door Sedan

**Model year production:** 265,264, down 22.70% from 1950.

**Domestic market share:** 4.56% (9th place).

**Base price range:** \$1,561 to \$2,481.

**Studebaker average base price:** \$1,902, up 8.06%.

**Introduction date:** October 1950.

**Assembly plants:** Los Angeles, CA, and South Bend, IN.

**Serial number identification:** Seven to eight digit code located on left front door lock pillar and read as follow: First digit indicates series (Champion = G; Commander = 8), followed by six to seven digit sequential serial number by series and assembly plant as in chart that follows.

## Serial Numbers by Assembly Plant and Series

<i>Assembly Plant</i>	<i>Beginning</i>	<i>Ending</i>
Los Angeles, CA — Champion	889101	907190
Los Angeles, CA — Commander	800001	815942
South Bend, IN — Champion	1000000	1115017
South Bend, IN — Commander	110001	216497

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Champion	Commander
169.6 CID, 1-bbl., L-head, 6-cyl.	7.0:1*	85	3-speed manual Overdrive Automatic Drive	S \$95 \$208	- - -
232.6 CID, 2-bbl., valve-in-head, V8	7.0:1	120	3-speed manual Overdrive Automatic Drive	- - -	S \$105 \$217

\*7.5:1 compression ratio is optional.

## Major Options

	Champion	Commander
Heater	\$61	\$61
Windshield washer	\$	\$
Electric clock	\$	\$
Starline 6-tube radio	\$67	\$67
Stratoline 8-tube radio	\$	\$
Hill-Holder	\$	S
Hubcaps	\$	\$
Wheel trim rings	\$	\$
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code
Velvet Black	W-ND
Tulip Cream	W-SS
Bahama Mist Metallic	W-UF
Highland Mist Metallic	W-UG
Plaza Gray	W-UL
Concord Blue	W-UN
Bermuda Green	W-UR
Black Cherry	W-UY
Comanche Red	W-UZ
Aqua Green	W-VC
Steel Mist Metallic	W-VD
Shenandoah Green	W-VO
Old Ivory	W-VP
Surf Gray	W-VR
Aero Blue	W-VT
Sahara Sand	W-VX
Rio Green	W-VY
Maui Blue	W-VZ

## Champion

*"Now, more than ever, one of the 4 lowest price largest selling cars in America!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1947 through 1952.

**Percentage of division's sales volume:** 53.13%.

**Primary competition:** Chevrolet DeLuxe, Ford Custom, and Plymouth Concord.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth upholstery, rubber floor mats, left front door armrests, drivers sunvisor, black rubber gravel shield, full wraparound front and rear bumper with bumper guards, and 6.40 × 15 BSW tires. DeLuxe adds: Deluxe steering wheel and horn ring, door armrests, dual sunvisors, automatic dome light switch, and trunk mat. Regal DeLuxe adds: Stainless steel side window trim, and rocker panel moldings. Convertible adds: Nylon upholstery with vinyl door panels.

## Measurements

Wheelbase	115.0"
Length	197.5"
Width	70.7"
Height	61.6"
Legroom — front	39.8"
Legroom — rear	39.2"
Headroom — front	36.5"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Champion Custom 2-Door Coupe, 3-p.	10G-Q4	\$1,561	+10.01%	2585	2,429	+55.51%
Champion Custom 2-Door Starlight Coupe, 5-p.	10G-C1	\$1,662	+9.78%	2650	2,781	-22.38%
Champion Custom 2-Door Sedan, 6-p.	10G-F1	\$1,634	+9.89%	2670	10,689	-45.44%
Champion Custom 4-Door Sedan, 6-p.	10G-W1	\$1,667	+9.74%	2690	9,972	-37.68%
Champion DeLuxe 2-Door Coupe, 3-p.	10G-Q1	\$1,643	+9.75%	2610	961	-53.84%
Champion DeLuxe 2-Door Starlight Coupe, 5-p.	10G-C3	\$1,744	+9.55%	2675	9,444	-50.37%
Champion DeLuxe 2-Door Sedan, 6-p.	10G-F3	\$1,716	+9.65%	2690	18,591	-58.94%
Champion DeLuxe 4-Door Sedan, 6-p.	10G-W3	\$1,749	+9.52%	2715	26,019	-43.47%
Champion Regal 2-Door Coupe, 3-p.	10G-Q2	\$1,727	+9.58%	2615	373	-56.07%
Champion Regal 2-Door Starlight Coupe, 5-p.	10G-C5	\$1,828	+9.40%	2675	14,103	-52.94%
Champion Regal 2-Door Sedan, 6-p.	10G-F5	\$1,800	+9.49%	2690	5,631	-74.38%
Champion Regal 2-Door Convertible, 5-p.	10G-S2	\$2,157	+8.88%	2890	4,742	-49.35%
Champion Regal 4-Door Sedan, 6-p.	10G-W5	\$1,833	+9.37%	2720	35,201	-36.34%
TOTALS	<i>Avg. price</i>	\$1,748	+9.56%	<i>Production</i>	140,936	-47.92%

## Commander

*“Styled with new Studebaker distinction!  
Engineered for sparkling new performance!”*

**Nameplate year of origin:** 1927.

**Current bodystyle lifespan:** 1947 through 1952.

**Percentage of division's sales volume:** 46.87%.

**Primary competition:** Buick Special, Dodge Coronet, Hudson Pacemaker Custom, Mercury, Nash Statesman, and Oldsmobile 88.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth upholstery, full floor carpeting, deluxe steering wheel and horn ring, door armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights, black rubber gravel shield, full wraparound bumper with bumper guards, and 7.10 × 15 BSW tires. Regal DeLuxe adds: Stainless steel window moldings, chrome gravel shield, and rocker panel moldings. Convertible adds: Cloth and vinyl interior. Land Cruiser adds: Robe cord, luggage compartment carpet and light.

### Measurements

	All but Land Cruiser	Land Cruiser
Wheelbase	115.0"	119.0"
Length	197.5"	201.5"
Width	70.7"	69.8"
Height	61.6"	61.3"
Legroom — front	39.8"	40.8"
Legroom — rear	39.2"	39.8"
Headroom — front	36.5"	36.5"
Headroom — rear	34.5"	35.0"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	18.0	18.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commander Regal 2-Door Starlight Coupe, 5-p.	H-C3	\$2,026	+6.80%	3030	8,192	+86.90%
Commander Regal 2-Door Sedan, 6-p.	H-F3	\$1,997	+6.73%	3045	8,034	+75.11%
Commander Regal 4-Door Sedan, 6-p.	H-W3	\$2,032	+6.83%	3065	29,603	+158.77%
Commander State 2-Door Starlight Coupe, 5-p.	H-C5	\$2,137	+5.90%	3030	11,637	+57.79%
Commander State 2-Door Sedan, 6-p.	H-F5	\$2,108	+5.82%	3045	3,903	+65.17%
Commander State 2-Door Convertible, 5-p.	H-S2	\$2,481	+6.57%	3240	3,770	+31.50%
Commander State 4-Door Sedan, 6-p.	H-W5	\$2,143	+5.88%	3070	21,134	+42.49%
Commander Land Cruiser 4-Door Sedan, 6-p.	H-Y5	\$2,289	+4.66%	3165	38,055	+53.99%
TOTALS	<i>Avg. price</i>	\$2,152	+6.13%	<i>Production</i>	124,328	+71.35%

# 1952

Nineteen fifty-two turned out to be one of those unusual years in which production dropped for reasons unrelated to the automotive industry. By introduction time, the Korean War was in full swing, and once again material shortages plagued the industry, causing an increase in manufacturing costs and a decrease in production. To the consumer this meant higher prices, and in some cases lower quality materials being used. As an example, nickel, chromium and copper, used to manufacture chrome bumpers and trim, were in short supply, so thinner layers were used on these parts, causing a slightly duller finish. Owners later found out they had lower quality materials when the chrome coating began peeling off. This is just one of the problems faced by the manufacturers in a year that would end with a 33 percent decrease in production.

Ford Motor Company took the spotlight this year, with all-new styling that brought Ford out of the slab-side, shoebox look and away from fastback designs, into a more modern, less conservative appearance. All three divisions' cars — Ford's, Lincoln's and Mercury's — fell under the stylist's pen this year, and it shows in the similar lines used on all cars. Mercury went back to sharing bodies with Ford, as it had done from its introduction in 1939 through the 1948 model year. The change tended to be confusing as Mercury had shared bodies with Lincoln from 1949 through 1951 and thus gained a more luxurious image. But the 1952 models would prove that Ford was struggling to position Mercury in just the right spot, and with the new models, they finally found the right spot. Along with the new styling came Lincoln and Mercury 2-Door Hardtop body styles in both series within each make.

Studebaker entered its 100th anniversary in the transportation business. To celebrate the home state automaker's anniversary, a Studebaker Commander Convertible was selected as the official Indianapolis 500 Pace Car. All-new models, the eventual 1953 models, were intended for the 100

year celebration but were delayed, so a last minute redesign of existing cars was created. On February 15, 1952, a day short of the 100th anniversary of the creation of the original wagon/blacksmith shop, the 7,130,874th Studebaker vehicle was driven off the line. Studebaker was the only one of nearly 5,000 wagon makers to survive the transition to the automobile over the long term. Most styling changes revolved around the grille and front end, but interestingly Studebaker did develop a one-year-only 2-door hardtop based on the original 1947 body.

General Motors was in a holding pattern, before an onslaught of new vehicles that would be introduced during the next three years. The General's large B- and C-body cars were into the third year of their styling cycle, while the smaller A-bodies (Chevrolet, Pontiac, and Oldsmobile 88) carried on into a fourth year. Power steering was introduced as optional equipment for Cadillac, Oldsmobile and Buick. *Motor Trend* magazine made its annual selection of a "Car of the Year," and for the second time in the magazine's brief history the award was given to the Cadillac Motor Division. Unlike the first award in 1949, Cadillac accepted the honor this time.

The news out of Packard centered on corporate issues rather than product, and the result was that production dropped by 30 percent. During May 1952, James J. Nance, former head of Hotpoint, a General Electric company, became Packard president and general manager. Nance came to Packard with the idea of forming a fourth major automotive manufacturer. Under his plan, Nance would merge Studebaker and Packard, while George Mason at Nash would merge with Hudson, which was already for sale. Nance's ideas were brilliant, but Packard's latest products had strayed away from its former styling leadership and quality product for which it had been known prior to the war. Nance viewed the modern car as expendable, to be replaced every three or four years, and believed it should be built with planned-in obsolescence. However, that was never a Packard belief. By



1952 over 50 percent of all Packards ever built since 1899 were still on the road, proof of their quality. Nance did make the wise decision to bring back the luxury Packard, and he made an all-out assault towards that end. The result showed up in the improved 1953 product line.

Both Hudson and Nash lines continued relatively unchanged. There were no changes for the Kaiser line of the Kaiser-Frazer Corporation either. The Frazer had been dropped at the end of the 1951 model year, but the name was still used in the corporate name until the 1954 merger with Willys. The Kaiser-Frazer Corporation's only significant news for 1952 was the introduction of the compact Allstate, based on the Henry J but marketed as a new nameplate in cooperation with Sears, Roebuck & Company.

An all-new offering for 1952 was the Aero-Willys, the first car built by Willys-Overland Motors since before World War II. Considered a compact by the industry at the time, the Aero was better equipped than most compacts of the time. With the success of the Jeep and Willys Station Wagon continuing, and the Nash Rambler gaining in popularity, the time seemed right for the Aero.

At Chrysler Corporation, 1952 was a carryover year in terms of styling and most mechanical features, with all cars receiving just a few trim changes to distinguish them from the 1951 models. Chrysler and DeSoto both started the year with newly available power steering. Plymouth added optional tinted glass as well as a long overdue, optional overdrive gearing to bolster its economy image. Given Chrysler's famed engineering status in the industry, it seems odd that it took so long to develop overdrive for Plymouth, when most other low-priced makes had offered it for several years.

The most anticipated addition occurred mid-year when DeSoto was given a version of the Chrysler "Hemi" engine. The powerful "Hemi" V8 engine found a home in the newly christened Firedome series, which was essentially a DeSoto Custom with a V8 engine replacing the inline 6-cylinder. This would be the last season for the DeSoto DeLuxe, DeSoto Custom and Dodge Wayfarer nameplates.

Crosley sales had been faltering since the start of the new decade. The problems with the COBRA aluminum engines in the late forties had shaken consumer confidence in the durability of the tiny cars. It did not help matters that the rest of the auto industry was steering customers into larger, more powerful, and better-equipped cars, because once consumers had a taste of those cars, they were no longer interested in the small Crosley.

For a second year in a row, there were no significant changes to any of the light-duty truck lines for 1952.

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### 1952 Overview and Changes from Prior Year

- **Total industry production:** 3,951,774, down 32.03%.
- **Number of manufacturers for model year:** 21, up from 20.
- **Number of models and body types offered:** 217, down from 238.
- **Industry average base price:** \$2,598, up 6.24%.
- **Industry base price range:** \$943 for the Crosley 2-Door Business Coupe, to \$6,943 for the Chrysler Crown Imperial 4-Door, 8-passenger Limousine.

# ALLSTATE

*"Your One Brand New Car for '52! Allstate!"*

Seeking to expand sales outlets for the popular Henry J, Kaiser teamed up with one of the nation's largest retailers, Sears, Roebuck & Company, to sell a version of the car named Allstate. This would be Sears's second attempt at selling cars, the first being early in the 20th century. The Allstate was a thinly disguised Henry J, and was offered for sale mainly in the south and western portions of the country.

The Allstate name was familiar to consumers as the

brand of automotive replacement parts sold in Sears retail stores. These parts included tires, headlights, batteries and other accessories. It seemed a logical move to apply the well-known name to their version of the Henry J. Unique features of the Allstate included a grille with a bar surrounding the same style opening as the Henry J, and two horizontal bars filling the opening. A small round parking lamp was placed below the headlamps. On the left-hand side of the hood di-



rectly over the grille was the Allstate name superimposed on a map of the United States. The same style of nameplate ornament was used on the rear deck above the license plate bracket and inside on the glove compartment door.

Styling of the new compact car otherwise followed that of the Henry J. The Allstate was of a two-door fastback design. The shape of the front end was similar to the departed Frazer, with a raised center section and front fender edges that canted rearward from the top down. A simple wraparound style bumper was used front and rear, and the front did not use a bumper pan, leaving the bumper brackets exposed.

A three-section bodyside crease was used on the bodysides. The first section was on the front fender running from the headlamp bezel to the rear edge of the fender. A second crease, about 8 inches from the lower edge of the body, ran from the front wheel opening lip straight back to the rear crease. The rear crease was really a fender kick-up line that started near the bottom front edge of the rear wheel opening, slanting forward slightly to a point midway up the bodyside, just behind the door, then made a 90-degree angle and ran straight back to the rear fender end.

The greenhouse area used tall windows, giving an airy feeling and good visibility. A beltline crease was created from the top of the front fender, gradually sloping downward as it neared the end of the front door, and then quickly curving upwards, then back to form the line top of the rear fender. A slight bump on the end of the rear fender created a "tailfin" appearance. As part of the "basic transportation"

idea, things like taillamps, backup lamps and even a trunk lid opening were optional equipment for some models.

The economy theme was highlighted by the use of small, economy-size engines. A 134.2 CID 4- and 161 CID 6-cylinder engine, both sourced from Willys-Overland, were rugged, dependable powerplants with proven performance in the Willys Jeep. The engines were mated to a standard 3-speed manual or optional overdrive transmission to further enhance the economy.

Basic simplicity carried into the rather stark interior. A flat instrument panel used a rectangular gauge cluster mounted directly over the steering column, and containing all the gauges. In the center was an area for the optional radio speaker, and to the right was a trapezoidal glove box with the aforementioned Allstate logo and script. Below the instrument panel were the ignition switch and parking brake lever, and light controls by the driver. The optional radio hung below in the center, and the optional heater hung below the glove box. It wasn't very pretty, but it was simple and functional. Upholstery was of tough vinyl-weave material, which was also used on the door panels. A fold-down rear seat provided extraordinary luggage capacity for a compact car, with 6 feet of length and a total 58 cubic feet of space, less space for the spare tire. However, the space, and the spare tire, were only accessible from the passenger doors, unless the optional trunk lid opening was ordered (standard on DeLuxe models).



DeLuxe 2-Door Sedan

**Model year production:** 1,566, new make.  
**Domestic market share:** 0.04% (21st place).  
**Base price range:** \$1,395 to \$1,539.  
**Allstate average base price:** \$1,473.  
**Introduction date:** December 1951.  
**Assembly plants:** Long Beach, CA (A).  
**Serial number identification:** Eleven-digit code on plate lo-

cated on left front door hinge pillar. First digit is assembly plant code from above. Second digit denotes year: 2 = 1952. Third and fourth digits designate powerplant: 30 is four-cylinder engine and 40 is six-cylinder engine. Remaining seven digits are sequential serial numbers as follow in chart below.

### Serial Numbers by Series

<i>Series</i>	<i>Series code</i>	<i>Beginning</i>	<i>Ending</i>
4-cylinder	A230	1000001	1000942
6-cylinder	A240	1000001	1000602

### Powertrains

Engine	Compression		Transmission	Basic, Standard & DeLuxe	
	Ratio	Gross HP		& DeLuxe	Basic & DeLuxe
134.2 CID Supersonic, 1-bbl., L-head, 4-cyl.	7.0:1	68	3-speed manual Overdrive	S \$104	- -
161 CID Supersonic, 1-bbl., L-head, 6-cyl.	7.0:1	80	3-speed manual Overdrive	- -	S \$104

### Major Options

Heater and defroster	\$
Radio	\$
Directional signals	\$
Opening trunk lid*	\$
Front bumper guards	\$
Rear bumper guards	\$
Stainless steel wheel trim rings	\$
Full wheel covers	\$
White sidewall tires	\$

\*Standard on DeLuxe model.

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Caribbean Coral Metallic	65, 195, 577
Garden Green Metallic	76, 265, 573
Horizon Blue	78, 130, 592
Blue Satin	79, 330, 579
Oakwood Brown Metallic	80, 335, 572
Ceramic Green	81, 355, 574
Tropical Green Metallic	84
Cardinal Maroon	110, 597
Onyx Black	140, 584
Crystal Green	150, 582
Cape Verde Green Metallic	325, 572
Arena Yellow	360, 570
Mariner Gray	370, 578
Mineral Gray	375, 580
Aloha Green	390, 569
Pasadena Yellow	391

Paint colors above are all single-tone selections offered by Kaiser.

## Allstate

*“New Power. New Safety. New Economy.”*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1951 through 1954 (shared with Henry J).

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** Crosley, Henry J, and Nash Rambler.

**Notable changes:** All-new model (same as Henry J).

**Major standard equipment:** Vinyl plaid weave interior trim, front rubber floor covering, two-spoke steering wheel, black rubber window surrounds, small hubcaps, and 5.90 × 15 BSW tires. Standard adds: Front door vent windows, brake booster pump, and a second horn. DeLuxe adds: Rear deck lid opening, horn ring (6-cylinder only), door armrests (6-cylinder only), and full wheel covers.

### Measurements

Wheelbase	100.0"
Length	174.5"
Width	70.0"
Height	NA
Legroom — front	42.3"
Legroom — rear	35.6"
Headroom — front	35.8"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	19.0*
Fuel capacity (gals.)	13.0

\*51 cubic feet with rear seat folded down.

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Allstate 2-Door (Basic) Sedan, 5-p.	110	\$1,395	NEW	2300	400	NEW
Allstate 2-Door (Standard) Sedan, 5-p.	111	\$1,486	NEW	2300	500	NEW

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Allstate DeLuxe 2-Door Sedan, 5-p.	113 <sup>†</sup>	\$1,539	NEW	2300	644	NEW
TOTALS		Avg. Price \$1,473	NEW	Production 1,544		NEW

\*Estimate from serial numbers. <sup>†</sup>Model number with 6-cylinder engine is 115.

# BUICK

*“Front and Center for 1952 — BUICK!”*

Buick styling for 1952 was not greatly altered from the prior year. The most noticeable exterior change was in the redecorated rear quarters and more squared-off trunk lid that gave the rear view a boxier look. The rear fenders were topped with a chrome ornament on all but the base Special series — the early beginnings of a tailfin for Buick. Series designations returned in chrome script to the rear quarter panels. A redesigned “Sweepspear,” now on all models, culminated in a sweep forward just ahead of the rear wheel which created a gravel guard of sorts, and on Super and Roadmaster models, led into a chrome rocker panel molding. The portion which continued onto the rear quarter panel was now gone. All the changes taken together made the rear half of the car appear new, when it reality it bore only trim changes.

Inside, upholstery choices were changed slightly, and the Special continued to use its unique instrument panel with two large dials, as opposed to the “Pilot-centered” instrument panel with the speedometer over the steering column, flanked by two smaller gauge pods. Powertrain and optional equipment choices were mostly unchanged from the prior year with one notable exception — newly available power steering. A highly popular option for the 4,200-pound (plus) Roadmaster, power steering no doubt eased the pain of trying to parallel park, and it would soon be-

come standard equipment on many larger cars, including the Roadmaster.

Worth noting is that 1952 would mark the last appearance of two long-standing Buick features. It was the last year for a straight-eight engine in the Super and Roadmaster lines, and the last year a Buick would use a two-piece windshield, that being in the base Special line. The Roadmaster Riviera 2-Door Hardtop, Model 76MR, which was the only Roadmaster that did not include power windows and front seat in its standard equipment list, was dropped from the model line. Missing in the Super line were the 2-Door and 4-Door Tourback Sedans. Also, in what seems to be a strange occurrence, the Special 2-Door Tourback Coupe and Business Coupe, which were listed and pictured in both 1951 and 1952 sales brochures, as well as being mentioned in industry documents, seem never to have made it into production.

One final note: Never again would a new Buick have a base list price under \$2,000. The 1951 Special Business Coupe holds that distinguished honor as the last of an era. Next season, the 1953 Roadmaster Estate Wagon would cross the \$4,000 list price line, and the 1953 Skylark Convertible would reach \$5,000. This marks the beginnings of a stretch deeper into the luxury market.



Roadmaster 2-Door Riviera Hardtop



Special 4-Door Sedan



Super 2-Door Convertible

**Model year production:** 301,702, down 24.52% from 1951.  
**Domestic market share:** 7.63% (4th place).  
**Base price range:** \$2,040 to \$3,977.  
**Buick average base price:** \$2,689, up 4.45%.  
**Introduction date:** January 1952.  
**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4); Wilmington, DE (5); Atlanta, GA (6); and Framingham, MA (7).  
**Serial number identification:** Eight digit code read as follows: 1st digit indicating assembly plant code from above, followed by sequential number by plant — Flint, 16436001 to 16739745; Southgate, 26456001 to 26714109; Linden, 36464001 to 36717383; Fairfax, 46471001 to 46722742; Wilmington, 56483001 to 56726449; Atlanta, 66490001 to 66729512; Framingham, 76496001 to 76730564. Style number can be found on body identification plate. An × after the style number denotes hydraulic (power) seats, windows and convertible tops. “Ionia” denotes the builder of wagon bodies for Buick.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Special</i>	<i>Super</i>	<i>Roadmaster</i>
263.3 CID Fireball 2-bbl., valve-in-head, 8-cyl.	6.6:1	120	3-speed manual	S	-	-
	6.9:1	124	3-speed manual	-	S	-
	7.2:1	128	Dynaflow Drive Automatic	\$193	\$193	-
320.2 CID Fireball, 2-bbl., valve-in-head, 8-cyl.	7.5:1	170	Dynaflow Drive Automatic	-	-	S

### Major Options

	<i>Special</i>	<i>Super</i>	<i>Roadmaster</i>	
Weather-Warden heater/defroster	\$67	\$67	\$67	Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.
Power Steering	-	-	\$199	
Sonomatic AM Radio	\$92	\$92	\$92	
Selectronic AM Radio	\$	\$	\$	
Electric Clock	-	\$	\$	
E-Z-I non-glare inside rear view mirror	\$	\$	\$	
Outside rear view mirror	\$	\$	\$	
Remote-control outside rear view mirror	\$	\$	\$	
Full wheel covers	\$	\$	S	

### Paint Colors

	<i>Code</i>		<i>Code</i>
Black	1	Sky Gray over Victoria Maroon Metallic	15
Verde Green Metallic	2	Sky Gray over Seamist Gray Metallic	16
Imperial Blue Metallic	3	Imperial Blue Metallic over Barton Gray	17
Barton Gray	4	Seamist Gray Metallic over Sky Gray	18
Victoria Maroon Metallic	5	Sky Gray over Terrace Green	19
Seamist Gray Metallic	6	Sky Gray over Venetian Blue Metallic	20
Sky Gray	7	Sky Gray over Surf Blue	21
Terrace Green Metallic	8	Imperial Blue Metallic over Surf Blue	22
Venetian Blue Metallic	9	Convertible Top on Sequoia Cream	24
Surf Blue	10	Convertible Top on Apache Red	25
Glenn Green	11	Nassau Blue Metallic	28
Sequoia Cream	12	Golden Sand Metallic	29
Apache Red	13	Coronet Copper Metallic	30
Sky Gray over Verde Green Metallic	14	Glacier Green Metallic	31

## Paint Colors (cont.)

	Code		Code
Peacock Green Metallic	32	Verde Green Metallic over Aztec Gold Metallic	39
Aztec Gold Metallic	33	Golden Sand Metallic	40
Beach White over Nassau Blue Metallic	34	Beach White over Golden Sand Metallic	41
Beach White over Golden Sand Metallic	35	Teal Blue Metallic	42
Beach White over Coronet Copper Metallic	36	Beach White	43
Beach White over Glacier Green Metallic	37	Beach White over Teal Blue Metallic	44
Beach White over Peacock Green Metallic	38	Seamist Gray Metallic over Beach White	45

## Special

*"Here's beauty on a budget."*

Nameplate year of origin: 1935.

Current bodystyle lifespan: Second-series 1949 through 1953.

Percentage of division's sales volume: 39.83%.

Primary competition: Hudson Pacemaker Custom, Kaiser Deluxe, Mercury Custom, Nash Statesman, Oldsmobile 88, and Studebaker Commander.

Notable changes: Trim and detail changes.

Major standard equipment: Cloth seats, full floor covering, interior hood release, turn signals, two-piece windshield, three Ventiports per side, "Sweepspear" stainless bodyside trim, front and rear bumper guards, and 7.60 × 15, 4-ply tires. Deluxe models add: Upgraded cloth upholstery, front and rear side armrests, one-piece windshield, and rocker panel moldings. Convertible adds: Leathery upholstery and power convertible top, front seat, and windows.

### Measurements

Wheelbase	121.5"
Length	204.8"
Width	76.5"
Height	63.4"
Legroom — front	43.1"
Legroom — rear	41.5"
Headroom — front	35.5"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

1952

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special 2-Door Coupe, 3-p., Model 46	4307	\$2,040	+2.67%	NA	*	*
Special 2-Door Tourback Sedan, 6-p., Model 48	4311	\$2,134	+2.60%	NA	*	*
Special 2-Door Tourback Coupe, 6-p., Model 46S	4327	\$2,115	+3.37%	3605	2,206	-18.30%
Special 4-Door Tourback Sedan, 6-p., Model 41	4369	\$2,209	+3.27%	3650	137	-86.29%
Special Deluxe 2-Door Tourback Sedanet, 6-p., Model 48D	4311D	\$2,197	+3.29%	3620	32,684	-39.82%
Special Deluxe 2-Door Riviera Hardtop, 6-p., Model 45R	4337	\$2,295	+3.15%	3665	21,180	+28.43%
Special Deluxe 2-Door Convertible, 6-p., Model 46C	4367X	\$2,634	+2.85%	3850	600	-71.41%
Special Deluxe 4-Door Tourback Sedan, 6-p., Model 41D	4369D	\$2,255	+3.20%	3665	63,346	-27.89%
TOTALS	Avg. price	\$2,235	+3.05%	Production	120,153	-26.94%

\*Although these models are listed in sales literature and industry reports, no evidence of production was found.

# Super

*"Here's superb travel ... modestly priced."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 44.86%.

**Primary competition:** Chrysler Windsor, DeSoto Custom, Hudson Commodore, and Packard Series 200.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, front rubber floor mats with rear floor carpet, side armrests, rear seat center armrest, "Sweepspear" stainless bodyside trim, three Ventiports on front fenders, and 7.60 × 15, 4-ply tires. Convertible adds: Leather interior trim and power convertible top, front seat, and windows.

## Measurements

	<i>All but Model 52</i>	<i>Model 52</i>
Wheelbase	121.5"	125.5"
Length	206.2"	210.2"
Width	80.0"	80.0"
Height	63.3"	63.3"
Legroom — front	43.1"	43.2"
Legroom — rear	41.5"	43.1"
Headroom — front	35.5"	36.3"
Headroom — rear	35.5"	35.6"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	19.0	19.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Super 2-Door Riviera Hardtop, 6-p., Model 56R	4537	\$2,478	+5.18%	3775	55,400	+1.63%
Super 2-Door Convertible, 6-p., Model 56C	4567X	\$2,869	+5.17%	3970	6,904	-14.93%
Super 4-Door Riviera Sedan, 6-p., Model 52	4519	\$2,563	+5.17%	3825	71,387	-23.15%
Super 4-Door Estate Wagon, 6-p., Model 59	Ionia	\$3,296	+5.20%	4105	1,641	-25.81%
TOTALS	<i>Avg. price</i>	\$2,802	+10.17%	<i>Production</i>	135,332	-20.03%

# Roadmaster

*"Here's new stature in fine cars.  
Roadmaster — Custom built by Buick."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 15.32%.

**Primary competition:** Chrysler Saratoga, Lincoln Cosmopolitan, and Packard Series 250/300.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Luxury broadcloth upholstery with double depth foam cushions, front rubber floor mats with rear floor carpet, power front seat, power windows, "Sweepspear" stainless bodyside trim, rocker panel molding, four Ventiports on each front fender, full wheel discs, and 8.00 × 15, 4-ply tires. Riviera Hardtop (76R) adds: Leather and cloth interior trim. Convertible adds: Leather interior trim and power convertible top. Estate Wagon adds: Leather interior trim, carpeted cargo floor, and mahogany veneer trim panels.

## Measurements

	<i>All but Model 72R</i>	<i>Model 72R</i>
Wheelbase	126.3"	130.3"
Length	211.0"	215.0"
Width	80.0"	80.0"
Height	63.5"	63.5"
Legroom — front	44.3"	44.3"
Legroom — rear	42.0"	43.0"
Headroom — front	35.5"	35.5"
Headroom — rear	34.8"	34.8"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	19.0	19.0



Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Roadmaster 2-Door Riviera Hardtop, 6-p., Model 76R	4737X	\$3,306	+5.19%	4235	11,387	-11.74%
Roadmaster 2-Door Convertible, 6-p., Model 76C	4767X	\$3,453	+5.18%	4395	2,402	-17.49%
Roadmaster 4-Door Riviera Sedan, 6-p., Model 72R	4719X	\$3,200	+5.12%	4285	32,069	-34.23%
Roadmaster 4-Door Estate Wagon, 6-p., Model 79R	Ionia	\$3,977	+5.13%	4505	359	-47.13%
TOTALS	<i>Avg. price</i>	\$3,484	+6.84%	<i>Production</i>	46,217	-30.04%

# CADILLAC

*“The Nineteen Hundred and Fifty-Two Golden Anniversary Cadillac. Standard of the World!”*

The 1952 model year marked Cadillac’s 50th anniversary. While promotion was done to highlight this achievement, little was done to the cars themselves to mark the occasion. Visually there was a revised “V” and crest ornamentation, with the “V” cast in gold trim. Series nomenclature placements varied but were also clad in gold to mark 50 years of the Cadillac Motor Car Company.

Another change was better felt on the road. Since the performance wars were beginning to heat up, Cadillac wanted to be leader of the pack. For 1952, a 4-barrel carburetor was installed, which boosted the rated performance of the 331 CID V8 by 30 horsepower. With a typical model tipping the scales at just over two tons, a power boost was a welcome addition under the hood. And amidst the growing competition from Chrysler’s new Hemi engines and Lincoln’s new V8 powerplant, the new carburetor was just

in time. The dependable Hydra-Matic transmission received upgrades for better performance, and was now referred to as the Dual-Range Hydra-Matic.

For a second time in four years, Cadillac was awarded *Motor Trend* magazine’s “Car of the Year” award for 1952. The award went to the entire line for its new performance, innovation and value in the luxury field. Although the division had officially declined to accept the award in 1949, this time it readily accepted the honor. Styling changes were minor, but included a redesigned rear bumper that housed the exhaust exits in horizontal ports on the bumper ends. Other news for the year included new optionally available power steering, which reduced steering effort up to 75 percent, and a new signal seeking radio. Some sources also indicate that factory installed air conditioning became available late in the 1952 model year.



Series 60 Special 4-Door Sedan



Series 62 2-Door Coupe DeVille Hardtop

1952

<p><b>Model year production:</b> 88,565, down 16.94% from 1951.  <b>Domestic market share:</b> 2.24% (13th place).  <b>Base price range:</b> \$3,587 to \$5,643.  <b>Cadillac average base price:</b> \$4,406, up 12.29%.  <b>Introduction date:</b> January 1952.  <b>Assembly plants:</b> Detroit, MI (1).  <b>Engine and serial number identification:</b> Nine-digit code</p>	<p>for engine number (used as serial number). For all cars the number is stamped on front right side of the crankcase above the water pump. Series motors numbered as follows: 62 — 526200000 and up; 60 Special — 526000000 and up; 75 — 527500000 and up. Ending engine number for all series is 090715.</p>
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### Powertrains

Engine	Compression		Transmission	Series 62	
	Ratio	Gross HP		60 Special	Series 75 Fleetwood
331 CID, 4-bbl., V8	7.50:1	190	3-speed Synchromesh manual Dual-Range Hydra-Matic automatic	- S	S \$200

### Major Options

	62	60 Special	75 Fleetwood
Heater and defroster	\$110	\$110	\$125
Pushbutton radio	\$102	\$102	\$102
Signal seeking radio	\$129	\$129	\$129
Power windows	\$139*	S	S
Power seat adjustment	\$*	S	S
Power steering	\$198	\$198	\$198
Windshield washers	\$11	\$11	\$11
Full wheel covers	\$28	\$28	S
White sidewall tires	\$34	\$34	\$38

\*Standard on Series 62 Convertible and Coupe de Ville.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Black	1
Empress Blue Metallic	2
Inverness Green Metallic	3
Aleutian Green Metallic	4
Nassau Blue Metallic	5
Phoenix Beige Metallic	6
Olympic Blue	7
Savoy Gray Metallic	8
Burgundy Maroon Metallic	9
Mist Gray	10
Hillcrest Green Metallic	12
Polar Gray	13
Opal Gray Metallic	14
Savoy Gray Metallic over Mist Gray	15
Hillcrest Green Metallic over Inverness Green Metallic	16
Aleutian Green Metallic over Polar Green	17
Inverness Green Metallic over Hillcrest Green Metallic	18
Savoy Gray Metallic over Opal Gray Metallic	19
Nassau Blue Metallic over Olympic Blue	20
Sarasota Green	22
Inverness Green Metallic over Sarasota Green	23

## Series 62

*“A fitting climax to fifty years of ever-increasing quality and prestige!”*

**Nameplate year of origin:** 1940.  
**Current bodystyle lifespan:** 1950 through 1953.  
**Percentage of division’s sales volume:** 79.33%.  
**Primary competition:** Chrysler New Yorker, Lincoln Capri, and Packard Series 400.  
**Notable changes:** Minor trim and detail changes.  
**Major standard equipment:** Two-tone interior trim, rear seat center armrest, wool-pile carpeting, rocker panel moldings, rear fender skirts, directional signals, small hubcaps, and 8.00 × 15 BSW tires. Coupe de Ville adds: Two-tone leather interior trim and Hydra-electric front seat and windows. Convertible adds: Hydra-electric powered top.

### Measurements

Wheelbase	126.0"
Length	215.5"
Width	80.1"
Height	62.7"
Legroom — front	43.9"
Legroom — rear	38.6"
Headroom — front	35.8"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 62 2-Door Hardtop, 6-p.	6237	\$3,587	+4.39%	4173	10,065	-0.66%
Series 62 2-Door Hardtop Coupe de Ville, 6-p.	6237D	\$4,013	+4.42%	4203	11,165	+9.02%
Series 62 2-Door Convertible, 6-p.	6267	\$4,163	+4.41%	4418	6,400	+4.63%
Series 62 4-Door Sedan, 6-p.	6219	\$3,684	+4.42%	4140	42,625	-21.93%
TOTALS	<i>Avg. Price</i>	\$3,862	+4.41%	<i>Production</i>	70,255	-13.36%

## Series 60 Special

*"More eloquent than words."*

Nameplate year of origin: 1938.

Current bodystyle lifespan: 1950 through 1953.

Percentage of division's sales volume: 18.19%.

Primary competition: Chrysler Imperial.

Notable changes: Minor trim and detail changes.

Major standard equipment: Broadcloth interior trim (plain or patterned), color-coordinated carpeting, Hydra-electric front seat, power windows, rocker panel moldings, eight vertical chrome fender louvers in front of rear wheel opening, rear fender skirts, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	130.0"
Length	224.5"
Width	80.2"
Height	62.7"
Legroom — front	43.8"
Legroom — rear	42.2"
Headroom — front	35.7"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 60 Special 4-Door Sedan, 6-p.	6019	\$4,323	+4.37%	4255	16,110	-13.53%
TOTALS	<i>Avg. Price</i>	\$4,323	+4.37%	<i>Production</i>	16,110	-13.53%

## Series 75 Fleetwood

*"The 'car of cars.' Unquestionably the most beautiful Cadillac of all time!"*

Nameplate year of origin: 1936.

Current bodystyle lifespan: 1950 through 1953.

Percentage of division's sales volume: 2.48%.

Primary competition: Chrysler Crown Imperial.

Notable changes: Minor trim and detail changes.

Major standard equipment: Bedford cloth or broadcloth interior trim, folding rear seat foot rests, color-keyed carpeting, power front seat, power windows, auxiliary jump seats, full-length lower body trim molding, rear fender skirts, large hubcaps, and 8.20 × 15 BSW tires. Imperial adds: glass division window.

### Measurements

Wheelbase	146.8"
Length	236.3"
Width	80.1"
Height	64.1"
Legroom — front	44.1"
Legroom — rear	NA
Headroom — front	37.0"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 75 Fleetwood 4-Door Sedan, 8-p.	7523	\$5,428	+4.38%	4698	1,400	+25.00%
Series 75 Fleetwood Imperial 4-Door Sedan, 8-p.	7533	\$5,643	+4.40%	4733	800	-26.27%
TOTALS	<i>Avg. Price</i>	\$5,536	+4.39%	<i>Production</i>	2,200	-0.23%

# CHEVROLET

*“America’s most beautiful low-priced car.”*

Having to create a fourth variation on the same theme, designers made minor changes here and there to identify the new Chevrolets. From the front, a new grille was created with revised parking light extensions. Most noticeable was that the center grille bar now had five equally spaced bars on it. The Chevrolet name was moved from the top grille bar to the newly designed hood emblem featuring the Chevrolet script above the Chevrolet bowtie and crest. A redesigned hood ornament was also fashioned to complete the new look. Bodyside trim was revised for DeLuxe models to include a straight line molding from the front of the front wheel opening to a few inches shy of the rear fender. The DeLuxe nameplate was moved to just above the rear fender gravel guard, with chrome trim extending from the gravel guard to the back of the fender.

Inside, Deluxe models gained new color-coordinated interiors, something nearly unheard of in the low-priced field a few years ago, but now a necessity in an increasingly

competitive market. No longer were Chevy buyers saddled with only gray interiors, aside from those whose cars’ exterior colors did not go with a blue or green interior. Under the hood improvements included revised carburetor and choke set-ups. And for improved ride, new shock absorbers were employed.

Model changes reflected the buying public’s resistance to cars resembling anything from the 1940s or earlier periods, as three of the four remaining Fleetline fastback style models were discontinued. Models dropped included the Special Fleetline 2-Door Sedan and 4-Door Sedan, and the DeLuxe Fleetline 4-Door Sedan. The DeLuxe Fleetline 2-Door Sedan would appear for its final season.

By 1952, the entire automotive industry was feeling the effects of the Korean War, from tire suppliers to the manufacturers themselves. Of course, being in the fourth year of a styling cycle didn’t help, but Chevy did manage to retain its first place rank in sales.



Fleetline DeLuxe 2-Door Sedan



Styleline DeLuxe 4-Door Station Wagon



Styleline DeLuxe 2-Door Sport Coupe



Styleline Special 4-Door Sedan

**Model year production:** 818,142, down 33.48% from 1951.

**Domestic market share:** 20.70% (1st place).

**Base price range:** \$1,519 to \$2,281.

**Chevrolet average base price:** \$1,785, up 5.55%.

**Introduction date:** January 1952.

**Assembly plants:** Atlanta, GA (8); Baltimore, MD (14); Buffalo, NY (12); Flint, MI (1); Janesville, WI (21); Kansas City, MO (5); Norwood, OH (9); Oakland, CA (6); St. Louis, MO (3); and Tarrytown, NY (2).

**Serial number identification:** Seven to nine digit codes located on left front door hinge pillar and read as follows: First number indicates assembly plant, followed by series designation of KJ for Special and KK for DeLuxe; remaining digits are consecutive serial number, KJ-1001 through 19286 and KK-1001 through 115255. *Example:* 1KJ1001 is a 1952 Special built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.

## Powertrains

Engine	Compression		Transmission	Special	DeLuxe
	Ratio	Gross HP			
216.5 CID Thrift-Master, 1-bbl., valve-in-head, 6-cyl.	6.6:1	92	3-speed manual	S	S
235.5 CID, 1-bbl., valve-in-head, 6-cyl.	6.7:1	105	Powerglide Automatic	-	\$178

## Major Options

### All models

Heater and defroster	\$36
Deluxe in-dash heater and defroster	\$
Windshield washer	\$
Deluxe steering wheel	\$
Radio	\$64
Deluxe pushbutton radio	\$
Radio antenna	\$
Full wheel covers	\$
Wheel trim rings	\$
White sidewall tires	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code		Code
Onyx Black	442	Cherry	481
Birch Gray	466	Honeydew	482
Dusk Gray Metallic	467	Saddle Brown Metallic	483
Dusk Gray Metallic over Birch Gray	468	Birch Gray over Twilight Blue	484
Spring Green	469	Birch Gray over Spring Green	485
Emerald Green Metallic	470	Sahara Beige over Saddle Brown Metallic	486
Emerald Green Metallic over Spring Green	471	Sahara Beige over Regal Maroon Metallic	487
Admiral Blue Metallic	472	Saddle Brown Metallic over Sahara Beige	488
Admiral Blue Metallic over Twilight Blue	473	Onyx Black over Birch Gray	489
Spring Green over Emerald Green Metallic	474	Onyx Black over Regal Maroon Metallic	491
Twilight Blue	477	Beach White over Bittersweet	492
Sahara Beige	478	Onyx Black over Honeydew	493
Regal Maroon Metallic	479	Birch Gray over Admiral Blue Metallic	494

## Special

*“New features ... proved and improved features ...  
solid quality throughout!”*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 13.38%.

**Primary competition:** Ford Mainline and Plymouth Cambridge.

**Notable changes:** Slightly revised styling and trim changes.

**Major standard equipment:** Two-tone gray checked-pattern cloth upholstery, light gray side panels, black rubber luggage mat and front floor mat (rear compartment on business coupe), rear floor carpet on sedans and sport coupe, driver-side sun visor, three-spoke steering wheel, trunk lock, luggage compartment light (window in each taillight), stainless steel beltline molding, lower body stainless trim, rubber rear fender gravel shield, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	115.0"
Length	197.6"
Width	73.9"
Height	63.6"
Legroom — front	42.8"
Legroom — rear	41.0"
Headroom — front	35.4"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	19.0
Fuel capacity (gals.)	16.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special Styleline 2-Door Business Coupe, 3-p.	KJ-1504	\$1,519	+4.04%	3045	10,359	-39.14%
Special Styleline 2-Door Sport Coupe, 6-p.	KJ-1524	\$1,609	+4.14%	3050	8,906	-53.08%
Special Styleline 2-Door Sedan, 6-p.	KJ-1502	\$1,603	+4.09%	3085	54,781	-27.51%
Special Styleline 4-Door Sedan, 6-p.	KJ-1503	\$1,659	+4.08%	3115	35,460	-44.35%
TOTALS	<i>Avg. price</i>	\$1,598	+3.36%	<i>Production</i>	109,506	-40.84%

## DeLuxe

*“A model to meet every motoring need ...  
completely, economically, dependably.”*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 86.62%.

**Primary competition:** Ford Customline, Plymouth Concord, and Studebaker Champion.

**Notable changes:** Slightly revised styling and trim changes.

**Major standard equipment:** Chevron pattern cloth with broadcloth upholstery color-correlated to exterior, black rubber luggage mat and front floor mat with simulated carpet inserts, rear floor carpet on sedans and sport coupe, two-tone instrument panel, twin sun visors, stem wind clock, two-spoke steering wheel with full-circle horn ring, luggage compartment light (window in each taillight), stainless steel front fender and door molding, stainless side window (except convertible and wagons), windshield, beltline, rear gravel shield, and lower body trim, fender skirts, and 6.70 × 15 BSW tires. Bel Air adds: Deep-buff leather and novelty pattern cloth upholstery, headliner with bright metal roof bows. Convertible adds: Deep-buff leather upholstery, front floor mat carpeted inserts, and power top. Station wagon adds: Tan, simulated pigskin leather upholstery, wood-grained leather headliner and garnish moldings, wood panels on doors and sidewalls, tan linoleum rear compartment floor, and Di-Noc simulated wood trim.

### Measurements

	Cars	Wagon
Wheelbase	115.0"	115.0"
Length	197.6"	198.1"
Width	74.0"	74.0"
Height	63.6"	65.8"
Legroom — front	42.8"	42.8"
Legroom — rear	41.0"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	35.0"	NA
Cargo capacity (cu. ft.)	19.0	NA
Fuel capacity (gals.)	16.0	16.0



## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe Styleline 2-Door Sport Coupe, 6-p.	KK-2124	\$1,715	+4.13%	3100	36,954	-43.13%
DeLuxe Styleline 2-Door Sedan, 6-p.	KK-2102	\$1,696	+4.11%	3110	215,417	-18.07%
DeLuxe Styleline 2-Door Bel Air Hardtop, 6-p.	KK-2154	\$1,992	+4.08%	3215	74,634	-27.79%
DeLuxe Styleline 2-Door Convertible, 5-p.	KK-2134	\$2,113	+4.09%	3380	11,975	-40.64%
DeLuxe Styleline 4-Door Sedan, 6-p.	KK-2103	\$1,749	+4.11%	3145	319,736	-15.92%
DeLuxe Styleline 4-Door Station Wagon, 8-p.	KK-2119	\$2,281	+4.11%	3475	12,756	-45.92%
DeLuxe Fleetline 2-Door Sedan, 6-p.	KK-2152	\$1,696	+4.11%	3110	37,164	-71.38%
TOTALS	<i>Avg. price</i>	\$1,892	+5.10%	<i>Production</i>	708,636	-32.18%

# CHRYSLER

*"The Finest Engineered Cars of All."*

Virtually unchanged on the outside from their 1951 predecessors, the 1952 Chrysler lines saw only a few model changes, and a new taillight design that incorporated the backup lights. In the Windsor DeLuxe series, the Club Coupe, Traveler Sedan and the 8-passenger sedan and limousine were all discontinued. The Saratoga 8-passenger limousine, New Yorker Club Coupe, New Yorker Town & Country station wagon and Imperial Convertible were also dropped.

Mechanically, the "Hemi" V8 continued unchanged, but the venerable 6-cylinder was enlarged to provide more power and more torque. Now putting out 218 foot pounds of torque at only 1600 rpm, the revised 6-cylinder felt much more powerful than its 119 horsepower rating would lead one to believe. Finally, "Hydraguide" power steering was now available on all series.



Imperial 2-Door Newport Hardtop



New Yorker 2-Door Convertible



Saratoga Town & Country  
4-Door Station Wagon

**Model year production:** 118,920, down 11.06% from 1951.

**Domestic market share:** 3.01% (11th place).

**Base price range:** \$2,457 to \$6,943.

**Chrysler average base price:** \$3,782, up 4.83%.

**Introduction date:** December 1951.

**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. C-51 series: Eight digit code as follows — Windsor, 70094301 to 70103232 (LA plant 65008901 to

65009895); Windsor DeLuxe, 70952301 to 70976308 (LA plant 67033301 to 67036059). C-55 series: Eight digit code as follows — Saratoga, 76512101 to 76539089 (LA plant 66501801 to 66505363). C-52 series: Seven digit code as follows — New Yorker, 7199901 to 7217301. C-54 series: Seven digit code as follows — Imperial, 7753601 to 7763596. C-53 series: Seven digit code as follows — Crown Imperial, 7815101 to 7815306.

**Powertrains**

Engine	Compression Ratio	Gross HP	Transmission	Windsor		Saratoga, NY, and Imperial	Crown Imperial
				Windsor	DeLuxe		
264.5 CID Spitfire, 1-bbl., L-head, 6-cyl.	7.0:1	119	3-speed manual	S	-	-	-
			Fluid-matic Transmission	\$132	S	-	-
331.1 CID FirePower, 2-bbl., V8	7.5:1	180	Fluid-matic Transmission	-	-	S	-
			Fluid Torque Drive	-	\$167	S	-

**Major Options**

	Windsor		New		Crown	
	Windsor	DeLuxe	Saratoga	Yorker	Imperial	Imperial
Heater and defroster	\$70	\$70	\$70	\$70	\$70	S
Radio	\$90	\$90	\$90	\$90	\$90	S
Electric clock	\$	S	S	S	S	S
Windshield washer	\$	\$	\$	\$	\$	\$
Hydraguide power steering	\$199	\$199	\$199	\$199	\$199	S
Power brakes	\$*	\$*	S	S	S	S†
White sidewall tires	\$	\$	\$	\$	\$	\$
Full wheel covers	S	S	S	S	S	S

\*Standard on Windsor T&C wagon, and Windsor DeLuxe 8-passenger sedans. †Disc brakes.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

**Paint Colors**

	Code		Code
Black	01	Quebec Gray over Haze Blue	70
Haze Blue	05	Quebec Gray over Stone Gray	71
Ecuador Blue	06	Quebec Gray over Foam Green	72
Newport Blue	07	Quebec Gray over Juniper Green Metallic	73
Foam Green	20	Quebec Gray over Gunmetal Metallic	74
Juniper Green Metallic	21	Quebec Gray over Crown Maroon	75
Continental Green Metallic	22	Indian Brown Metallic over Buckskin Tan	76
Quebec Gray	35	Indian Brown Metallic over Arizona Beige	77
Stone Gray	36	Buckskin Tan over Arizona Beige	78
Gunmetal Metallic	37	Continental Green Metallic over Foam Green	79
Monitor Gray	38	Crown Maroon over Quebec Gray	80
Arizona Beige	45	Black over Quebec Gray	81
Buckskin Tan	46	Black over Foam Green	82
Indian Brown Metallic	47	Black over Juniper Green Metallic	83
Crown Maroon	60	Quebec Gray over Majestic Maroon	84
Holiday Red	61	Majestic Maroon over Quebec Gray	85
Belvedere Ivory	65	Quebec Gray over Monitor Gray	86

# Windsor

*"The fine car of the medium priced field."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 10.29%.

**Primary competition:** Buick Super, DeSoto Firedome, Hudson Hornet, Oldsmobile 98 and Packard Series 200.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering in front compartment, carpeted rear compartment, directional signals, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 7.60 × 15 BSW tires. Eight passenger sedan adds: Carpeted front compartment, reverse-hinged rear doors, two rear compartment jump seats, and 8.20 × 15 BSW tires. Town & Country station wagon adds: Simulated leather interior.

## Measurements

	<i>Coupe &amp; Sedan</i>	<i>8-pass. Sedan</i>	<i>Station Wagon</i>
Wheelbase	125.5"	139.5"	125.5"
Length	207.3"	222.3"	209.8"
Width	76.0"	76.0"	74.8"
Height	64.8"	NA	65.5"
Legroom — front	41.8"	41.8"	41.8"
Legroom — rear	41.5"	NA	NA
Headroom — front	36.0"	NA	NA
Headroom — rear	37.0"	NA	NA
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	17.0	17.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor 2-Door Club Coupe, 6-p.	C-51	\$2,457	+3.76%	3550	6,735*	NA
Windsor 4-Door Sedan, 6-p.	C-51	\$2,480	+3.77%	3640	16,112*	NA
Windsor 4-Door Sedan, 8-p.	C-51	\$3,318	+3.78%	4145	633*	NA
Windsor Town & Country 4-Door Station Wagon	C-51	\$3,178	+3.75%	4015	1,967*	NA
TOTALS	<i>Avg. Price</i>	\$2,858	+3.77%	<i>Production</i>	12,235 <sup>†</sup>	-7.43% <sup>†</sup>

\*Model year production totals for 1951-1952. †Total estimated production and change from LY is total for 1952, compared to 1951 total.

# Windsor DeLuxe

*"Fine car performance, comfort, style and beauty at medium price."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 37.84%.

**Primary competition:** Buick Super, DeSoto Firedome, Hudson Hornet, Oldsmobile 98 and Packard Series 200.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Two-tone broadcloth interior trim, rear seat center folding armrest, color-keyed front floor mat and rear carpeted floors, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 7.60 × 15 BSW tires. Convertible adds: Power top. Eight-passenger sedans add: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires.

## Measurements

Wheelbase	125.5"
Length	206.5"
Width	76.0"
Height	64.8"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor DeLuxe 2-Door Newport Hardtop, 6-p.	C-51-2	\$3,064	+3.76%	3855	10,200*	NA
Windsor DeLuxe 2-Door Convertible, 6-p.	C-51-2	\$3,187	+3.78%	3990	4,200*	NA
Windsor DeLuxe 4-Door Sedan, 6-p.	C-51-2	\$2,707	+3.80%	3775	75,513*	NA
TOTALS	<i>Avg. Price</i>	\$2,986	-0.74%	<i>Production</i>	45,000†	-18.16%†

\*Model year production totals for 1951-1952. †Total estimated production and change from LY is total for 1952, compared to 1951 total.

## Saratoga

*"The car that is going to cause the big sensation in 1952!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 20.98%.

**Primary competition:** Buick Roadmaster, Lincoln Capri, and Packard Series 250/300.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.00 × 15 BSW tires. Eight-passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires. Town & Country station wagon adds: Simulated leather interior.

## Measurements

	<i>Coupe and Sedan</i>	<i>8-pass. Sedan</i>	<i>Station Wagon</i>
Wheelbase	125.5"	139.5"	125.5"
Length	206.5"	222.8"	209.8"
Width	76.0"	76.0"	74.8"
Height	64.8"	NA	65.5"
Legroom — front	41.8"	41.8"	41.8"
Legroom — rear	41.5"	NA	NA
Headroom — front	36.0"	NA	NA
Headroom — rear	37.0"	NA	NA
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	17.0	17.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Saratoga 2-Door Club Coupe, 6-p.	C-55	\$3,165	+5.89%	3935	8,501*	NA
Saratoga 4-Door Sedan, 6-p.	C-55	\$3,192	+5.84%	4010	35,516*	NA
Saratoga 4-Door Sedan, 8-p.	C-55	\$4,142	+5.88%	4510	183*	NA
Saratoga Town & Country 4-Door Station Wagon	C-55	\$3,897	+5.87%	4345	1,299*	NA
TOTALS	<i>Avg. Price</i>	\$3,568	+0.88%	<i>Production</i>	24,945†	+21.42%†

\*Model year production totals for 1951-1952. †Total estimated production and change from LY is total for 1952, compared to 1951 total.

# New Yorker

*"Style-wise and performance-wise, one of the outstanding cars in the fine car field."*

**Nameplate year of origin:** 1939 (altered from 1938 New York Special model).

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 22.31%.

**Primary competition:** Cadillac Series 62, Lincoln Capri, and Packard Series 400.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, rear seat center pull-down armrest, full floor carpeting, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.20 × 15 BSW tires. Convertible adds: Leather and nylon interior, power top, and outside rear view mirror.

## Measurements

	Cars	Wagon
Wheelbase	131.5"	131.5"
Length	212.5"	215.2"
Width	76.0"	74.8"
Height	65.3"	65.5"
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	36.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
New Yorker 2-Door Newport Hardtop, 6-p.	C-52	\$3,941	+3.77%	4325	NA*	NA
New Yorker 2-Door Convertible, 6-p.	C-52	\$4,064	+3.78%	4450	NA*	NA
New Yorker 4-Door Sedan, 6-p.	C-52	\$3,505	+3.76%	4205	NA*	NA
TOTALS	<i>Avg. Price</i>	\$3,837	+3.88%	<i>Production</i>	24,165 <sup>†</sup>	-19.00% <sup>†</sup>

\*Model year production totals for 1951-1952. <sup>†</sup>Total estimated production and change from LY is total for 1952, compared to 1951 total.

# Imperial

*"It welcomes comparison with any other fine car in the world."*

**Nameplate year of origin:** 1926.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 10.28%.

**Primary competition:** Cadillac Series 62, Lincoln Cosmopolitan, and Packard Series 400.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Leather and broadcloth interior trim, rear seat center pull-down armrest, full floor carpeting, electric clock, 2-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.20 × 15 BSW tires.

## Measurements

Wheelbase	131.5"
Length	212.5"
Width	76.0"
Height	65.3"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Imperial 2-Door Club Coupe, 6-p.	C-54	\$3,799	+3.77%	4220	1,189*	NA
Imperial Newport 2-Door Hardtop, 6-p.	C-54	\$4,194	+3.76%	4365	3,450*	NA

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Imperial 4-Door Sedan, 6-p.	C-54	\$3,812	+3.76%	4315	21,711*	NA
TOTALS	<i>Avg. Price</i>	\$3,935	-0.25%	<i>Production</i>	12,225†	-17.26%†

\*Model year production totals for 1951–1952. †Total estimated production and change from LY is total for 1952, compared to 1951 total.

## Crown Imperial

*“Generally regarded as the most luxurious car built in America.”*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 0.29%.

**Primary competition:** Cadillac Series Fleetwood 75.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, divider window between driver and rear passenger compartment on limousine, directional signals, electric clock, heater and defroster, two-speed electric windshield wipers, luggage compartment light, reverse-hinged rear doors, full wheel covers, and 8.90 × 15 BSW tires. Limousine adds: Leather upholstery in chauffeur's compartment.

### Measurements

Wheelbase	145.5"
Length	230.3"
Width	79.9"
Height	68.7"
Legroom — front	41.8"
Legroom — rear	NA
Headroom — front	38.7"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Crown Imperial 4-Door Sedan, 8-p.	C-53	\$6,821	+3.77%	5395	180	0.00%
Crown Imperial 4-Door Limousine, 8-p.	C-53	\$6,943	+3.78%	5430	170	0.00%
TOTALS	<i>Avg. Price</i>	\$6,882	+3.78%	<i>Production</i>	350	0.00%

# CROSLEY

*“A FINE car!”*

No changes were made for the 1952 Crosley line. Declining sales had taken their toll, and Crosley entered 1952 only to become the latest casualty in the postwar automotive market. Sales had declined to the point that Crosley Motors was no longer profitable, and Powel Crosley de-

ecided to end production. The last Crosley was built on July 3, 1952. Later, what was left of Crosley Motors was merged with Aerojet Engineering Company in California, a subsidiary of General Tire and Rubber, on March 28, 1953.





Series CD 2-Door Sedan

**Model year production:** 2,075, down 82.13% from 1951.  
**Domestic market share:** 0.05% (20th place).  
**Base price range:** \$943 to \$1,077.  
**Crosley average base price:** \$1,010, no change.  
**Introduction date:** November 1951.  
**Assembly plants:** Marian, IN.  
**Serial number identification:** Seven to eight digit code lo-

cated on center of cowl, under hood, and read as follows: First two digits are series designation; CD for Crosley sedan, wagon and convertible, VC for Hot Shot. Remaining numbers are sequential serial number as in chart below.  
*Note:* Crosley did not build cars on a model year basis, so the serial numbers indicate the year in which the car was produced, and not its model year.

### Serial Numbers by Series

Series	Series code	Beginning	Ending
Crosley	CD	400001	NA
Hot Shot	VC	40001	NA

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	CD series	Hot Shot
44 CID CIBA 4, 1-bbl., valve-in-head, 4-cyl.	7.8:1	26.5	3-speed manual	S	S

### Major Options

	All models
Heater	\$
Seat covers	\$
Radio	\$
Radio antenna	\$
Bumper guards	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

Standard colors of white, gray, blue, yellow and green were offered. Customers could also choose from other colors as available.

## Crosley Series CD

*"America's most needed car!"*

**Nameplate year of origin:** 1939.  
**Current bodystyle lifespan:** 1946 through 1952.  
**Percentage of division's sales volume:** 82.75%.  
**Primary competition:** Allstate and Henry J.  
**Notable changes:** No changes.  
**Major standard equipment:** Fabric interior, driver's side windshield wiper, stainless steel beltline molding, single horn, dual taillamps, and 4.50 × 12 BSW tires. Wagon and Convertible add: Plastic coated up-

### Measurements

Wheelbase	80.0"
Length	148.3"
Width	49.0"
Height	57.0"
Legroom — front	39.0"
Legroom — rear	37.0"
Headroom — front	36.5"

holstery. Super series adds: Bodyside stainless steel molding on the front fender and door, Super script on front fender, and Hydradisk brakes.

### Measurements (cont.)

Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	6.5

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY†
Crosley CD 2-Door Business Coupe, 2-p.	NA	\$943	0.00%	1340	216	-80.02%
Crosley CD 2-Door Station Wagon, 4-p.	NA	\$1,002	0.00%	1403	1,355	-62.66%
Crosley CD Super 2-Door DeLuxe Sedan, 4-p.	NA	\$1,033	0.00%	1363	*	†
Crosley CD Super 2-Door Convertible Sedan, 4-p.	NA	\$1,035	0.00%	1320	146	-85.75%
Crosley CD Super 2-Door Station Wagon, 4-p.	NA	\$1,077	0.00%	1403	*	†
TOTALS	<i>Avg. price</i>	\$1,019	0.00%	<i>Production</i>	1,717	-84.36%

\*Super and base series cars production kept as one total by body style—couple sedan, wagon and convertible. †Change from LY compared by body style totals.

## Hot Shot

*“America’s favorite two-passenger sports car with the continental flavor!”*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division’s sales volume:** 5.56%.

**Primary competition:** None.

**Notable changes:** No changes.

**Major standard equipment:** Vinyl bucket seat interior, dual windshield wipers, single horn, dual taillamps, Hydradisk brakes, and 4.50 × 12 BSW tires. Super adds: Low-cut doors and Super script on cowl.

### Measurements

Wheelbase	85.0"
Length	137.0"
Width	51.0"
Height	51.0"
Legroom — front	37.0"
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	6.5

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY†
Hot Shot 2-Door Roadster, 2-p.	NA	\$952	0.00%	1184	358	-44.58%
Super Sport Hot Shot 2-Door Roadster, 2-p.	NA	\$1,029	0.00%	1184	*	†
TOTALS	<i>Avg. price</i>	\$991	0.00%	<i>Production</i>	358	-44.58%

\*Super and base series Hot Shot production kept as one total. †Change from LY compares total of both models to 1951 VC series.

# DESOTO

*"1952 DeSoto — Gives you more for your money!"*

At its introduction, very little had changed for the 1952 DeSoto, at least in terms of styling. Block lettering replaced the script on the hood, and the taillight housings were restyled. Otherwise it was essentially a carry-over car.

All of that changed on February 14, 1952, with the introduction of the new hemispherical head V8 engine in the all-new Firedome line. Suddenly, DeSoto had a powerful, modern V8 engine, which was unfortunately placed in the boxy and dowdy 1951 DeSoto body. But this new engine could also be mated to a new torque-drive transmission for improved driving, or buyers could chose an optional Over-

drive that helped improve gas mileage on those long highway trips. It is worth noting that the "Hemi-V8" was the first eight-cylinder DeSoto since 1931.

The new Firedome line basically mimicked the Custom in terms of trim and models offered, with the exception that the Suburban, which was in its final year of production, remained exclusive to the Custom line. Other new features arrived this year, including power window lifts. And, in what was a first for its price class, power steering and power brakes, just being introduced this year on many higher priced cars, became available for the DeSoto line.



Custom 4-Door Sedan



Custom 4-Door Sedan interior



Custom 4-Door Sedan

**Model year production:** 94,170, down 5.67% from 1951.  
**Domestic market share:** 2.38% (12th place).  
**Base price range:** \$2,303 to \$3,708.  
**DeSoto average base price:** \$2,937, up 6.95%.  
**Introduction date:** November 1951. Firedome introduced February 14, 1952.  
**Assembly plants:** Detroit, MI, and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. Deluxe S-15 series: Seven digit code, 6283601 to 6288250 (LA plant, eight digit code, 60013001 to 60013651); Custom S-15 series: Eight digit code, 50230101 to 50261940 (LA plant, 62032601 to 62036371). Firedome S-17 series: Eight digit code, 55000001 to 55040155 (LA plant, 64001001 to 64005899).

## Powertrains

Engine	Compression		Transmission	DeLuxe	Custom	Firedome
	Ratio	Gross HP				
250.5 CID, Powermaster 1-bbl., L-head, 6-cyl.	7.0:1	116	3-speed manual Fluid Drive w/Tip-Toe transmission shift	S \$132	- S	- -
276.1 CID, Firedome 2-bbl., V8	7.1:1	160	3-speed manual Overdrive Fluid Drive w/Tip-Toe transmission shift Fluid Torque Drive w/Tip-Toe shift	- - - -	- - - -	S \$102 \$132 \$257

## Major Options

	<i>DeLuxe</i>	<i>Custom</i>	<i>Firedome</i>
Heater	\$44	\$44	\$44
All-Weather Comfort System — heater and defroster	\$89	\$89	\$89
AM radio	\$90	\$90	\$90
Power windows	\$	\$	\$
Electric clock	\$	\$	\$
Power steering	\$199	\$199	\$199
Power brakes	\$	\$	\$
White sidewall tires	\$	\$	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Black	301
French Blue	308
Gulf Blue Metallic	309
Midnight Blue Metallic	310
Fern Green	322
Marine Green Metallic	323
Dublin Green Metallic	324
Dusk Gray Metallic	335
Platinum Gray	336
Arizona Beige	345
Morocco Brown Metallic	346
Sovereign Maroon Metallic	361
Ceramic Yellow	365
Dusk Gray Metallic over Platinum Gray	372
Black over Ceramic Yellow	376
Gulf Blue Metallic over French Blue	377
Fern Green over Marine Green Metallic	378
Platinum Gray over Sovereign Maroon Metallic	379
Arizona Beige over Morocco Brown Metallic	380

# DeLuxe

*“Designed for you and your budget, too!”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 8.41%.

**Primary competition:** Buick Special, Hudson Pace-maker Custom, Kaiser Virginian DeLuxe, Nash Statesman Custom and Oldsmobile Super 88.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, full floor carpeting, front door armrests, two spoke steering wheel, two-speed electric windshield wipers, chrome trim surround on windshield and vent windows, luggage compartment light, small hubcaps, and 7.60 × 15 BSW tires. Eight passenger sedan adds: Cloth upholstery, two rear compartment jump seats, reverse-hinged rear doors and 8.20 × 15 BSW tires.

## Measurements

	<i>All but 8-passenger sedan</i>	<i>8-passenger Sedan</i>
Wheelbase	125.5"	139.5"
Length	208.3"	224.4"
Width	74.8"	74.8"
Height	66.4"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	37.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
DeLuxe 2-Door Club Coupe, 6-p.	S15-1	\$2,303	+3.97%	3435	6,100*	NA
DeLuxe 4-Door Sedan, 6-p.	S15-1	\$2,316	+4.00%	3540	13,506*	NA
DeLuxe 4-Door Carry-All Sedan, 6-p.	S15-1	\$2,554	+3.95%	3650	1,700*	NA
DeLuxe 4-Door Sedan, 8-p.	S15-1	\$3,120	+3.97%	4035	343*	NA
TOTALS	<i>Avg. Price</i>	\$2,573	+3.97%	<i>Production</i>	7,920†	-51.55%†

\*Model year production totals for 1951–1952. †Total estimated production and change from LY are totals for 1952, compared to 1951 total.

## Custom

*"The car that gives more important features for your money."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 42.95%.

**Primary competition:** Buick Super, Chrysler Windsor, Hudson Commodore Custom, Nash Ambassador, and Packard Series 200.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim (vinyl on station wagon), full floor carpeting, front door armrests, three spoke steering wheel, two-speed electric windshield wipers, chrome trim surround on windshield and vent windows, chrome rear fender guard, luggage compartment light, small hubcaps with chrome trim ring, and 7.60 × 15 BSW tires. Sportsman adds: Bedford cord and leather interior trim, full wheel covers and WSW tires. Convertible adds: Power top. Suburban adds: Vinyl upholstery, reverse-hinged rear doors and 8.20 × 15 BSW tires. Eight passenger sedan adds: Cloth upholstery, and two rear compartment jump seats.

### Measurements

	<i>All but 8-pass. Sedan &amp; Suburban</i>	<i>8-pass. Sedan &amp; Suburban</i>
Wheelbase	125.5"	139.5"
Length	208.3"	224.4"
Width	74.8"	74.8"
Height	66.4"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	37.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Club Coupe, 6-p.	S15-2	\$2,514	+3.97%	3565	19,000*	NA
Custom Sportsman 2-Door Hardtop, 6-p.	S15-2	\$2,871	+3.98%	3720	8,750*	NA
Custom 2-Door Convertible, 6-p.	S15-2	\$2,976	+3.98%	3865	3,950*	NA
Custom 4-Door Sedan, 6-p.	S15-2	\$2,535	+3.98%	3660	88,491*	NA
Custom 4-Door Station Wagon, 6-p.	S15-2	\$3,168	+3.97%	4020	1,440*	NA
Custom 4-Door Sedan, 8-p.	S15-2	\$3,339	+3.99%	4155	769*	NA
Custom 4-Door Suburban, 9-p.	S15-2	\$3,708	+3.98%	4370	600*	NA
TOTALS	<i>Avg. Price</i>	\$3,016	+3.98%	<i>Production</i>	40,450†	-51.55%†

\*Model year production totals for 1951-1952. †Total estimated production and change from LY is total for 1952, compared to 1951 total.

## Firedome

*"The new Firedome.  
A great performer with outstanding beauty."*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952.

**Percentage of division's sales volume:** 48.64%.

**Primary competition:** Buick Super, Chrysler Windsor, Hudson Commodore Custom, Nash Ambassador, and Packard Series 200.

**Notable changes:** All-new model (essentially a Custom with a V8 engine).

### Measurements

	<i>All but 8-passenger sedan</i>	<i>8-passenger sedan</i>
Wheelbase	125.5"	139.5"
Length	208.3"	224.4"
Width	74.8"	74.8"
Height	66.4"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA

**Major standard equipment:** Broadcloth interior trim (vinyl on station wagon), full floor carpeting, front door armrests, three spoke steering wheel, two-speed electric windshield wipers, chrome trim surround on windshield and vent windows, chrome rear fender guard, luggage compartment light, small hubcaps with chrome trim ring, and 7.60 × 15 BSW tires. Sportsman adds: Bedford cord and leather interior trim, full wheel covers and WSW tires. Convertible adds: Power top. Eight passenger sedan adds: Cloth upholstery, two rear compartment jump seats, reverse-hinged rear doors and 8.20 × 15 BSW tires.

### Measurements (cont.)

	<i>All but 8-passenger sedan</i>	<i>8-passenger sedan</i>
Headroom — front	37.0"	NA
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Firedome 2-Door Club Coupe, 6-p.	S17	\$2,700	NEW	3675	5,699	NEW
Firedome Sportsman 2-Door Hardtop, 6-p.	S17	\$3,057	NEW	3850	3,000	NEW
Firedome 2-Door Convertible, 6-p.	S17	\$3,162	NEW	3950	850	NEW
Firedome 4-Door Sedan, 6-p.	S17	\$2,721	NEW	3760	35,651	NEW
Firedome 4-Door Station Wagon, 6-p.	S17	\$3,354	NEW	4080	550	NEW
Firedome 4-Door Sedan, 8-p.	S17	\$3,523	NEW	4325	50	NEW
TOTALS		<i>Avg. Price</i> \$3,086	NEW	<i>Production</i>	45,800	NEW

# DODGE

*"It's true ... it's New ... it's Dodge for fifty-two."*

The slogan for the new Dodge could have been the basis for enacting truth in advertising laws, if anyone was concerned about such things in 1952. In reality, there were so few things "new" on the 1952 Dodge that it is very difficult to distinguish it from the 1951 model. Apparently Dodge did not really see any big differences either, as the illustrations in sales literature for 1952 are actually retouched versions of the drawings used in the 1951 literature.

Visually, there were few tipoffs to identify a new model from the outside. Up front, the insert portion of the lower grille bar, which had been painted a gray color, was now painted body color, a few of which were new. From the side of the car, hubcaps with "DODGE" in block letters were

new. And, around back, several changes were made including the rear fender molding that no longer met the taillight bezel, a reflector in the taillight lens, and a new trunk lid handle.

Inside, there was a new finish for the instrument panel, and a few pieces of revised trim. Under the hood, the L-head 6-cylinder continued unchanged. Where the rubber met the road, the 123.5 inch wheelbase cars now rode on 7.10 × 15 inch tires, as opposed to the 7.00 × 15 inch tires of the 1951 models. The Wayfarer series was in its last year of production, sans the unique 3-passenger Roadster, which was the only model change for the season.





Coronet 2-Door Convertible



Coronet Sierra 4-Door Station Wagon



Meadowbrook 4-Door Sedan



Wayfarer 2-Door Sedan

**Model year production:** 205,149, down 29.71% from 1951.

**Domestic market share:** 5.19% (7th place).

**Base price range:** \$1,873 to \$3,043.

**Dodge average base price:** \$2,411, up 6.12%.

**Introduction date:** November 10, 1951.

**Assembly plants:** Detroit, MI; Los Angeles, CA; and San Leandro, CA.

**Serial number identification:** Located on left front door

hinge pillar. Wayfarer D-41 series: Eight digit code as follows — Detroit, 37175001 to 37207644; Los Angeles, 48507601 to 48508754; San Leandro, 48009901 to 48011259. Coronet and Meadowbrook D-42 series: Eight digit code as follows — Detroit, 31867801 to 32038822; Los Angeles, 45527501 to 45534770; San Leandro, 45090601 to 45100113.

## Powertrains

Engine	Compression		Gross HP	Transmission	Wayfarer & Meadowbrook	Coronet
	Ratio					
230.2 CID Get-Away, 1-bbl., L-head, 6-cyl.	7.0:1		103	Gyrol Fluid-Drive Gyro-Matic	S -	S \$103

## Major Options

	Wayfarer	Meadowbrook	Coronet
Heater and defroster	\$44	\$44	\$44
Radio	\$90	\$90	\$90
Electric clock	\$	\$	\$
Electric windshield wipers	S	S	S
Turn signal	\$	\$	\$
Chrome wheel trim rings	\$	\$	S
White sidewall tires	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Black	501
Pitcairn Blue	505
Fairfax Blue Metallic	507
Seamist Green	520
Silhouette Green	522
Gypsy Green	524
Heron Gray	535
Dover Gray	536
Nassau Beige	545
Oakwood Bronze Metallic	548
Aircruiser Red	562
Fiesta Maroon Metallic	564
Victoria Ivory	565
Dover Gray over Pitcairn Blue	570
Dover Gray over Aircruiser Red	576
Oakwood Bronze Metallic over Nassau Beige	579
Black over Dover Gray	580
Black over Victoria Ivory	581
Gypsy Green over Silhouette Green	582

# Wayfarer

*"The ever-popular Wayfarer ... just a few dollars more than the lowest-priced cars."*

**Nameplate year of origin:** 1949.  
**Current bodystyle lifespan:** 1949 through 1952.  
**Percentage of division's sales volume:** 15.81%.  
**Primary competition:** Studebaker Champion.  
**Notable changes:** Minor trim and detail changes.  
**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, drivers side sun visor, chrome beltline molding, small hubcaps, and 6.70 × 15 BSW tires.

## Measurements

Wheelbase	115.0"
Length	199.8"
Width	73.0"
Height	63.5"
Legroom — front	42.5"
Legroom — rear	43.0"
Headroom — front	37.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Wayfarer 2-Door Coupe, 3-p.	D-41	\$1,873	+4.35%	3050	6,702*	NA
Wayfarer 2-Door Sedan, 6-p.	D-41	\$2,020	+4.34%	3140	70,700*	NA
TOTALS	<i>Avg. Price</i>	\$1,947	+3.26%	<i>Production</i>	32,428†	-37.70%†

\*Model year production totals for 1951-1952. †Total estimated production and change from LY are totals for 1952, compared to 1951 total.

# Meadowbrook

*"Big car luxury at a price that will appeal to the economy-minded."*

**Nameplate year of origin:** 1949.  
**Current bodystyle lifespan:** 1949 through 1952.  
**Percentage of division's sales volume:** 32.50% (est.).\*  
**Primary competition:** Nash Statesman, Pontiac Chieftain DeLuxe, and Studebaker Commander.  
**Notable changes:** Minor trim and detail changes.  
**Major standard equipment:** Broadcloth interior trim, full floor rubber covering, directional signals, two-speed electric windshield wipers, windshield, rear window and vent window stainless trim, rocker panel moldings, small hubcaps, and 7.10 × 15 BSW tires.

## Measurements

Wheelbase	123.5"
Length	206.8"
Width	74.4"
Height	64.6"
Legroom — front	41.8"
Legroom — rear	41.5"
Headroom — front	37.0"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Meadowbrook 4-Door Sedan, 6-p.	D-42	\$2,149	+4.37%	3355	329,202*	NA*
TOTALS	<i>Avg. Price</i>	\$2,149	+4.37%	<i>Production</i>	NA*	NA*

\*Meadowbrook and Coronet 4-Door Sedan production records were kept combined for 1951-1952.

# Coronet

*"You can pay hundreds of dollars more and still not get all the high-priced features that are yours in this brilliant new Dodge!"*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1949 through 1952.

Percentage of division's sales volume: 51.70% (est.).\*

Primary competition: DeSoto DeLuxe, Hudson Pace-maker 6, Kaiser Virginian Special, Mercury Monterey, Nash Statesman, and Studebaker Commander.

Notable changes: Minor trim and detail changes.

Major standard equipment: Broadcloth interior trim, rear floor carpeting with front floor rubber covering, directional signals, two-speed electric windshield wipers, windshield, rear window and vent window stainless trim, rocker panel moldings, rear fender gravel shields, small hubcaps, and 7.10 × 15 BSW tires. Diplomat adds: Vinyl interior trim. Convertible adds: Power top. Wagons add: 7.60 × 15 BSW tires. Eight passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires.

## Measurements

	All but 8-pass. Sedan	8-pass. Sedan
Wheelbase	123.5"	137.5"
Length	206.8"	220.8"
Width	74.4"	74.5"
Height	64.6"	NA
Legroom — front	41.8"	41.8"
Legroom — rear	41.5"	NA
Headroom — front	37.0"	37.0"
Headroom — rear	37.0"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Coronet 2-Door Club Coupe, 6-p.	D-42	\$2,225	+4.36%	3290	56,103*	NA*
Coronet 2-Door Diplomat Hardtop, 6-p.	D-42	\$2,585	+4.32%	3475	21,600*	NA*
Coronet 2-Door Convertible, 6-p.	D-42	\$2,679	+4.32%	3520	5,550*	NA*
Coronet 4-Door Sedan, 6-p.	D-42	\$2,241	+4.33%	3385	NA <sup>ff</sup>	NA <sup>ff</sup>
Coronet 4-Door Sedan, 8-p.	D-42	\$3,043	+4.36%	3915	1,150*	NA*
Coronet 4-Door Sierra Station Wagon, 6-p.	D-42	\$2,888	+4.34%	3735	4,000*	NA*
TOTALS	Avg. Price	\$2,610	+4.34%	Production	NA <sup>†</sup>	NA <sup>†</sup>

\*Model year production totals for 1951-1952. †Total estimated production and change from LY are totals for 1952, compared to 1951 total. <sup>ff</sup>Meadowbrook and Coronet 4-Door Sedan production records were kept combined for 1951-1952.

# FORD

*"Big '52 Ford. Greatest car ever built in the low-price field!"*

An all-new Ford was created for 1952, right down to the series names. The chassis, body and interiors were all new, and the powertrains received significant upgrades, putting Ford a full year ahead of Chevrolet in terms of more modern engineering and styling. With all that was changed, the new Ford was still recognizable as a Ford.

A new top-of-the-line, V8 powered Crestline series was added, deriving its name from the former top Ford model, the Crestliner. It was made up of the Victoria 2-Door Hardtop, the newly christened Sunliner 2-Door Convertible, and the new 4-Door variant of the wood-trimmed Country Squire station wagon. The Custom DeLuxe was

renamed Customline, and consisted of the 2- and 4-door Sedans and Club Coupe of the old series, plus a new 4-Door station wagon, the Country Sedan. Offered only in two-tone paint combinations, it was the counterpart to the Country Squire wagon, sans the wood trim. The former DeLuxe base series, now known as the Mainline, continued with its former car lineup plus a 2-Door, 6-passenger Ranch Wagon, which was the only Ford station wagon available with a 6-cylinder engine.

Highlights of the new styling features were a one-piece, curved windshield on all models and curved, wrap-around rear windows on all closed cars. From the inside, this greatly improved vision in all directions. Other exterior changes were evolutionary up front and nearly radical at the back, at least for the conservative Ford Motor Company.

Like the 1949–1951 models, the new Fords had relatively flat hood and fender lines, now with a custom look of “channeled” headlights, and a variation on the spinner grille theme. The new grille featured a return to the single center spinner, but now it had a similarly styled parking light housing at each end of the grille below the headlights. A new bumper design jutted out at each end as it wrapped around the front fender edge to the front wheel opening.

Body sides were relatively straight and flat, except at the new rear quarter panels. A new swept-back body stamping consisting of four embossments, simulating air intakes, was set just behind the front door. Mainline models had the bottom embossment covered with a rubber gravel shield,

while Customlines and Crestlines had all four covered in chrome. A feature line ran back from the top of the embossment to just short of the new swept back rear fenders with a round taillamp set in the top end. The rear bumper mimicked the front in that it jutted out slightly as it rounded the rear quarter panel. Small as they were, these were to be the first tailfins for Ford.

Under the hood, the rugged and dependable Ford six-cylinder engine was completely new this year with higher compression and an overhead valve design. V8 engines also received higher compression, which boosted horsepower nearly 10 percent. Inside, more spacious seating and a new instrument panel design were seen. Featuring a half-moon style speedometer pod, outlined with four gauges — battery, temperature, fuel and oil pressure — the basic design would carry on with Fords for several years. On each side of the speedometer was a set of four switches and knobs. The left side included the ignition switch, lights, wipers and left side air vent. The right side had the right vent control, choke, interior lights and cigarette lighter. The clock and radio were centered in the dash. Of course, new color choices and upholstery patterns were also introduced.

Model year production was down significantly as a result of the 10-month model year and industry-wide production decreases as the Korean War created shortages. The slightly shortened model year was because the new 1952 models were introduced later in the season, and the 1953 models would be introduced at a more typical time in anticipation of the company’s 50th Anniversary.



Crestline 2-Door Victoria Hardtop



Customline 4-Door Sedan



Crestline 4-Door Country Squire Station Wagon



Mainline 2-Door Ranch Wagon

**Model year production:** 671,733, down 33.71% from 1951.

**Domestic market share:** 17.00% (2nd place).

**Base price range:** \$1,526 to \$2,384.

**Ford average base price:** \$1,910, up 8.46%.

**Introduction date:** January 31, 1952.

**Assembly plants:** Atlanta, GA (AT); Buffalo, NY (BF);  
Chester, PA (CS); Chicago, IL (CH); Dallas, TX (DL);  
Dearborn, MI (DA); Edgewater, NJ (EG); Kansas City,  
MO (KC); Long Beach, CA (LB); Louisville, KY (LU);  
Memphis, TN (MP); Norfolk, VA (NR); Richmond, CA  
(RH); Somerville, MA (SR); and Twin Cities (St. Paul),  
MN (SP).

**Serial number identification:** Ten-digit number located on

right side of cowl, and read as follows: First digit indicates engine installation (A for 6-cylinder, B for 8-cylinder, and P for 255 CID V8, 120-hp, special engine installed for law enforcement agencies). The second digit indicates model year (2 = 1952). Third and fourth digits indicate assembly plant code from above. Remaining digits are sequential with beginning number of 100001 and ending number as follows in the chart below. The serial numbers are not duplicated between engine codes, for example 135509 is the last serial number of a 6-cylinder car built in Atlanta, and 135505 is the last V8 model built in Atlanta. Numbers from 135506 through 135509 would have all been 6-cylinder cars.

## Highest Serial Numbers by Assembly Plant and Engine

<i>Assembly plant</i>	<i>6-cylinder (Code A)</i>	<i>V8 (Code B)</i>
Atlanta, GA (AT)	135509	135505
Buffalo, NY (BF)	137510	137538
Chester, PA (CS)	143661	143663
Chicago, IL (CH)	169587	169586
Dallas, TX (DL)	139566	139570
Dearborn, MI (DA)	202366	202337
Edgewater, NJ (EG)	150770	150769
Kansas City, MO (KC)	143847	143859
Long Beach, CA (LB)	132247	132391
Louisville, KY (LU)	133562	133563
Memphis, TN (MP)	133491	133526
Norfolk, VA (NR)	136547	136548
Richmond, CA (RH)	135314	135268
Somerville, MA (SR)	135251	135248
Twin Cities (St. Paul), MN (SP)	138967	138972

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Mainline</i>	<i>Customline*</i>	<i>Crestline*</i>
215 CID Mileage Maker, 1-bbl., OHV, 6-cyl.	7.0:1	101	3-speed manual	S	S	-
			Overdrive	\$110	\$110	-
			Ford-O-Matic Drive	\$184	\$184	-
239 CID Strato-Star, 2-bbl., L-head, V8	7.2:1	110	3-speed manual	\$75	\$75	S
			Overdrive	\$185	\$185	\$110
			Ford-O-Matic Drive	\$259	\$259	\$184

\*Pricing for the Customline Country Sedan wagon is the same as for the Crestline series.

## Major Options

	<i>Mainline</i>	<i>Customline</i>	<i>Crestline</i>
Heater	\$44	\$44	\$44
Magic Air heater & def.	\$70	\$70	\$70
Electric clock	\$15	\$15	\$15
DeLuxe radio — 5 tube	\$88	\$88	\$88
Custom radio — 7 tube	\$100	\$100	\$100
Windshield washers	\$10	\$10	\$10
Vinyl upholstery*	\$	\$	S
Rear fender skirts	\$	\$	\$
Wheel trim rings	\$	\$	\$
Full wheel covers	\$	\$	\$
White sidewall tires	\$27	\$27	\$27

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

\*Standard on all station wagon models.



## Paint Colors

	Code		Code
Raven Black	M1724	Glenmist Green <sup>2</sup>	M2J-66
Coral Flame Red <sup>1</sup>	M1722	Hawaiian Bronze Metallic <sup>3</sup>	M2J-168
Alpine Blue <sup>2</sup>	M14448	Sandpiper Tan over Carnival Red Metallic <sup>4</sup>	*
Sheridan Blue	M14285	Glenmist Green over Shannon Green Metallic <sup>5</sup>	*
Shannon Green Metallic	M2J-65	Sungate Ivory over Meadowbrook Green <sup>6</sup>	*
Woodsmoke Gray	M2J-64	Sungate Ivory over Alpine Blue <sup>7</sup>	*
Carnival Red Metallic <sup>2</sup>	M2J-43	Hawaiian Bronze Metallic over Sungate Ivory <sup>7</sup>	*
Sandpiper Tan <sup>3</sup>	M2J-16	Sungate Ivory over Raven Black <sup>7</sup>	*
Meadowbrook Green <sup>2</sup>	M2J-67	Sandpiper Tan over Hawaiian Bronze Metallic <sup>8</sup>	*
Sungate Ivory <sup>1,2</sup>	M2J-68	Sheridan Blue over Alpine Blue <sup>9</sup>	*

\*Two-tones use code of individual colors.

<sup>1</sup>Available only on Crestline Sunliner convertible.

<sup>2</sup>These are the only colors available on the Crestline Country Squire wagon.

<sup>3</sup>Not available on the Crestline Victoria hardtop.

<sup>4</sup>Available on Customline sedans and coupe, Crestline Victoria hardtop, and Mainline Ranch Wagon and Customline Country Sedan wagons.

<sup>5</sup>Available only on Customline sedans and coupe, and Crestline Victoria hardtop.

<sup>6</sup>Available on Mainline Ranch Wagon and Crestline Victoria hardtop only.

<sup>7</sup>Available only on Crestline Victoria hardtop

<sup>8</sup>Available only on Mainline Ranch Wagon and Customline Country Sedan wagons.

<sup>9</sup>Available only on Customline sedans and coupe.

## Mainline

*"Four big and practical body styles to choose from!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 24.40%.

**Primary competition:** Chevrolet Special and Plymouth Concord.

**Notable changes:** Completely redesigned. Replaces the DeLuxe series.

**Major standard equipment:** Two-tone craftweave fabric upholstery, black rubber floor covering, horn button, rubber front and rear window moldings, black ribbed-rubber shield over lower part of body side embossments, and 6.00 × 16 BSW tires. Ranch Wagon adds: Two-tone vinyl upholstery and 7.10 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	115.0"	115.0"
Length	197.8"	197.8"
Width	73.9"	73.9"
Height	62.1"	63.9"
Legroom — front	42.8"	42.8"
Legroom — rear	41.5"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Mainline 2-Door Business Coupe, 3-p.	72C	\$1,526	+7.16%	2984	10,137	-50.17%
Mainline 2-Door (Tudor) Sedan, 6-p.	70A	\$1,629	+7.03%	3070	79,931	-45.26%
Mainline 4-Door (Fordor) Sedan, 6-p.	73A	\$1,678	+6.68%	3173	41,277	-23.93%
Mainline 2-Door Ranch Wagon, 6-p.	59A	\$2,004	NEW	3377	32,566	NEW
TOTALS	<i>Avg. price</i>	\$1,709	+13.47%	<i>Production</i>	163,911	-25.70%



## Customline

*"Four smart and spacious new body styles to choose from!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 59.93%.

**Primary competition:** Chevrolet DeLuxe, Plymouth Cambridge, and Studebaker Champion.

**Notable changes:** Completely redesigned. Replaces portions of the former Custom DeLuxe series.

**Major standard equipment:** Two-tone craftweave or craftcord upholstery, assist straps on 2-Doors and robe cord on 4-Doors, automatic interior courtesy lighting, black front mat and color-coordinated rear floor mat, horn ring, clock, stainless front, rear and side window surround moldings, body side stainless trim, chrome slash moldings on body side embossments, and 6.70 × 15 BSW tires. Station wagon adds: Two-tone vinyl upholstery and 7.10 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	115.0"	115.0"
Length	197.8"	197.8"
Width	73.9"	73.9"
Height	62.1"	63.9"
Legroom — front	42.8"	42.8"
Legroom — rear	41.5"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Customline 2-Door Club Coupe, 5-p.	72B	\$1,731	+7.18%	3079	26,550	-50.15%
Customline 2-Door (Tudor) Sedan, 6-p.	70B	\$1,721	+6.56%	3070	175,762	-44.71%
Customline 4-Door (Fordor) Sedan, 6-p.	73B	\$1,769	+6.18%	3173	188,303	-19.08%
Customline 4-Door Country Sedan Station Wagon, 8-p.	79C	\$2,249	NEW	3617	11,927	NEW
TOTALS	<i>Avg. price</i>	\$1,868	-0.13%	<i>Production</i>	402,542	-49.22%

## Crestline

*"Ford's smart and distinctive Crestline sets new standards in style!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 15.67%.

**Primary competition:** Plymouth Cranbrook and Studebaker Commander.

**Notable changes:** Completely redesigned. Replaces portions of the former Custom DeLuxe series.

**Major standard equipment:** Two-tone vinyl upholstery, front door armrests, automatic interior courtesy lighting, black front mat and color-coordinated rear floor mat, stainless front, rear and side window surround moldings, chrome slash moldings on body side embossments, and 6.70 × 15 BSW tires. Sunliner adds: Robe cords and hydraulic power top. Victoria adds: Robe cords, rear armrests, and color-coordinated full floor carpeting. Station wagon adds: Removable rear seat, exterior wood trim, tan linoleum load floor and 7.10 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	115.0"	115.0"
Length	197.8"	197.8"
Width	73.9"	73.9"
Height	60.7"	63.9"
Legroom — front	42.8"	42.8"
Legroom — rear	41.5"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

## Models Available

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Crestline 2-Door Victoria Hardtop, 6-p.	60B	\$2,104	+2.19%	3274	77,320	-29.89%
Crestline 2-Door Sunliner Convertible, 6-p.	76B	\$2,214	+6.24%	3339	22,534	-44.95%
Crestline 4-Door Country Squire Station Wagon, 8-p.	79B	\$2,384	+9.96%	3640	5,426	-81.30%
TOTALS	<i>Avg. price</i>	\$2,234	NEW	<i>Production</i>	105,280	NEW

\*Comparisons made to equivalent 1951 Custom DeLuxe models.

# HENRY J

*"New '52 Henry J. Greater today in every way!"*

Having a habit of not following traditional model year changes, Kaiser treated the Henry J no differently. The 1952 Henry J, however, would come in two different versions. The original 1951 Henry J models continued into the new season with a new series name, Vagabond, that had previously been used on the Kaiser and Frazer sedans with the hatchback style opening rear treatment. The only visible difference between the 1951 Henry J and the 1952 Vagabond was that the spare tire was moved outside the car and set in the space between the trunk lid and the rear bumper, with a vinyl cover.

The second version of the 1952 Henry J was the Corsair. Like the Vagabond, it came in base 4-cylinder and DeLuxe 6-cylinder variations. The Corsair also featured new front-end styling, more colorful interiors, and standard taillights mounted atop the rear fender ends, much like those of the 1951 Frazer. New front-end styling consisted of a two-bar horizontal grille, which more closely linked it to the larger Kaiser line. The lower bar was a full-width, wraparound style with parking lamps incorporated into the bar below the headlamps. The upper bar arched up slightly

from a point inside the headlamps and across the front hood edge. In the center, the upper bar filled the arched area of the hood edge with chrome and a triangular emblem with a "K" in the center. A jet-style hood ornament was introduced, and a redesigned bumper with a slight "V" point was used. Corsairs also added series designation in script on the front fenders. Engine and transmission choices continued unchanged from Vagabond to Corsair. Shock absorbers were redesigned to help improve the ride, but otherwise no significant mechanical changes were seen.

Inside, there were a few changes like new woven, color-keyed upholstery in the DeLuxe model. Also new for the Corsair series was a standard stationary rear seat with a parcel shelf below the rear window. Those wanting expanded cargo carrying capacity could order the available fold-down rear seat and the optional rear deck lid with concealed hinges and automatic lock. It is interesting to note that the advertised cargo volume of the Corsair, with the spare tire stored inside the car, is actually greater than that of the Vagabond series with the spare tire stored outside on the rear bumper.



Vagabond 2-Door Sedan

Corsair interior

**Model year production:** 23,551, down 69.95% from 1951.  
**Domestic market share:** 0.60% (19th place).  
**Base price range:** \$1,407 to \$1,652.  
**Industry average base price:** \$2,601, up 6.37%.  
**Henry J average base price:** \$1,530, up 6.88%.  
**Introduction date:** December 1951. Corsair series introduced February 1952.  
**Assembly plants:** Willow Run, MI (none); Long Beach, CA (A); Jackson, MI (B); and Portland, OR (C).

**Serial number identification:** Eight to ten digit code on plate located on left front door hinge pillar. First digit is assembly plant code from above. Second digit is K for Kaiser. Next two digits denote year: 52 = 1952. Fifth digit is series number: 3 is Vagabond or Corsair and 4 is Vagabond DeLuxe or Corsair DeLuxe. Remaining digits are sequential serial numbers as follows in chart below.

Series	Series code	Beginning	Ending
Vagabond	K523	1001001	1207062*
Vagabond DeLuxe	K524	1001001	1209094*
Corsair	K523	1200000	1207062
Corsair DeLuxe	K524	1200000	1209094

\*Ending numbers are from standard industry sources, and would not represent true ending numbers of the Vagabond series, as they are the same as Corsair series.

### Powertrains

Engine	Compression		Transmission	Vagabond & Corsair	Vagabond DeLuxe & Corsair DeLuxe
	Ratio	Gross HP			
134.2 CID Supersonic, 1-bbl., L-Head, 4-cyl.	7.0:1	68	3-speed manual Overdrive	S \$107	- -
161 CID Supersonic, 1-bbl., L-Head, 6-cyl.	7.0:1	80	3-speed manual Overdrive	- -	S \$107

### Major Options

Heater and defroster	\$
Radio	\$
Directional signals	\$
Opening trunk lid	\$
Front bumper guards	\$
Rear bumper guards	\$
Stainless steel wheel trim rings	\$
Full wheel covers	\$
White sidewall tires	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors\*

	Code
Caribbean Coral Metallic	65, 195, 577
Garden Green Metallic	76, 265, 573
Horizon Blue	78, 130, 592
Blue Satin	79, 330, 579
Oakwood Brown Metallic	80, 335, 572
Ceramic Green	81, 355, 574
Tropical Green Metallic	84
Cardinal Maroon	110, 597
Onyx Black	140, 584
Crystal Green	150, 582
Cape Verde Green Metallic	325, 572
Arena Yellow	360, 570
Mariner Gray	370, 578
Mineral Gray	375, 580
Aloha Green	390, 569
Pasadena Yellow	391

All are single-tone selections offered by Kaiser.

# Vagabond

*"The new family car for America!"*

**Nameplate year of origin:** 1952 (1949 on Kaiser utility sedan).  
**Current bodystyle lifespan:** 1951 through 1954.  
**Percentage of division's sales volume:** 29.72%.  
**Primary competition:** Crosley and Nash Rambler.  
**Notable changes:** No changes from 1951 Henry J. Vagabond series name applied this year.  
**Major standard equipment:** Vinyl plaid weave interior trim, front rubber floor covering, two-spoke steering wheel, black rubber window surrounds, small hubcaps, and 5.90 × 15 BSW tires. DeLuxe adds: Six-cylinder engine.

## Measurements

Wheelbase	100.0"
Length	174.5"
Width	70.0"
Height	NA
Legroom — front	42.3"
Legroom — rear	35.6"
Headroom — front	35.8"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	19.0*
Fuel capacity (gals.)	13.0

\*51 cubic feet with rear seat folded down.

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Vagabond 2-Door Sedan, 5-p.	523	\$1,407	+3.23%	2365	3,000	-91.97%
Vagabond DeLuxe 2-Door Sedan, 5-p.	524	\$1,552	+3.54%	2385	4,000	-90.25%
TOTALS	Avg. Price	\$1,480	+3.39%	Production	7,000	-91.07%

\*Production numbers are estimated based on serial number data.

# Corsair

*"Proven smartest! Proven toughest! Proven thriftiest!"*

**Nameplate year of origin:** 1952.  
**Current bodystyle lifespan:** 1951 through 1954.  
**Percentage of division's sales volume:** 70.28%.  
**Primary competition:** Allstate, Crosley, Nash Rambler, and Willys Aero Lark.  
**Notable changes:** New series.  
**Major standard equipment:** Vinyl plaid weave interior trim, front rubber floor covering, two-spoke steering wheel, black rubber window surrounds, small hubcaps, and 5.90 × 15 BSW tires. DeLuxe adds: Six-cylinder engine.

## Measurements

Wheelbase	100.0"
Length	177.6"
Width	69.4"
Height	59.8"
Legroom — front	43.4"
Legroom — rear	37.2"
Headroom — front	35.4"
Headroom — rear	33.1"
Cargo capacity (cu. ft.)	21.0*
Fuel capacity (gals.)	13.0

\*58 cubic feet with optional, folded down rear seat.

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Corsair 2-Door Sedan, 5-p.	523	\$1,507	NEW	2370	7,600	NEW
Corsair DeLuxe 2-Door Sedan, 5-p.	524	\$1,652	NEW	2405	8,951	NEW
TOTALS	Avg. Price	\$1,580	NEW	Production	16,551	NEW

\*Production numbers are estimated based on serial number data

# HUDSON

*“Presenting the most brilliant array of new cars in Hudson history!”*

While not featuring all-new styling, the Hudson line did receive some mid-life revisions. Hot on the heels of the successful launch of the high-powered, long-wheelbase Hornet, a short-wheelbase Wasp series with the larger Commodore 6-cylinder engine was introduced. In the Hudson lineup, the new Wasp replaced the former Super series, but being on the smaller chassis meant a better performing car. It proved a popular change as the Hornet and Wasp were the top two selling lines, capturing 83 percent of all Hudson sales.

From the front, the grille received minor tweaks but looked quite similar to the 1951 design. The exception to this was the Pacemaker series, which did not carry the vertical bars that formed the triangle in the center of the grille. A new “boomerang” shaped hood ornament was introduced for the Pacemaker, while a new Hudson triangle ornament was used on all other models. Bodyside styling was unchanged, but was trimmed differently. All series carried the front fender spear with the series identification, and on the Hornet the emblem was quite large as it proclaimed the H-145 powerplant. For all but the Pacemaker, a full-length dual rib molding began at the nameplate spear above the front wheel opening and swept downward toward the rear bumper covering the bodyside feature line. Full-length wide rocker panel moldings were used on all series. In the greenhouse area all models except the Convertible had a wraparound rear window. At the rear of the car, oval tail-

lamps were featured, with standard outer rear bumper guards. The Wasp, Commodore and Hornet added center mounted rear bumper guards.

Engines for this year continued mostly unchanged, except for slight improvements for the 262 CID 6-cylinder engine used in the Commodore Six and the new Wasp. An aluminum head with compression ratio of 7.2:1, designed for racing uses and improved high-altitude driving, was available for most engines. New for the year was a “Twin-H” power package for the Hornet H-145 engine, utilizing dual carburetor induction with dual intake manifolds. Optionally available for any Hudson engine this year was the Hydra-Matic automatic transmission.

On the inside, all Hudsons received typical annual upgrades, with each series receiving a progressively better trimmed interior. There were no model changes, and the models of the 1951 Super Series were replaced model for model in the new Wasp. However, it is worth noting that a Pacemaker Convertible is listed early in the season, but there is no record or production. Unfortunately, even taking into consideration the shortened 10-month model year production run, 1952 was not a bright spot in Hudson history with nearly a 50 percent drop in production. The lone bright spot for the year was that Hudson Hornet stock cars, some of them factory backed, won 27 of the 34 NASCAR Grand National races during 1952, sealing Hudson’s racing reputation.



Hornet 4-Door Sedan



Wasp 2-Door Brougham Coupe

**Model year production:** 71,547 down 45.77% from 1951.

**Domestic market share:** 1.81% (14th place).

**Base price range:** \$2,116 to \$3,342.

**Hudson average base price:** \$2,690, up 7.47%.

**Introduction date:** January 1952.

**Assembly plants:** Detroit, MI.

**Serial number identification:** Eight-digit code on plate located on right front door hinge pillar. First two digits are

series code as in chart below. Remaining digits are sequential serial numbers beginning with 132916 and ending as follows in chart below. *Examples:* 4B132916 is a 1952 Hudson Pacemaker, serial number 132916; 7B202916 is a 1952 Hudson Hornet, serial number 202916. Being the highest serial number, this would have been the last 1952 Hudson built.

## Highest Serial Numbers by Series

<i>Series</i>	<i>Code</i>	<i>Ending</i>
Pacemaker	4B	202512
Wasp	5B	202715
Commodore Six	6B	198220
Hornet	7B	202916
Commodore Eight	8B	200201

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Pacemaker</i>	<i>Commodore Six &amp; Wasp</i>	<i>Commodore Eight</i>	<i>Hornet</i>
232 CID H-112, 2-bbl., L-head, 6-cyl.	6.7:1*	112	3-speed manual	S	-	-	-
			Overdrive	\$111	-	-	-
			Hydra-Matic automatic	\$176	-	-	-
262 CID H-123, 2-bbl., L-head, 6-cyl.	6.7:1*	127	3-speed manual	-	S	-	-
			Overdrive	-	\$111	-	-
			Hydra-Matic automatic	-	\$176	-	-
308 CID H-145, 2-bbl., L-head, 6-cyl.	7.2:1†	145	3-speed manual	-	-	-	S
			Overdrive	-	-	-	\$111
			Hydra-Matic automatic	-	-	-	\$176
254 CID H-128, 2-bbl., L-head, 8-cyl.	6.7:1*	128	3-speed manual	-	-	S	-
			Overdrive	-	-	\$111	-
			Hydra-Matic automatic	-	-	\$176	-

\*7.2:1 compression ratio is optional. †6.7:1 compression ratio is optional.

## Major Options

	<i>Pacemaker</i>	<i>Wasp</i>	<i>Commodore</i>	<i>Hornet</i>
“Weather Control” heater	\$64	\$64	\$64	\$64
Radio and antenna	\$84	\$84	\$84	\$84
Electric clock	\$17	\$17	S	S
Power windows (convertible only)	-	\$70	S	S
Wheel trim rings	\$13	\$13	-	-
Full wheel covers	\$10	\$10	S	S
White sidewall tires	\$	\$	\$	\$

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Broadway Blue	B-96	French Gray	RR-72
Symphony Blue Green Light	CC-93	Boston Ivory over Ebony Black	RA
Jupiter Gray Metallic	G-95	French Gray over Broadway Blue	RB
Texas Tan Metallic	H-27	Boston Ivory over Southern Blue	RC
Southern Blue	J-97	Boston Ivory over Jefferson Green Metallic	RD
Ebony Black	K-5	Naples Green Metallic over Jefferson Green	
Toro Red	M-64	Metallic	RE
Boston Ivory	N-92	Boston Ivory over Texas Tan Metallic	RF
Symphony Blue Green Dark	P-63	French Gray over Toro Red	RH
Jefferson Green Metallic	P-62	Ebony Black over French Gray	RJ
Naples Green Metallic	P-63	Southern Blue over French Gray	RK



## Paint Colors (cont.)

	Code		Code
Jefferson Green Metallic over French Gray	RL	Gulf Green over Jefferson Green Metallic	RS
Boston Ivory over Symphony Blue Green Light	RM	Naples Green Metallic over Gulf Green	RT
Symphony Blue Green Light over Boston Ivory	RN	Symphony Blue Green Dark over Symphony	
Texas Tan Metallic over Boston Ivory	RO	Blue Green Light	RT
Jefferson Green Metallic over Boston Ivory	RP	Jefferson Green Metallic over Gulf Green	RU
Gulf Green over Naples Green Metallic	RQ	<i>Two-tone combinations available at extra cost.</i>	

## Pacemaker

*"The thrifty and handsome new Pacemaker!"*

Nameplate year of origin: 1950.

Current bodystyle lifespan: 1950 through 1954.

Percentage of division's sales volume: 10.47%.

Primary competition: Buick Special, Dodge Coronet, Kaiser Virginian Special, Mercury Monterey, Nash Statesman, Oldsmobile 88, and Studebaker Commander.

Notable changes: Revised name, trim and detail changes.

Major standard equipment: Special weave cord upholstery, ribbed front and rear rubber floor mats, front seat-back pocket, two-spoke steering wheel, dual sun visors, front dome lamp, manual latch front door vent windows, stainless steel front and side window surrounds, chrome rocker panel molding, hood ornament, small hubcaps, and 7.10 × 15 BSW tires. Convertible adds: Leather and cloth upholstery, power top.

### Measurements

Wheelbase	119.0"
Length	201.5"
Width	77.1"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

1952

## Models Available

	Model No.	Base FADP*	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Pacemaker 2-Door Coupe, 3-p.	4B	\$2,116	+7.74%	3305	7,489*	-78.03%*
Pacemaker 2-Door Club Coupe, 6-p.	4B	\$2,311	+7.71%	3305	NA*	NA*
Pacemaker 2-Door Brougham Coupe, 6-p.	4B	\$2,264	+7.74%	3355	NA*	NA*
Pacemaker 2-Door Brougham Convertible, 6-p.	4B	\$2,830	NA†	NA†	NA†	NA†
Pacemaker 4-Door Sedan, 6-p.	4B	\$2,311	+7.74%	3390	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,251	+2.31%	<i>Production</i>	7,489	-78.29%

\*Production records not kept by body style. †Convertible shown in price lists, but no other information is available. Actual production is therefore unlikely.

## Wasp

*"A new, lower-priced running mate, the sensational new Hudson Wasp!"*

Nameplate year of origin: 1952.

Current bodystyle lifespan: 1952 through 1954.

Percentage of division's sales volume: 32.73%.

Primary competition: Chrysler Windsor, DeSoto Custom, Nash Ambassador, and Oldsmobile Super 88.

### Measurements

Wheelbase	119.0"
Length	202.5"
Width	77.2"

**Notable changes:** New series. Replaces Super Six in model lineup.

**Major standard equipment:** Striped special-weave cord upholstery, front rubber simulated carpet floor mat with rear seat carpeting, front seat-back pockets, armrests at all seat ends, front dome lamp, friction-type front door vent windows, stainless steel front, rear and side window surrounds, chrome rocker panel molding, front and rear center bumper/grille guards, fender skirts, small hubcaps, and 7.10 × 15 BSW tires. Convertible adds: Leather upholstery, power top, and 7.60 × 15 BSW tires.

### Measurements (cont.)

Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY†</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY†</i>
Wasp 2-Door Club Coupe, 6-p.	5B	\$2,466	+7.83%	3435	21,878*	+3.43%*
Wasp 2-Door Brougham Coupe, 6-p.	5B	\$2,413	+7.82%	3470	NA*	NA*
Wasp 2-Door Hollywood Hardtop, 6-p.	5B	\$2,812	+7.95%	3525	1,320	+20.00%
Wasp 2-Door Brougham Convertible, 6-p.	5B	\$3,048	+7.82%	3635	220	-21.99%
Wasp 4-Door Sedan, 6-p.	5B	\$2,466	+7.83%	3485	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,641	+7.85%	<i>Production</i>	23,418	+3.92%

\*Production records not kept by body style, except for convertible and hardtop models. †Comparisons are made to 1951 Super Six.

## Commodore

*"The luxurious new Commodore!"*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1948 through 1954.

**Percentage of division's sales volume:** 6.59%.

**Primary competition:** Buick Super, Chrysler Windsor DeLuxe, DeSoto Fire-dome, Nash Ambassador Custom, Oldsmobile 98, and Packard Series 200.

**Notable changes:** Revised name, trim and detail changes.

**Major standard equipment:** Nylon weave upholstery with leather-grained "Dura-Fab" trim, two-tone rubber front floor covering with carpet-like inserts and rear floor pile carpet, rear seat center armrest, wind-up clock, brown leather grained instrument panel finish, three-spoke steering wheel, friction-type front door vent windows, wing-type rear quarter ventilation windows (sedans only), stainless steel front, side and rear window surrounds, rear end trim panel, chrome rocker panel molding, hood and fender ornaments, bumper guards, fender skirts, full wheel covers, and 7.10 × 15 BSW tires. Convertible adds: Leather upholstery, power windows, power top, and 7.60 × 15 BSW tires.

### Measurements

Wheelbase	124.0"
Length	208.5"
Width	77.3"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP*</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Commodore Six 2-Door Club Coupe, 6-p.	6B/8B	\$2,647*	+8.77%	3550	4,377†	-85.08%†
Commodore Six 2-Door Hollywood Hardtop, 6-p.	6B/8B	\$3,000*	NEW	3625	290	-79.70%
Commodore Six 2-Door Brougham Convertible, 6-p.	6B/8B	\$3,247*	+7.19%	3750	50	-87.24%
Commodore Six 4-Door Sedan, 6-p.	6B/8B	\$2,674*	+8.72%	3595	NA†	NA†
TOTALS	<i>Avg. Price</i>	\$2,892	+9.49%	<i>Production</i>	4,718	-84.89%

\*Add \$95 for Commodore Eight, model 8B, with 8-cylinder engine. †Production records not kept by body style, except for convertible and hardtop models.

# Hornet

*"The fabulous new Hudson Hornet!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 50.21%.

**Primary competition:** Buick Super, Chrysler Windsor DeLuxe, DeSoto Fire-dome, Nash Ambassador Custom, Oldsmobile 98, and Packard Series 200.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Nylon weave upholstery with leather-grained "Dura-Fab" trim, two-tone rubber front floor covering with carpet-like inserts and rear floor pile carpet, rear seat center armrest, wind-up clock, brown leather grained instrument panel finish, three-spoke steering wheel, friction-type front door vent windows, wing-type rear quarter ventilation windows (sedans only), stainless steel front, side and rear window surrounds, rear end trim panel, chrome rocker panel molding, hood and fender ornaments, bumper guards, fender skirts, full wheel covers, and 7.10 × 15 BSW tires. Convertible adds: Leather upholstery, power windows, power top, and 7.60 × 15 BSW tires.

## Measurements

Wheelbase	124.0"
Length	208.5"
Width	77.3"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Hornet 2-Door Club Coupe, 6-p.	7B	\$2,742	+7.83%	3550	33,402*	-18.56%*
Hornet 2-Door Hollywood Hardtop, 6-p.	7B	\$3,095	+7.88%	3630	2,160	+2.81%
Hornet 2-Door Brougham Convertible, 6-p.	7B	\$3,342	+7.84%	3750	360	-34.66%
Hornet 4-Door Sedan, 6-p.	7B	\$2,769	+7.83%	3600	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,987	+7.84%	<i>Production</i>	35,922	-17.74%

\*Production records not kept by body style, except for convertible and hardtop models.

# KAISER

*"There's a world of value in the new '52 Kaiser!"*

In marketing terms, 1952 would be an odd year for Kaiser. Two different model offerings in two different series of Kaisers were produced and sold during the 1952 model year. The first models consisted of a production run of 5,579 1951 Kaiser models that were renamed by the prefix of "Virginian," with the addition of front fender badging and recoded 1952 data plates. These models were introduced in December 1951 for the sole purpose of keeping sales going in the face of new designs from the competition until Kaiser had their updated 1952 models ready for mar-

ket. Just over three months later, on March 14, 1952, the "old" 1952 line was discontinued, and the "new" 1952 Kaisers were introduced with revised styling, new trim, and new names. The DeLuxe replaced the Virginian Special, and the Manhattan replaced the Virginian DeLuxe.

While the new Kaisers changed little in overall appearance, there were many noteworthy changes. At the front, a single, large bar grille gave a more modern flair. Being a full-width design, the bar was wider in the center, and angled down and out slightly. As it crossed onto the

front fenders it tapered to a smaller size and incorporated the parking lamps as it passed below the headlamp. At the back, a larger taillamp bezel gave the appearance of a longer rear quarter panel.

Bodyside appearance was mostly unchanged, except that the series designation was placed on the front fender. Interiors also continued as in previous years, but there was now a growing emphasis on the safety of Kaiser automobiles as compared to the competition. Kaiser was one of the first manufacturers to make a padded instrument panel standard equipment. Of course, the Kaiser “Anatomic” design was touted as aiding safety, with features such as “Control-Tower” vision and “Curve Master Control” steering.

An update to the suspension yielded what Kaiser called the “Flying Shadow Ride.” Most other features continued unchanged between the two 1952 series and the 1951 Kaiser. One big change with the second series introduction was a price increase of 14 percent. Kaiser had kept prices at the same level for more than a year, so it is not too surprising that they would seize the opportunity to raise prices.

The model lineup did not change through the two series. It should be noted, however, that there is debate on whether or not any Manhattan Traveler utility sedans were actually built. This body style was listed through the 1953 season in the Manhattan series, but no records exist to substantiate actual production beyond a few prototypes.



DeLuxe 4-Door Sedan



DeLuxe 4-Door Traveler Sedan



Manhattan 2-Door Club Coupe



Manhattan 4-Door Sedan interior

**Model year production:** 29,284, down 76.06% from 1951.  
**Domestic market share:** 0.74% (17th place).  
**Base price range:** \$1,992 to \$2,759.  
**Kaiser average base price:** \$2,266, down 7.87%.  
**Introduction date:** Virginian Special and DeLuxe introduced December 1951. DeLuxe and Manhattan introduced March 1952.  
**Assembly plants:** Willow Run, MI (none); Jackson, MI (B); and Portland, OR (C).  
**Serial number identification:** Ten to eleven-digit code on

plate located on left front door hinge pillar. First digit is K for Kaiser. Next two digits denote year: 52 = 1952. Fourth digit is series number: 1 is Virginian Special and DeLuxe; 2 is Virginian DeLuxe and Manhattan. Fifth digit is assembly plant code from above (blank for Willow Run production). Remaining digits are sequential serial numbers beginning with 1001001 (for all except Willow Run built DeLuxe and Manhattan models, which begin with 1200000) and ending numbers as in chart below.

### Highest Serial Numbers

Series	Code	Willow Run	Jackson	Portland
Virginian Special	K521	NA*	-	-
Virginian DeLuxe	K522	NA*	-	-
DeLuxe	K521	1207965	1207965	1207965
Manhattan	K522	1218587	1218587	1218587

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All</i>
226.2 CID Supersonic, 2-bbl., L-head, 6-cyl.	7.3:1	115	3-speed manual Overdrive Hydra-Matic automatic	S \$107 \$169

## Major Options

	<i>Virginian Special &amp; DeLuxe</i>	<i>Virginian DeLuxe &amp; Manhattan</i>
Heater and defroster	\$	\$
Radio	\$	\$
Electric clock	\$	\$
DeLuxe front and rear bumper guards	\$	\$
Stainless steel wheel trim rings	\$	S
Full wheel covers	\$	\$
White sidewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
ENAMELS		ENAMEL TWO-TONES	
Cardinal Maroon	110, 597	Cape Verde Green Metallic over Ceramic Green	400
Horizon Blue	130	Blue Satin over Mariner Gray	403
Onyx Black	140, 584	Turquoise Blue over Cerulean Blue	404, 609
Crystal Green	150, 582	Carnival Maroon over Willow Gray	405
Glass Green	215	Onyx Black over Pasadena Yellow	406
Saddle Bronze Metallic	235, 547	Saddle Bronze Metallic over Mariner Gray	407
Claypipe Gray	310	Carnival Maroon over Mariner Gray	408
Cape Verde Green Metallic	325, 576	Glass Green over Crystal Green	409
Turquoise Blue	394, 602	Ceramic Green over Crystal Green	410
Blue Satin Metallic	396, 607	Green Spray over Cape Verde Green Metallic	411
Gunmetal Gray	397, 606	Ceramic Green over Cape Verde Green Metallic	412
Cerulean Blue	398, 604	Flax over Blue Satin	413
Willow Gray	399, 608	Crystal Green over Ceramic Green	414
Ceramic Green	400	Horizon Blue over Mariner Gray	415
Blue Satin	403	Turquoise Blue over Mariner Gray	416
Pasadena Yellow	406	Mariner Gray over Carnival Maroon	417
Mariner Gray	407	Mariner Gray over Onyx Black	418
Green Spray	411	Garden Green Metallic over Onyx Black	419
Flax	413	Mineral Gray over Onyx Black	420
Garden Green Metallic	419	Gunmetal Gray over Onyx Black	421
Mineral Gray	420	Flax over Onyx Black	422
Gunmetal Metallic	421	Onyx Black over Mineral Gray	423
Oakwood Brown Metallic	424	Oakwood Brown Metallic over Saddle Bronze Metallic	424
Caribbean Coral Metallic	425	Carnival Maroon over Caribbean Coral Metallic	425
Parakeet Green Metallic	426	Parakeet Green Metallic over Onyx Black	426
Blue Satin Metallic #2	561	Gunmetal Gray over Caribbean Coral Metallic	427
Arena Yellow	600	Cape Verde Green Metallic over Green Spray	429
Academy Blue Metallic	611	Mariner Gray over Mineral Gray	617
		Mariner Gray over Blue Satin	619

## Paint Colors (cont.)

	Code		Code
LACQUER TWO-TONES		Mariner Gray over Blue Satin	624
Mineral Gray over Mariner Gray	549	Onyx Black over Mineral Gray	626
Garden Green Metallic over Glass Green	556	Mineral Gray over Onyx Black	627, 629
Cape Verde Green Metallic over Ceramic Green	557, 621	Ceramic Green over Crystal Green	628
Carnival Maroon over Mariner Gray	559, 612	Mineral Gray over Horizon Blue	631
Mariner Gray over Blue Satin Metallic	561	Glass Green over Crystal Green	632
Onyx Black over Arena Yellow	600	Carnival Maroon over Caribbean Coral	
Carnival Maroon over Mineral Gray	613	Metallic	633
Flax over Oakwood Brown Metallic	620	Horizon Blue over Mariner Gray	634
Green Spray over Cape Verde Green		Flax over Blue Satin	636
Metallic	622	Crystal Green over Garden Green	
Gunmetal Metallic over Caribbean Coral		Metallic	637
Metallic	623, 639	Gunmetal Metallic over Onyx Black	638

## Virginian Special

*"The 1952 Virginian Special offers Anatomic design at remarkably low cost and with unsurpassed value!"*

**Nameplate year of origin:** 1947 (Virginian prefix used as model designation beginning in 1949).

**Current bodystyle lifespan:** 1951 through 1955.

**Percentage of division's sales volume:** 9.50% (estimated).

**Primary competition:** Buick Special, DeSoto DeLuxe, Hudson Pace-maker, Nash Statesman, Oldsmobile 88, and Studebaker Commander.

**Notable changes:** None.

**Major standard equipment:** Cloth interior trim, front rubber floor covering and rear carpeting, two-spoke steering wheel, dual sun visors, automatic dome lights, black rubber window surrounds, lower body side molding, hood emblem, small hubcaps, and 6.70 × 15 BSW tires. Traveler adds: Trunk lid nameplate and special features mentioned in the 1949 Kaiser introduction (excluding the left rear door/spare tire feature).

### Measurements

Wheelbase	118.5"
Length	210.4"
Width	74.0"
Height	60.3"
Legroom — front	43.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	18.7
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY*
Virginian Special 2-Door Business Coupe, 3-p.	K5213	\$1,992	0.00%	3060	NA*	NA*
Virginian Special 2-Door Sedan, 6-p.	K5214	\$2,160	0.00%	3110	NA*	NA*
Virginian Special 2-Door Traveler Sedan, 6-p.	K5210	\$2,265	0.00%	3210	NA*	NA*
Virginian Special 4-Door Sedan, 6-p.	K5211	\$2,212	0.00%	3150	NA*	NA*
Virginian Special 4-Door Traveler Sedan, 6-p.	K5215	\$2,317	0.00%	3260	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,189	0.00%	<i>Production</i>	2,789 <sup>†</sup>	NA <sup>†</sup>

\*Model year production and change from LY not available due to 1952 production records not being kept by body style. <sup>†</sup>Reported numbers are estimates as exact production figures are not available, by model or series.



## Virginian DeLuxe

*“Low, wide and handsome the Virginian DeLuxe offers great performance, comfort and safety!”*

**Nameplate year of origin:** 1949 (Virginian prefix used as model designation beginning in 1949).

**Current bodystyle lifespan:** 1951 through 1955.

**Percentage of division's sales volume:** 9.55% (estimated).

**Primary competition:** DeSoto Custom, Hudson Wasp, Nash Ambassador, and Oldsmobile Super 88.

**Notable changes:** None.

**Major standard equipment:** Cloth and leather interior trim, robe cord, full floor carpeting, color-keyed interior trim, padded dashboard, automatic dome lights, stainless steel exterior window trim, wide rocker panel molding, hood emblem, front and rear bumper guards, rear fender skirts, full wheel covers, and 6.70 × 15 BSW tires. Traveler adds: Trunk lid nameplate and special features mentioned in the 1949 Kaiser introduction (excluding the left rear door/spare tire feature).

### Measurements

Wheelbase	118.5"
Length	210.4"
Width	74.0"
Height	60.3"
Legroom — front	43.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	18.7*
Fuel capacity (gals.)	17.0

\*104 cubic feet in Traveler with all seats folded down.

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY*
Virginian DeLuxe 2-Door Club Coupe, 6-p.	K5227	\$2,296	0.00%	3125	NA*	NA*
Virginian DeLuxe 2-Door Sedan, 6-p.	K5224	\$2,275	0.00%	3145	NA*	NA*
Virginian DeLuxe 2-Door Traveler Sedan, 6-p.	K5220	\$2,380	0.00%	3290	NA*	NA*
Virginian DeLuxe 4-Door Sedan, 6-p.	K5221	\$2,328	0.00%	3180	NA*	NA*
Virginian DeLuxe 4-Door Traveler Sedan, 6-p.	K5225	\$2,433	0.00%	3310	NA*	NA*
TOTALS		<i>Avg. Price</i> \$2,342	0.00%	<i>Production</i>	2,790†	NA†

\*Model year production and change from LY not available due to 1952 production records not being kept by body style. †Reported numbers are estimates as exact production figures are not available, by model or series.

## DeLuxe

*“All the beauty, roominess and superb convenience of the new improved Anatomic Engineering are yours at surprisingly low cost in the brilliant DeLuxe series for '52!”*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1951 through 1955.

**Percentage of division's sales volume:** 21.47%.

**Primary competition:** Buick Super, Chrysler Windsor, Hudson Commodore, Nash Ambassador, Oldsmobile Super 88, and Packard Series 200.

**Notable changes:** Trim and detail changes based on 1952 Virginian Special.

**Major standard equipment:** Cloth interior trim, front rubber floor covering and rear carpeting, two-spoke steering wheel, dual sun visors, automatic dome lights, chrome window surrounds, lower body side molding, hood emblem, small hubcaps, and 6.70 × 15 BSW tires. Traveler adds: Trunk lid nameplate and special features mentioned in the 1949 Kaiser introduction (excluding the left rear door/spare tire feature).

### Measurements

Wheelbase	118.5"
Length	208.5"
Width	74.0"
Height	60.3"
Legroom — front	43.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	18.7*
Fuel capacity (gals.)	17.0

\*104 cubic feet in Traveler with all seats folded down.

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY*
DeLuxe 2-Door Business Coupe, 3-p.	K5213	\$2,296	+15.26%	3060	NA*	NA*
DeLuxe 2-Door Sedan, 6-p.	K5214	\$2,484	+15.00%	3145	1,486*	NA*
DeLuxe 2-Door Traveler Sedan, 6-p.	K5210	\$2,590	+14.35%	3210	NA*	NA*
DeLuxe 4-Door Sedan, 6-p.	K5211	\$2,537	+14.69%	3195	4,802*	NA*
DeLuxe 4-Door Traveler Sedan, 6-p.	K5215	\$2,643	+14.07%	3260	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,510	+14.65%	<i>Production</i>	6,288	-87.61%

\*Model year production and change from LY not available due to 1952 production records not being kept by body style. Production recorded is only by 2-door or 4-door models.

## Manhattan

*"The Kaiser Manhattan — with the world's safest front seat, to make the most beautiful car in America the World's safest car, as well!"*

**Nameplate year of origin:** 1952 (formerly the top-line Frazer series, 1947–1951).

**Current bodystyle lifespan:** 1951 through 1955.

**Percentage of division's sales volume:** 59.48%.

**Primary competition:** Chrysler Windsor DeLuxe, DeSoto Firedome, Hudson Hornet, Oldsmobile 98, and Packard Series 200 DeLuxe.

**Notable changes:** Trim and detail changes, based on 1952 Virginian DeLuxe.

**Major standard equipment:** Cloth and leather interior trim, robe cord, full floor carpeting, color-keyed interior trim, padded dashboard, automatic dome lights, stainless steel exterior window trim, wide rocker panel molding, hood emblem, front and rear bumper guards, rear fender skirts, full wheel covers, and 6.70 × 15 BSW tires. Traveler adds: Trunk lid nameplate and special features mentioned in the 1949 Kaiser introduction (excluding the left rear door/spare tire feature).

### Measurements

Wheelbase	118.5"
Length	210.4"
Width	74.0"
Height	60.3"
Legroom — front	43.0"
Legroom — rear	40.0"
Headroom — front	37.3"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	18.7*
Fuel capacity (gals.)	17.0

\*104 cubic feet in Traveler with all seats folded down.

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY*
Manhattan 2-Door Club Coupe, 6-p.	K5227	\$2,622	+14.20%	3185	261	NA*
Manhattan 2-Door Sedan, 6-p.	K5224	\$2,601	+14.33%	3185	1,316*	NA*
Manhattan 2-Door Traveler Sedan, 6-p.	K5220	\$2,707	+13.74%	3290	NA*	NA*
Manhattan 4-Door Sedan, 6-p.	K5221	\$2,654	+14.00%	3220	15,840*	NA*
Manhattan 4-Door Traveler Sedan, 6-p.	K5225	\$2,759	+13.40%	3310	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,669	+13.93%	<i>Production</i>	17,417	-75.66%

\*Model year production and change from LY not available due to 1952 production records not being kept by body style. Production recorded is only by 2-door or 4-door models.

# LINCOLN

*“Completely new ... so smart ... so practical ... so well planned for modern living!”*

After several years of uninspired product, Lincoln finally styled and engineered a car that put it ahead of all its competitors. An all-new overhead valve V8 engine, all-new chassis and suspension, and all-new interior and exterior styling created a Lincoln with nary a trace to link it to the past other than its name. Of course there is a price associated with such dramatic change, and in this case it was the sticker price. While model for model price changes on the Cosmopolitan series were minimal, that makes an unfair comparison since it was now the base Lincoln series. Overall, Lincoln base prices were up more than 10% on average.

At the heart of the changes was the new 317.5 CID OHV V8 engine. This was Ford Motor Company's first modern overhead valve V8 engine, and it was a success right from the start. Full of power and torque, the new engine would make Lincoln famous on the racecourse, sweeping the first four spots in the 1952 Pan American Road Race in Mexico. Other changes under the car included a standard Hydra-Matic automatic transmission, beefier chassis with 23 newly designed body mounts, rear leaf springs, and ball-joint front suspension. All the improvements made the Lincoln one of the best driving luxury cars of 1952.

From the outside, styling was as modern as anything else on the road, with only Packard coming close. Lincolns featured one-piece curved windshields, wraparound rear windows, and smoothly styled sheetmetal. Up front was a modern interpretation of the 1951 Lincoln bumper and grille combination. Across the front of the car, the bumper was split with a full-width opening between the upper bar and lower section. Small vertical bars were within the opening. Parking lamps and turn signals occupied each end, wrapping around the side for improved visibility. The top part of the bumper dipped lower between the bumper guards, and above this section was what appeared to be a free-floating horizontal bar with a center ribbed section. An upper grille opening was created with the hood and front fender edges lined with chrome. The hood ornament was gone, being replaced by a small fender top ornament, but

a hood emblem and Lincoln script continued on the front of the hood. Headlights actually protruded from the fender, as opposed to the recessed lamps of 1949–51, with a chrome bezel surrounding the headlamp.

Bodysides were smooth, with a forward-slanting body side crease behind the front door. This was highlighted with a chrome simulated air scoop. A stainless steel trim strip crossed through this area, running from behind the front wheel opening, straight back to the top of the rear bumper. The rear bumper was traditional in the center, but had large cone shaped pods on each end. Atop these pods were similarly shaped taillights mounted in the rear quarter panel ends, creating the first tailfins on a Lincoln.

Interiors were very modern looking, with a new instrument panel featuring a large full-width center section. All gauges and controls were mounted above or below this horizontal area. The speedometer, gauges, and clock were mounted in a hooded area on top of the instrument panel, and the radio, ignition and other controls were mounted below. On this main section, on each side of the steering column is where the ventilation controls were mounted. New interior colors complemented the modern outer appearance.

Few model changes were made, although the series names were juggled, with the base Lincoln technically known as the Cosmopolitan Custom, and the former Cosmopolitan series being renamed the Capri Special Custom. Popularly they are known as the Cosmopolitan and Capri. All-new two-door hardtop models replaced the four former coupe models, with one in each series. The trimming back of models, the Korean War, and the shortened 10-month long 1952 season combined to decrease production slightly, but it was clear that all the changes were worth the effort. In a year when industry production slumped, Lincoln gained market share and moved up a position in industry ranking. It was clear that the effort would quickly pay off for Lincoln.



Capri 4-Door Sedan interior



Capri Special Custom 2-Door Convertible



Cosmopolitan 2-Door Hardtop Sport Coupe

**Model year production:** 27,271, down 16.28% from 1951.  
**Domestic market share:** 0.69% (18th place).  
**Base price range:** \$3,293 to \$3,685.  
**Lincoln average base price:** \$3,401, up 11.71%.  
**Introduction date:** February 1952.  
**Assembly plants:** Detroit, MI (LP); Los Angeles, CA (LA); and St. Louis, MO (SL).

**Serial number identification:** Serial number consists of a nine to ten digit code located on right side front door pillar, read as follows: First two digits indicate year (52 = 1952); third and fourth letters indicate assembly plant from code above; the next four to five digits are sequential beginning with 5001 and ending as follows in chart below. The last digit indicates series: H for Cosmopolitan and Capri.

### Highest Serial Numbers by Assembly Plant

<i>Assembly plant</i>	<i>Highest serial no.</i>
Detroit, MI (LP)	29217*
Los Angeles, CA (LA)	7761
St. Louis, MO (SL)	5072
Wayne, MI (WA)	*

\*Production was moved from the Detroit Lincoln plant, to a new facility in Wayne, Michigan, during the model year. Serial numbers of Michigan built cars ran consecutively and changed from code LP to WA when the move was made.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
317.5 CID, 2-bbl., OHV V8	7.5:1	160	Hydra-Matic	S

### Major Options

	<i>Cosmopolitan</i>	<i>Capri</i>
Heater and defroster	\$121	\$121
Radio	\$132	\$132
Power windows	\$	\$*
Power front seat	\$	\$*
Rear fender skirts	S	S
Full wheel cover	S	S
Whitewall tires	\$	\$

\*Standard on Capri convertible.

Options common to most models. (S = Standard equipment)  
 Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Raven Black	01A	Kingsbury Gray over Raven Black	31A
Admiral Blue	02A	Pebble Tan over Fanfare Maroon	32A
Fanfare Maroon	04A	Fanfare Maroon over Pebble Tan	33A
Newport Gray	05A	Raven Black over Vassar Yellow	34A
Copper Tone	08	Kingsbury Gray over Saxon Gray	36
Copper Tone Metallic	08A	Kingsbury Gray over Saxon Gray Metallic	36A
Pebble Tan	09A	Saxon Gray over Kingsbury Gray	37
Academy Blue	10A	Saxon Gray Metallic over Kingsbury Gray	37A
Hillcrest Green	11A	Kingsbury Gray over Lakewood Green	40A
Lakewood Green	13A	Lakewood Green over Kingsbury Gray	41A
Saxon Gray	15	Raven Black over Fanfare Maroon	42A
Saxon Gray Metallic	15A	Kingsbury Gray over Academy Blue	44A
Cinnabar Red	18A	Academy Blue over Kingsbury Gray	45A
Vassar Yellow	19A	Raven Black over Pebble Tan	46A
Pebble Tan over Copper Tone	22	Kingsbury Gray over Admiral Blue	49A
Pebble Tan over Copper Tone Metallic	22A	Admiral Blue over Kingsbury Gray	50A
Copper Tone over Pebble Tan	23	Hillcrest Green over Vassar Yellow	52A
Copper Tone Metallic over Pebble Tan	23A	Raven Black over Cinnabar Red	53A
Hillcrest Green over Kingsbury Gray	26A	Raven Black over Lakewood Green	54A
Kingsbury Gray over Hillcrest Green	27A	Raven Black over Academy Blue	55A
Raven Black over Kingsbury Gray	30A		

## Cosmopolitan

*"Thoroughbred Lincolns in every sense of the word."*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1952 through 1955.

Percentage of division's sales volume: 47.41%.

Primary competition: Buick Roadmaster, Chrysler Saratoga, and Packard Series 250/300.

Notable changes: Completely redesigned. Replaces the base Lincoln series.

Major standard equipment: Cloth and vinyl upholstery, rear seat center armrest, full floor carpeting, electric clock, chrome window surround moldings, bodyside beltline trim, full-length bodyside stainless steel molding, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	123.0"
Length	214.0"
Width	77.0"
Height	62.9"
Legroom — front	43.1"
Legroom — rear	41.6"
Headroom — front	36.1"
Headroom — rear	34.7"
Cargo capacity (cu. ft.)	30.9
Fuel capacity (gals.)	20.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Cosmopolitan 2-Door Hardtop Sport Coupe, 6-p.	60C	\$3,293	NEW	4155	4,545	NEW
Cosmopolitan 4-Door Sport Sedan, 6-p.	73A	\$3,198	+25.26%*	4125	8,384	-31.72%*
TOTALS	<i>Avg. price</i>	\$3,246	+25.47%*	<i>Production</i>	12,929	-22.86%*

\*Comparisons made to 1951 Lincoln models.

## Capri

*“The one fine car deliberately designed—  
and precision-produced—to meet the test of modern living!”*

**Nameplate year of origin:** 1952 (1950 as designation on Cosmopolitan coupe).

**Current bodystyle lifespan:** 1952 through 1955.

**Percentage of division's sales volume:** 52.59%.

**Primary competition:** Cadillac Series 62, Chrysler New Yorker, and Packard Series 400.

**Notable changes:** Completely redesigned. All-new series replacing the Cosmopolitan.

**Major standard equipment:** Cloth and leather upholstery, rear seat center armrest, full floor carpeting, electric clock, chrome window surround moldings, bodyside beltline trim, full-length bodyside stainless steel molding, rocker panel molding, and 8.00 × 15 BSW tires. Convertible adds: Leather upholstery, power front seat, power windows, power top, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	123.0"
Length	214.0"
Width	77.0"
Height	62.9"
Legroom — front	43.1"
Legroom — rear	41.6"
Headroom — front	36.1"
Headroom — rear	34.7"
Cargo capacity (cu. ft.)	30.9
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Capri 2-Door Hardtop Sport Coupe, 6-p.	60A	\$3,518	NEW	4235	5,681	NEW
Capri 2-Door Convertible, 6-p.	76A	\$3,665	-5.81%*	4350	1,191	+38.97%*
Capri 4-Door Sport Sedan, 6-p.	73B	\$3,331	+4.68%*	4140	7,470	-38.92%*
TOTALS	<i>Avg. price</i>	\$3,505	+3.44%*	<i>Production</i>	14,342	-9.30%*

\*Comparisons made to 1951 Cosmopolitan models.

# MERCURY

*“Meet the new Mercury for 1952! The car that puts you first!”*

Mercury was all new for 1952, or nearly so. The entire corporate Ford line all-new styling that was similar among all models, with the Mercury being more closely related to the Ford once again. However, this time Mercury stylists distinguished their car from the Ford so much that it still looked like a junior edition Lincoln. With the sales success that Mercury had been generating, they took this opportunity to introduce a second series of cars. The original Mercury line was now designated the Custom, while a new upscale line, named the Monterey, was introduced to expand their market.

Styling was the most modern of nearly every 1952

model in Mercury's price class. Most notable was the greenhouse area, featuring one-piece curved windshields and one-piece curved back glass that were firsts in the class. Another first for Mercury was the introduction of a two-door hardtop model in both the Custom series and the new Monterey Special Custom series, more commonly known as the Monterey. Other styling features included relatively smooth bodysides, with only a forward slanting “air foil” crease just in front of the rear wheel opening, decorated with a ribbed chrome piece simulating an air intake. Atop this was a rear quarter panel chrome strip, and on the Monterey, a chrome rocker panel molding below. The station



wagons shared a new 4-Door body with Ford, but they shared rear quarter styling with their sedan running mates. Bodies were of all-steel construction, with wood-look vinyl and faux wood moldings.

The front end bore a new bumper-grille combination that would be used by Mercury and other companies for the next several years. A large bumper with an open center section created a “top bumper” that gave the look of a center grille bar. In the middle section, below the “bumper,” were six vertical bars connecting the lower and middle sections. This area was framed by two bumper guards styled with a round lower pod, and a vertical blade going up to protect the front end. Parking lamps were small round affairs mounted at the outer ends of the lower portion of the bumper. Behind the center “bumper” bar was a pan with seven blade-like appendages. An upper grille opening was created by the front fender and hood edges, lined in chrome, with the pan being the base. Atop the hood, instead of the traditional hood ornament, was a “Jet-scoop” hood chrome molding giving the appearance of a hood scoop air intake. Painted headlight rings with stainless lined “frenched” openings completed the customized look.

Around back, a forward slanting bumper and rear quarter ends gave the cars a look of being in motion when standing still. On the top portion of the quarter panel end were new vertically mounted taillamps in large chrome bezels. The design also created the first tailfin for Mercury,

albeit a subtle one created only by the dip between the trunk lid curving down toward the bumper and the aforementioned taillamps. Both hood and trunk lid were relatively level with the fender tops, creating a very smooth appearance.

“Space-planned” interiors were also all-new, with new fabrics and upholstery offerings, two-tone color combinations and new chrome trim and decoration. A new “Interceptor” instrument panel featured a half circle pod containing the speedometer, and surrounded by the gauges. On each side was a flattop panel with four lever controls for defroster, airflow and temperature adjustments. The remainder of the instrument panel was traditionally conservative.

Under the new cars, several changes could be found, including a new box-type chassis. Rear shock absorbers were mounted in a “sea leg” position to provide a smoother ride. For power, the familiar Ford flathead V8 continued as standard equipment, now with a 10 percent horsepower increase, to 125 horsepower.

Despite the new styling and a new series, production tumbled, partly because of a minor recession created by the ongoing Korean War, and partly because of the later introduction of the new 1952 models. With a January 1952 introduction, an 11-month model year was in store, whereas the prior year had been 14 months long.



Custom 2-Door Hardtop Sport Coupe



Custom 4-Door Station Wagon



Monterey 4-Door Sedan

**Model year production:** 172,087, down 44.56% from 1951.

**Domestic market share:** 4.35% (9th place).

**Base price range:** \$1,987 to \$2,570.

**Mercury average base price:** \$2,242, up 2.66%.

**Introduction date:** January 1952.

**Assembly plants:** Dearborn, MI (LP); Los Angeles, CA (LA); Metuchen, NJ (ME); St. Louis, MO (SL); and Wayne, MI (WA).

**Serial number identification:** Ten-digit number located on left front door hinge pillar, and read as follows: The first two digits indicate model year (52 = 1952). Third and fourth digits indicate assembly plant code from above. The next digits are sequential with beginning number of 10001 and ending number as follows in the chart below. The last digit is M for Mercury.

### Highest Serial Numbers by Assembly Plant

<i>Assembly plant</i>	<i>Ending number</i>
Dearborn, MI (LP) moved to Wayne, MI (WA)*	19422
Los Angeles, CA (LA)	38763
Metuchen, NJ (ME)	65500
St. Louis, MO (SL)	86300

\*Detroit production was moved to the new Wayne assembly plant mid-year. Sequential serial numbers continued with only the plant code changing.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
255.4 CID, 2-bbl., L-head, V8	7.2:1	125	3-speed manual	S
			Overdrive	\$102
			Merc-O-Matic Drive	\$175

## Major Options

	<i>Custom</i>	<i>Monterey</i>
Heater	\$72	\$72
Heater and defroster	\$	\$
Radio	\$106	\$106
Radio antenna	\$	\$
Fog lamps	\$	\$
Rear fender skirts	\$	S
Hubcaps	S	S
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Black	01A	Coventry Green Gray over Hillcrest Green	25A
Admiral Blue	02A	Lakewood Green over Coventry Green Gray	28A
Fanfare Maroon	04A	Coventry Green Gray over Lakewood Green	29A
Newport Gray	05A	Black over Newport Gray	30A
Lucerne Blue	07A	Newport Gray over Black	31A
Pebble Tan	09A	Pebble Tan over Fanfare Maroon	32A
Academy Blue	10A	Fanfare Maroon over Pebble Tan	33A
Hillcrest Green	11A	Black over Vassar Yellow	34A
Coventry Green Gray	12A	Vassar Yellow over Black	35A
Lakewood Green	13A	Black over Fanfare Maroon	42A
Vassar Yellow	19A	Black over Coventry Green Gray	43A
Lucerne Blue over Admiral Blue	20A	Black over Pebble Tan	46A
Admiral Blue over Lucerne Blue	21A	Black over Lucerne Blue	47A
Hillcrest Green over Coventry Green Gray	24A	Black over Lakewood Green	54A

## Custom

*"A brand new measure of your money's worth!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 70.00% (estimated).

**Primary competition:** Dodge Meadowbrook, Pontiac Chieftain, and Studebaker Commander Regal.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Broadcloth upholstery, rubber floor mats, electric clock, horn ring, chrome window surround moldings, luggage compartment light, rear quarter body side stainless trim, and 7.10 × 15 BSW tires. Sport coupe adds: Vinyl and cloth upholstery. Station wagons add: Vinyl upholstery, front fender stainless molding, faux wood exterior door and quarter panel mahogany panels with maple trim, and 7.60 × 15 BSW tires.

## Measurements

	<i>Cars</i>	<i>Wagon</i>
Wheelbase	118.0"	118.0"
Length	202.2"	202.2"
Width	73.2"	73.2"
Height	63.0"	NA
Legroom — front	42.8"	42.8"
Legroom — rear	41.5"	41.5"
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	19.0	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom 2-Door Sedan, 6-p.	70B	\$1,987	+2.05%	3335	25,812	-81.84%
Custom 2-Door Hardtop Sport Coupe, 6-p.	60E	\$2,100	NEW	3435	30,599	NEW
Custom 4-Door Sedan, 6-p.	73B	\$2,040	+2.00%	3390	83,475*	-47.05%*
Custom 4-Door Station Wagon, 6-p.	79B	\$2,525	NEW	3795	2,487	NEW
Custom 4-Door Station Wagon, 8-p.	79D	\$2,570	NEW	3795	†	NEW
TOTALS	<i>Avg. price</i>	\$2,244	+2.80%	<i>Production</i>	142,373*	-54.13%*

\*Production of Monterey 4-Door Sedan is included within the Custom total. †Production figures of 6-passenger (2-seat) and 8-passenger (3-seat) wagons are combined.

# Monterey

*"The most challenging new car of any year!"*

**Nameplate year of origin:** 1952 (1950 as a top line coupe designation).

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 30.00% (estimated).

**Primary competition:** Buick Special, Dodge Coronet, Hudson Pace-maker Custom, Kaiser Virginian Special, Nash Statesman, Pontiac Chieftain DeLuxe, and Studebaker Commander State.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Broadcloth upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, C-pillar chrome appliqué, luggage compartment light, rear quarter body side stainless trim, rocker panel molding, rear fender skirts, and 7.10 × 15 BSW tires. Sport coupe adds: Vinyl and cloth upholstery. Convertible adds: Vinyl upholstery, power windows, power front seat, power top, and 7.60 × 15 BSW tires.

## Measurements

Wheelbase	118.0"
Length	202.2"
Width	73.2"
Height	63.0"
Legroom — front	42.8"
Legroom — rear	41.5"
Headroom — front	35.4"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

1952

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Monterey 2-Door Hardtop Coupe, 6-p.	60B	\$2,225	NEW	3520	24,453	NEW
Monterey 2-Door Convertible, 6-p.	76B	\$2,370	NEW	3635	5,261	NEW
Monterey 4-Door Sedan, 6-p.	73C	\$2,115	NEW	3375	*	NEW
TOTALS	<i>Avg. price</i>	\$2,237	NEW	<i>Production</i>	29,714*	NEW

\*Production of Monterey 4-Door Sedan is included within the Custom total.

# NASH

*“The Nash Golden Airflytes! Commemorating fifty years of great cars.  
Styled by Pinin Farina.”*

All-new Nash Statesman and Ambassador series appeared for the company’s 50th anniversary season. Styled by Pinin Farina, the famous Italian designer, the new Nash carried some of its previous styling features, such as the skirted wheel openings, but added exclusive touches that gave Nash the designer look. The new cars also used true notchback styling, completely abandoning the fastback styling and “bathtub” look of the previous year.

The most distinguishing feature of the Pinin Farina design was the greenhouse area. The roofline C-pillar styling on all models used a rearward slanting design first seen on the 1951 Rambler Custom 2-Door Hardtop. All models used a three-piece wraparound rear window, giving Nash better visibility than nearly any other car on the market. Another interesting design was found in the windshield. A one-piece glass panel with a slight curve, it was unique in that the bottom dipped down forming a wide “V” shape at each end, following the curve of the sheetmetal between the hood and fender. A new “Weather-Eye” conditioned air system made the first use of cowl air intakes for fresh air on an American car. All models also carried a ribbed area of sheetmetal at the beltline along the side windows. This gave the otherwise plain body sides a customized look. Other exterior styling features included a continuation of the vertical bar grille used in 1951, and the raised rear quarter panel with vertical taillamps set into the ends. Bumpers carried a ridge through the center, creating a line that matched up with the full-length body side trim that ran between the bumpers, giving a continuous line that encircled the car.

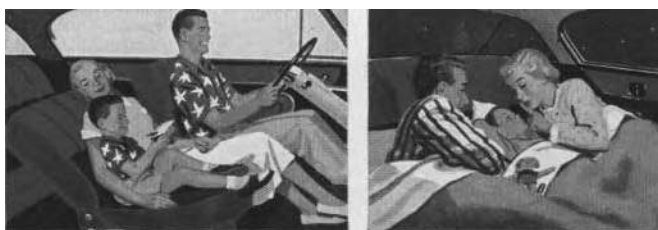
Interior design was also new, from the colors and fabrics to the all-new instrument panels. The new instrument panel was of a convex, full-width design, with all gauges and controls centered in a hooded area. Within the hooded area, the speedometer was placed on the far left end, putting it just to the right of the steering column, where the driver could see it. Other gauges flanked the lower portion of the speedometer. In the center of this area was the optional radio, and to the right of it the clock, with “Airflyte” script to the far left of the hooded area. Below the radio was the single-lever ventilation control. At each end of the instrument panel were large ventilation outlets. Custom models

included a vinyl covered “crash pad,” or padded covering, on the instrument panel, making Nash one of the first automakers to include this safety feature as standard equipment. Upholstery and door panels were also given the custom touch, being designed by award-winning European interior stylist Madame Helene Rother. The fabrics and colors, particularly in the Custom models, equaled the best of interiors in American luxury cars of the period.

Underneath it all, revised chassis structures made the new Nash models stronger and safer. The Statesman and Ambassador both received slightly longer wheelbases, with the former being 2.25 inches longer, and the latter 0.25 inch longer. A larger 195.6 CID engine replaced the former Statesman 184 CID 6-cylinder engine. This durable engine, with various increases in power, would serve duty in American Motors cars long after the Nash nameplate was gone. Also new was the Dual-Range Hydra-Matic, an improved version of General Motors’ original Hydra-Matic automatic transmission. Other improvements included refined “Airflex” suspension and slightly larger tires for the Statesman.

Model changes included elimination of the Statesman DeLuxe 3-passenger business coupe once again. Since it had never been a big selling model, its discontinuation was not surprising. The 5-passenger Brougham coupes, or club coupes, were also discontinued, but by mid-year they would be replaced by the first two-door hardtop models for the larger Nash series, the Custom “Country Club” hardtops, bearing a roofline matching that of their 2-door sedan stablemates and, on a smaller scale, that of the Rambler Custom Country Club 2-door hardtop.

The popular compact Rambler returned for 1952 with few changes. The Nash-Healey, covered in more depth under the 1951 Nash section, is not fully covered here as it technically became an imported car with a 1952 redesign by Pinin Farina and the relocation of body production to England. Some of the changes in the 1952 restyling included a new grille with a two-bar horizontal design, headlights set well inboard within the grille, and a revised quarter panel design with a small tailfin. The Healey was available in limited numbers through 1953 and 1954, but it is not covered further herein.



Airflyte reclining seats and "Twin-Bed"



Ambassador Custom 2-Door Sedan



Rambler Custom 2-Door Country Club Hardtop



Statesman Custom 2-Door Sedan



Nash-Healey 2-Door Sports Roadster

**Model year production:** 143,102, down 36.36% from 1951.  
**Domestic market share:** 3.62% (10th place).  
**Base price range:** \$2,003 to \$5,868.  
**Nash average base price:** \$2,595, up 15.73%.  
**Introduction date:** February 1952.  
**Assembly plants:** Kenosha, WI (D, K and R); and El Segundo, CA (DC, KC and RC). Nash-Healey: Warwick, England.

**Serial number identification:** Six to seven-digit code on plate located on right side of cowl under hood. First digit (two digits on California built cars) indicates assembly plant and series code from above. Remaining digits are sequential serial numbers as follow in chart below. Nash-Healey serial numbers are N-2200 through unknown number. Serial numbers 2086, 2103, 2104 and 2106 are also considered 1952 models.

### Serial Numbers by Series

Series	Series Code	Beginning	Ending
Rambler	D	79501	127045
Rambler	DC	4101	8914
Statesman	K	519001	562291
Statesman	KC	37001	42976
Ambassador	R	656001	691337
Ambassador	RC	14501	18798

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Rambler	Statesman	Ambassador	Nash-Healey
172.6 CID Flying Scot, 1-bbl., L-head, 6-cyl.	7.25:1	82	3-speed manual Overdrive	S \$104	- -	- -	- -
195.6 CID Super Flying Scot, 1-bbl., L-head, 6-cyl.	7.0:1	88	3-speed manual Overdrive Dual-Range Hydra-Matic	- -	S \$104	- -	- -
234.8 CID, 2-bbl., L-head, 6-cyl.	8.1:1	125	3-speed manual Overdrive	- -	- -	- -	S \$112
252.6 CID Super Jetfire, 1-bbl., L-head, 6-cyl.	7.3:1	120	3-speed manual Overdrive Dual-Range Hydra-Matic	- -	- -	S \$112 \$179	- -
252.6 CID LeMans Dual Jetfire, 2-bbl., L-head, 6-cyl.	8.0:1	140	3-speed manual Overdrive	- -	- -	- -	\$ \$

1952



## Major Options

	<i>Rambler</i>	<i>Statesman</i>	<i>Ambassador</i>
Weather-Eye conditioned air system heater and defroster	\$*	\$	\$
Radio and antenna	\$89*	\$89	\$89
Twin bed seat mattress	-	\$	\$
Electric clock	\$15*	\$15*	\$15*
Tinted glass (windshield only)	\$19	\$19	\$19
Turn signals	\$16*	\$16*	\$16*
Full wheel covers	\$17*	\$17*	\$17*
White sidewall tires	\$	\$	\$

\*Standard on Custom models.

Options common to most models. (—= Not Available) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Black	P1
Cruiser Gray	P19
Sea Mist Gray	P20
Champagne Ivory	P23
Pan American Red	P27
Harvard Maroon	P28
Forest Green	P30
Greenwich Green Metallic	P31
Medium Meadow Green	P35
Willow Green	P37
Tuxedo Blue Dark	P38
Academy Blue Metallic	P39
Sky Line Blue	P40
Trooper Tan Metallic	P41
Autumn Rust Metallic	P42
Anniversary Gold Metallic	P43
Caribbean Blue Metallic	P44
Cruiser Gray over Sea Mist Gray	P20A19
Pan American Red over Sea Mist Gray	P20A27
Medium Meadow Green over Sea Mist Gray	P20A35
Black over Champagne Ivory	P23A1
Autumn Rust Metallic over Champagne Ivory	P23A42
Anniversary Gold Metallic over Champagne Ivory	P23A43
Forest Green over Greenwich Green Metallic	P31A30
Forest Green over Willow Green	P37A30
Tuxedo Blue Dark over Academy Blue Metallic	P39A38
Autumn Rust Metallic over Trooper Tan Metallic	P41A42
Champagne Ivory over Caribbean Blue Metallic	P44A23

# Rambler

*"The Smart Rambler!"*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1950 through 1955.

**Percentage of division's sales volume:** 36.39%.

**Primary competition:** Allstate, Henry J, and Willys Aero.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, stainless steel front window surround, stainless steel full-length lower body molding, and 5.90 × 15 BSW tires. Custom adds: Custom steering wheel, courtesy lights, electric clock, radio, and full wheel covers.

## Measurements

Wheelbase	100.0"
Length	176.0"
Width	73.5"
Height	59.2"
Legroom — front	42.5"
Legroom — rear	37.0"
Headroom — front	36.0"
Headroom — rear	35.5"
Cargo capacity (cu. ft.)	13.0
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Rambler Super 2-Door Suburban Station Wagon, 5-p.	5214	\$2,003	+6.26%	2515	2,970	-58.39%
Rambler Custom 2-Door Country Club Hardtop, 5-p.	5227	\$2,094	+6.40%	2420	25,785	+33.14%



	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Rambler Custom 2-Door Convertible Landau, 5-p.	5221	\$2,119	+6.32%	2430	3,108	-79.11%
Rambler Custom 2-Door Station Wagon, 5-p.	5224	\$2,119	+6.32%	2515	19,889	-30.50%
TOTALS	<i>Avg. Price</i>	\$2,084	+6.33%	<i>Production</i>	51,752	-26.07%

## Statesman

*"The New Nash Statesman! Completely new inside and out."*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1952 through 1957.

**Percentage of division's sales volume:** 34.89%.

**Primary competition:** Buick Special, Dodge Coronet and Meadowbrook, Hudson Pacemaker Custom, Kaiser Virginian Special, Mercury Custom, Oldsmobile 88, Pontiac Chieftain, and Studebaker Commander.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 6.70 × 15 BSW tires. Custom adds: Cloth two-tone upholstery, foam seat cushions, electric clock, turn signals, rocker panel moldings, and full wheel covers.

### Measurements

Wheelbase	114.3"
Length	202.3"
Width	78.0"
Height	61.8"
Legroom — front	41.5"
Legroom — rear	37.4"
Headroom — front	37.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Statesman Super 2-Door Sedan, 6-p.	5246	\$2,144	+11.20%	3025	6,795	-69.48%
Statesman Super 4-Door Sedan, 6-p.	5245	\$2,178	+11.41%	3045	27,304	-47.82%
Statesman Custom 2-Door Sedan, 6-p.	5256	\$2,310	+10.05%	3050	1,872	-12.56%
Statesman Custom 2-Door Country Club Hardtop, 5-p.	5257	\$2,433	NEW	3095	869	NEW
Statesman Custom 4-Door Sedan, 6-p.	5255	\$2,332	+9.74%	3070	13,660	-7.99%
TOTALS	<i>Avg. Price</i>	\$2,279	+13.79%	<i>Production</i>	50,500	-45.00%

## Ambassador

*"Fast ... Low ... Luxurious!"*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1952 through 1957.

**Percentage of division's sales volume:** 27.55%.

**Primary competition:** Buick Super, Chrysler Windsor, Hudson Wasp, Kaiser Virginian DeLuxe, and Oldsmobile Super 88.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, stainless steel window surrounds, stain-

### Measurements

Wheelbase	121.3"
Length	209.3"
Width	78.0"
Height	62.3"
Legroom — front	41.5"
Legroom — rear	37.4"
Headroom — front	37.5"
Headroom — rear	36.0"

less steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 7.10 × 15 BSW tires. Custom adds: Cloth two-tone upholstery, foam seat cushions, custom steering wheel, electric clock, turn signals, rocker panel moldings, and full wheel covers.

### Measurements

Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Ambassador Super 2-Door Sedan, 6-p.	5266	\$2,521	+9.42%	3410	1,871	-57.30%
Ambassador Super 4-Door Sedan, 6-p.	5265	\$2,557	+9.74%	3430	16,838	-51.80%
Ambassador Custom 2-Door Sedan, 6-p.	5276	\$2,695	+8.93%	3450	1,178	+5.37%
Ambassador Custom 2-Door Country Club Hardtop, 5-p.	5277	\$2,829	NEW	3550	1,228	NEW
Ambassador Custom 4-Door Sedan, 6-p.	5275	\$2,716	+8.60%	3480	19,585	-7.05%
TOTALS	<i>Avg. Price</i>	\$2,664	+10.74%	<i>Production</i>	40,700	-33.91%

## Nash-Healey

*"America's outstanding sports car!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1951 through 1952.

**Percentage of division's sales volume:** 0.10%.

**Primary competition:** None.

**Notable changes:** Minor restyling, trim and detail changes.

**Major standard equipment:** Leather interior trim, rubber floor, adjustable steering wheel, courtesy lights, electric clock, stainless steel front window surround, full wheel covers, and 6.40 × 15 BSW tires.

### Measurements

Wheelbase	102.0"
Length	170.8"
Width	64.0"
Height	48.7"
Legroom — front	NA
Legroom — rear	-
Headroom — front	NA
Headroom — rear	-
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	NA

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Nash-Healey 2-Door Sports Convertible, 2-p.	25262	\$5,868	+44.43%	2750	150	+44.23%
TOTALS	<i>Avg. Price</i>	\$5,868	+44.43%	<i>Production</i>	150	+44.23%

# OLDSMOBILE

*“For 1952, Oldsmobile rockets to new highs!”*

Changes to the new Oldsmobiles were greater than a quick glance would reveal. For starters, there was a newly restyled 98 series, looking very much as it did in 1951, but riding on a new, longer 124 inch wheelbase and carrying redesigned rear quarters. Next up for changes was a renamed base 88 series, now designated the DeLuxe 88. Finally, an important new driving accessory made its first appearance on Oldsmobiles, hydraulic power steering.

The new 98, along with its DeLuxe 88 and Super 88 runningmates, sported a revised grille that looked very much like the 1951 grille, with the addition of a vertical bar connecting the center bar to the bumper. Front fender stainless steel side trim now extended to the headlights on all series as well. The Super 88 and 98 both carried similar rear quarter trim that used a chrome gravel guard with a trim piece running straight back over the top of the rear wheel opening to the bumper. On top of the gravel guard a wider, ribbed strip of stainless ran up to a point just behind the upper bodyside dip. The redesigned 98 series' new

length became apparent at the back of the car, with longer decklid and rear quarter panels concealing the longer wheelbase. The additional length increased rear seat legroom and trunk capacity.

Changes in model lineup and bodies were to be found in the DeLuxe 88 series cars. This base model moved to the GM corporate B-body, which it shared with the Super 88. With the move there was no longer a base and DeLuxe trim level, so just the 2-Door and 4-Door Sedans were left. The Super 88 was the least changed line, continuing with all five models intact.

The original Rocket V8 carried on for a fourth year with horsepower improvements given to the Super 88 and 98 lines. As previously mentioned, power steering was a newly available option. This season was not particularly exciting in terms of changes and new features, but the stage was set for Oldsmobile to make a rebound that would carry it through the next five years in great style.



98 4-Door Sedan



98 4-Door Sedan interior



DeLuxe 88 2-Door Sedan



Super 88 2-Door Holiday Hardtop

<p><b>Model year production:</b> 213,419, down 25.28% from 1951.  <b>Domestic market share:</b> 5.40% (6th place).  <b>Base price range:</b> \$2,246 to \$3,207.  <b>Oldsmobile average base price:</b> \$2,617, up 7.70%.  <b>Introduction date:</b> January 1952.  <b>Assembly plants:</b> Atlanta, GA (A); Framingham, MA (B); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); Lansing, MI (M); and Wilmington, DE (W).</p>	<p><b>Serial number identification:</b> Eight to nine digit code located on left front door hinge pillar and read as follows: 1st two digits (52) indicate year. Third digit indicates series as follows: 8 = DeLuxe 88 and Super 88; 9 = 98. Fourth digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning number of 1001, and ending number as follows in the chart below.</p>
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### Ending Serial Numbers

Series	Atlanta	Framingham	Los Angeles	Kansas City	Linden	Lansing	Wilmington
88*	11269	8235	13379	20968	12276	62915	13681
98	6008	4730	8403	10793	8605	36565	7733

\*DeLuxe 88 and Super 88 series used the same serial numbering.

### Powertrains

Engine	Compression		Transmission	DeLuxe 88	Super 88	98
	Ratio	Gross HP				
303.7 CID Rocket, 2-bbl., OHV, V8	7.5:1	145	3-speed manual	S	-	-
			Hydra-Matic Drive	\$178	-	-
303.7 CID Rocket, 2-bbl., OHV, V8	7.5:1	160	3-speed manual	-	S	S
			Hydra-Matic Drive	-	\$178	\$178

### Major Options

	DeLuxe 88	Super 88	98	
DeLuxe Condition-Air heater and defroster	\$79	\$79	\$79	
DeLuxe radio	\$100	\$100	\$100	Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.
Signal seeking radio	\$129	\$129	\$129	
Steering wheel mounted clock	\$35	\$35	\$35	
Turn signals	\$24	\$24	S	
Power steering	\$199	\$199	\$199	
Rear fender skirts	\$	S	S	
DeLuxe wheel trim rings	\$12	\$12	S	
Whitewall tires	\$36	\$36	\$36	

### Paint Colors

	Code		Code
Black	10	Sand Beige over Glade Green Metallic	33T
Chariot Red	20	Arctic Blue	40
Black over Chariot Red	20B	Black over Arctic Blue	40B
Regent Maroon Metallic	21	Serge Blue Metallic over Arctic Blue	40T
Empire Maroon Metallic	21A	Swan White over Arctic Blue	40W
Cascade Green Metallic	30	Serge Blue Metallic	41
Black over Cascade Green Metallic	30B	Dove Gray Metallic	50
Palm Green Metallic over Cascade Green Metallic	30T	Black over Dove Gray Metallic	50B
Shoal Green Metallic	31	Pearl Gray Metallic over Dove Gray Metallic	50T
Swan White	31-W	Pearl Gray Metallic	51
Swan White over Shoal Green Metallic	31W	Swan White over Pearl Gray Metallic	51W
Palm Green Metallic	32	Canto Cream	60
Sand Beige over Palm Green Metallic	32T	Black over Canto Cream	60B
Glade Green Metallic	33	Sand Beige	61

## Paint Colors (cont.)

	<i>Code</i>		<i>Code</i>
Aqua Marine Metallic	70	Aqua Marine Metallic over Royal Turquoise Metallic	71T
Royal Turquoise Metallic	71	Swan White over Royal Turquoise Metallic	71W
Black over Royal Turquoise Metallic	71B		

## DeLuxe 88

*"Oldsmobile's new popular-priced DeLuxe 88."*

**Nameplate year of origin:** 1952 (88 series started 1949).

**Current bodystyle lifespan:** 1952 through 1953.

**Percentage of division's sales volume:** 8.72%.

**Primary competition:** Buick Special, Dodge Coronet, Hudson Pace-maker Custom, Kaiser Virginian Special, Mercury Monterey, Nash Statesman, and Studebaker Commander.

**Notable changes:** All-new model (replacing 1951 Eighty-Eight).

**Major standard equipment:** Gray basket-weave cloth upholstery, rubber floor mats, front and rear fender stainless trim, rubber rear fender gravel shield, and 7.60 × 15 BSW tires.

### Measurements

Wheelbase	120.0"
Length	203.9"
Width	75.9"
Height	63.7"
Legroom — front	42.5"
Legroom — rear	41.8"
Headroom — front	35.5"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY*</i>
DeLuxe 88 2-Door Sedan, 6-p.	3611	\$2,246	+5.30%	3565	6,402	-45.71%
DeLuxe 88 4-Door Sedan, 6-p.	3669	\$2,311	+5.28%	3608	12,215	-46.54%
TOTALS	<i>Avg. price</i>	\$2,279	+7.38%	<i>Production</i>	18,617	-46.26%

\*Production compared to 1951 Eighty-Eight series.

## Super 88

*"Latest and greatest of a famous line.  
Styled to match the 'Rockets' flash and dash!"*

**Nameplate year of origin:** 1951 (88 series started 1949).

**Current bodystyle lifespan:** 1951 through 1953.

**Percentage of division's sales volume:** 55.55%.

**Primary competition:** Buick Super, DeSoto DeLuxe, Hudson Wasp, Kaiser Virginian DeLuxe, Nash Ambassador, and Packard Series 200.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Broadcloth and nylon cloth upholstery (leather trim also offered), rubber floor mats, dual rear courtesy lights, clock, lined luggage compartment, front and rear fender stainless trim, chrome rear fender gravel shield, and 7.60 × 15 BSW tires. Convertible adds: Leather or cloth and leather interior, power front seat, power windows, and power top.

### Measurements

Wheelbase	120.0"
Length	203.9"
Width	75.9"
Height	63.7"
Legroom — front	42.5"
Legroom — rear	41.8"
Headroom — front	35.5"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Super 88 2-Door Club Coupe, 6-p.	3627D	\$2,329	+4.96%	3597	2,050	-72.03%
Super 88 2-Door Sedan, 6-p.	3611D	\$2,379	+5.03%	3603	24,963	-28.60%
Super 88 2-Door Holiday Hardtop, 6-p.	3637D	\$2,655	+3.79%	3640	15,777	+11.26%
Super 88 2-Door Convertible, 6-p.	3667DX	\$2,445	+5.99%	3867	5,162	+33.94%
Super 88 4-Door Sedan, 6-p.	3669D	\$2,833	+5.03%	3649	70,606	-21.66%
TOTALS	<i>Avg. price</i>	\$2,575	+4.97%	<i>Production</i>	118,558	-21.20%

## 98

*"Oldsmobile presents a modern classic in motor cars."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 35.73%.

**Primary competition:** Chrysler Windsor DeLuxe, DeSoto Firedome, Hudson Hornet, Lincoln, and Packard Series 300.

**Notable changes:** Redesigned with trim and detail changes.

**Major standard equipment:** Nylon cloth or nylon and leather upholstery, front and rear seat center armrest, full floor carpeting, electric clock, rear fender stainless trim, rear fender gravel guard, rear fender skirts, lined luggage compartment, and 7.60 × 15 BSW tires. Convertible adds: Leather interior, power windows and front seat adjustment, power top, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	124.0"
Length	213.3"
Width	80.0"
Height	63.7"
Legroom — front	42.5"
Legroom — rear	42.8"
Headroom — front	35.6"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
98 2-Door Holiday Hardtop, 6-p.	3037D	\$3,001	+4.13%	3874	14,150	+0.98%
98 2-Door Convertible, 6-p.	3067DX	\$3,207	+6.02%	4111	3,544	-20.68%
98 4-Door Sedan, 6-p.	3069D	\$2,767	+6.02%	3765	58,550	-25.05%
TOTALS	<i>Avg. price</i>	\$2,992	+8.18%	<i>Production</i>	76,244	-24.15%

# PACKARD

*"It's more than a car — it's a Packard! Ask the Man who owns one!"*

Packard entered the 1952 model year, with a very slightly revised 25th series. Outwardly, the name Packard was removed from the hood of all but the 200 Series base models. In its place a Packard crest was placed in the center of the upper grille bar. All series except the 200 stan-

dard line now carried the center oval grille with the vertical bars, as did last year's 300 and Patrician 400. Redesigned bumper guards caused the 122 inch wheelbase cars to be reported as three inches longer overall due to their inclusion as standard equipment.



With regard to other styling features, the Patrician 400 added a fourth “Ventiport” to its rear quarter body-sides, and the 200 Deluxe models now wore three “Ventiports” on their rear flanks, an apparent acknowledgement of the popularity of Buick in the upper-medium price field. Buick had become known for its front fender “Ventiports,” with three ports designating lower priced series, and four ports being used on upper level series. Interiors were again updated, with new colors and appointments.

Engine and transmission choices continued unchanged. Advertising for the Patrician 400 continued to proclaim the quiet and smooth qualities of its 8-cylinder engine compared to other cars, as the Patrician engine was the only 8-cylinder in production with a nine bearing crankshaft. Even the Packard 300 series engine used a different eight bearing crankshaft. A noteworthy addition to

the accessory list for 1952 was “Easomatic” power brakes, which greatly reduced braking effort for the nearly two-ton Packard.

The slow selling Series 200 3-passenger Business Coupe was discontinued, the only model change for 1952. This would be the last year for the series number designations, as series names would be introduced for 1953, including the return of the popular Clipper series. Lastly, with the popularity of General Motors’ Motorama show cars and the publicity surrounding some of the cars, Packard decided to build a “one-off” car of its own for public exhibition. The Pan American convertible was shown at many car shows with enough positive reaction to prompt Packard to introduce a production version for the 1953 model year.



200 DeLuxe 4-Door Touring Sedan



250 2-Door Convertible



250 2-Door Mayfair Hardtop



Patrician 400 4-Door Sedan

**Model year production:** 69,601, down 30.62% from 1951.

**Domestic market share:** 1.76% (15th place).

**Base price range:** \$2,475 to \$3,767.

**Packard average base price:** \$2,988, up 4.69%.

**Introduction date:** November 1951.

**Assembly plants:** Detroit, MI.

**Serial number identification:** Seven-digit code located on left side of cowl under hood, and read as follows: First digit is K. Second through seventh digits are engine/serial numbers as follows in chart below. Also, numbers may have been skipped between beginning and ending numbers.

### Serial Numbers by Series

Series	Beginning	Ending
Packard 200	200001	275000
Packard 250 and 300	400001	425000
Patrician 400	600001	610000

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	200	250 & 300	Patrician 400	
288 CID, 2-bbl., L-head, 8-cyl.	7.0:1	135	3-speed manual	S	-	-	
				Overdrive	\$102	-	-
				Ultramatic Drive	\$189	-	-
327 CID Thunderbolt, 2-bbl.,	7.0:1	150	3-speed manual	-	S	-	

Engine	Compression Ratio	Gross HP	Transmission	200	250 & 300	Patrician 400
				L-head, 8-cyl.	7.8:1	155

### Major Options

	200	250	300	Patrician 400
Heater and defroster	\$77	\$77	\$77	\$77
Radio	\$	\$	\$	\$
Signal-seeking radio	\$126	\$126	\$126	\$126
Solex tinted glass	\$45	\$45	\$45	\$45
Windshield washers	\$9	\$9	\$9	S
Full-leather interior (std. on convertibles)	\$153	\$153	\$153	\$153
"Easamatic" power brakes	\$39	\$39	\$39	\$39
Fender skirts	\$21	\$21	S	S
Pelican hood ornament	\$13	\$13	S	S
Wheel trim rings	\$16*	S	-	-
Full wheel covers	\$	\$	S	S
White sidewall tires	\$28	\$28	\$28	\$28

\*Standard on 200 DeLuxe models.

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Packard Blue Metallic	B
Labrador Gray	D
Argentine Gray Metallic	G
Yosemite Blue Metallic	H
Gallant Green Metallic	J
Sunset Red Metallic	L
Twilight Taupe Metallic	M
Aspen Green	O
Turquoise Blue Light	S
Packard Ivory	T
Matador Maroon Metallic	U
Jet Black	X
Packard Blue Metallic over Yosemite Blue Metallic	BH*
Gallant Green Metallic over Aspen Green	JO*
Sunset Red Metallic over Twilight Taupe Metallic	LM*
Sunset Red Metallic over Packard Ivory	LT*
Jet Black over Labrador Gray	XD*
Jet Black over Packard Ivory	XT*

\*Two-tone color combinations are available at \$20 extra.

# Packard 200

"'Surprise Package' of the popular-price field!"

**Nameplate year of origin:** 1951.  
**Current bodystyle lifespan:** 1951 through 1954.  
**Percentage of division's sales volume:** 77.18%.  
**Primary competition:** Buick Super, Chrysler Windsor, DeSoto Custom, Hudson Commodore, Nash Ambassador, and Oldsmobile 98.  
**Notable changes:** Minor trim and detail changes.  
**Major standard equipment:** Broadcloth interior trim, full floor covering, electric clock, stainless front fender, front door, and beltline molding, front and rear window surround moldings, hood ornament, small hubcaps, and 7.60 x 15 BSW tires. DeLuxe models add: Additional interior trim appointments, and front and rear window stainless steel moldings.

### Measurements

Wheelbase	122.0"
Length	212.8"
Width	77.8"
Height	62.8"
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
200 2-Door Club Sedan, 6-p.	2595	\$2,475	+2.44%	3640	NA	NA
200 4-Door Touring Sedan, 6-p.	2592	\$2,528	+2.39%	3680	NA	NA
200 DeLuxe 2-Door Club Sedan, 6-p.	2565	\$2,622	+2.30%	3650	NA	NA
200 DeLuxe 4-Door Touring Sedan, 6-p.	2562	\$2,675	+2.26%	3685	NA	NA
TOTALS	Avg. Price	\$2,575	+4.12%	Production	53,270*	-24.72%

\*Production totals by body style are not available. However, there were 46,720 standard 200 models, and 7,000 200 DeLuxe models built.

## Packard 250

*"The most exciting new sports car of the decade!"*

Nameplate year of origin: 1951.

Current bodystyle lifespan: 1951 through 1954.

Percentage of division's sales volume: 7.47%.

Primary competition: Buick Roadmaster, Chrysler Saratoga, DeSoto Fire dome, Hudson Hornet, and Oldsmobile 98.

Notable changes: Minor trim and detail changes.

Major standard equipment: Leather and cloth interior trim, full floor covering, electric clock, stainless front fender, front door, and beltline molding, front and rear window surround moldings, hood ornament, full wheel covers, and 8.00 × 15 BSW tires. Convertible adds: Leather and synthetic cloth upholstery, power top.

### Measurements

Wheelbase	122.0"
Length	212.8"
Width	77.8"
Height	62.3"
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
250 Mayfair 2-Door Hardtop Coupe, 6-p.	2577	\$3,293	+1.74%	3805	NA	NEW
250 2-Door Convertible, 6-p.	2579	\$3,450	+1.82%	4000	NA	NEW
TOTALS	<i>Avg. Price</i>	\$3,372	+1.78%	<i>Production</i>	5,201	+12.09%

\*Production totals by body style are not available.

## Packard 300

*"Soft spoken boss of the road!"*

Nameplate year of origin: 1951.

Current bodystyle lifespan: 1951 through 1954.

Percentage of division's sales volume: 9.63%.

Primary competition: Buick Roadmaster, Chrysler Saratoga, and Lincoln Cosmopolitan.

Notable changes: Minor trim and detail changes.

Major standard equipment: Pinstripe wool cloth and leather interior trim, full floor carpeting, electric clock, non-glare inside rear view mirror, stainless steel front and rear window, side window and beltline moldings, front fender and door, and rear quarter panel bodyside moldings, rear fender skirts, "Pelican" hood ornament, full wheel covers, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	127.0"
Length	217.7"
Width	77.8"
Height	62.9"
Legroom — front	43.8"
Legroom — rear	46.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
300 4-Door Touring Sedan, 6-p.	2572	\$3,094	+1.98%	3880	6,705	-56.20%
TOTALS	<i>Avg. Price</i>	\$3,094	+1.98%	<i>Production</i>	6,705	-56.20%

# Patrician 400

*"Here is everything you ever wanted in a motor car!"*

**Nameplate year of origin:** 1951.  
**Current bodystyle lifespan:** 1951 through 1954.  
**Percentage of division's sales volume:** 5.71%.  
**Primary competition:** Cadillac Series 62, Chrysler Imperial, and Lincoln Capri.  
**Notable changes:** Minor trim and detail changes.  
**Major standard equipment:** Two-tone Bedford cord, or cloth and leather interior trim, "Wilton" full floor carpeting, electric clock, non-glare inside rear view mirror, stainless steel side window and beltline moldings, front fender and door bodyside molding, lower rear quarter panel molding, three round "Ventiport" decorations on rear quarter panel, chrome rear quarter gravel shield, "Pelican" hood ornament, full wheel covers, and 8.00 × 15 BSW tires.

## Measurements

Wheelbase	127.0"
Length	217.7"
Width	78.2"
Height	62.9"
Legroom — front	43.8"
Legroom — rear	46.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Patrician 400 4-Door Touring Sedan, 6-p.	2552	\$3,767	+2.87%	4100	3,975	-55.84%
TOTALS	<i>Avg. Price</i>	\$3,767	+2.87%	<i>Production</i>	3,975	-55.84%

# PLYMOUTH

*"Plymouth Builds Great Cars!"*

The 1952 Plymouth line was basically a continuation of the 1951 line. There were few visual changes to distinguish the two years, and only one mechanical change in the form of a newly available overdrive for the transmission which substantially improved fuel economy in long distance driving. It is surprising that it took Plymouth so long to offer this feature, when other manufacturers had offered it since prior to World War II.

Visual changes consisted mostly of new hood and

trunk emblems. The Cranbrook Belvedere received a unique two-tone paint treatment in which the second color extended from the roof onto the upper rear fender area and decklid, while the main color was used on the front and bodysides. New on the option list was Solex tinted glass. As a result of material shortages and restrictions caused by the Korean War, whitewall tires were not available for most of the season for all manufacturers.



Concord 2-Door Savoy Station Wagon



Cranbrook 2-Door Belvedere Hardtop



Plymouth instrument panel

**Model year production:** 410,937, down 31.13% from 1951.  
**Domestic market share:** 10.40% (3rd place).  
**Base price range:** \$1,601 to \$2,313.  
**Plymouth average base price:** \$1,964, up 4.14%.  
**Introduction date:** January 4, 1952.  
**Assembly plants:** Detroit, MI; Evansville, IN; Los Angeles, CA; and San Leandro, CA.  
**Serial number identification:** Eight digit code located on left front door hinge pillar. P-22 Concord series: Detroit,

18192501 to 18223600; Evansville, 24056701 to 24063833; Los Angeles, 28015701 to 28018555; San Leandro, 28519101 to 28522352. P-23 Cambridge series: Detroit, 15577801 to 15662660; Evansville, 22159601 to 22181520; Los Angeles, 26045701 to 26049991; San Leandro, 26518201 to 26523546. P-23 Cranbrook series: Detroit, 12906701 to 13066238; Evansville, 20485001 to 20516075; Los Angeles, 25125301 to 25134190; San Leandro, 25546101 to 25555957.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
217.8 CID, 1-bbl., L-head, 6-cyl.	7.0:1	97	3-speed manual Overdrive	S \$102

## Major Options

	Concord	Cambridge	Cranbrook
Heater and defroster	\$44	\$44	\$44
Radio	\$79	\$79	\$79
Electric clock	\$	\$	S
Dual sunvisors	\$	S	S
Solex tinted glass	\$35	\$35	\$35
Full wheel covers	\$	\$	\$
White sidewall tires	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Black	601
Wedgewood Blue	605
Belmont Blue Metallic (early production)	607
Coronado Blue Metallic (later production)	607
Nile Green	620
Lido Green Metallic	622
Sterling Gray	635
Luna Gray	636
Mexico Red	661
Empire Maroon	662
Plymouth Cream	665
Sterling Gray over Belmont Blue Metallic	670
Sterling Gray over Coronado Blue Metallic	670
Sable Bronze Metallic over Suede	671
Black over Mint Green	672
Sable Bronze Light Metallic over Suede	673
Dawn Gray over Belmont Blue Metallic	674
Dawn Gray over Coronado Blue Metallic	674
Dawn Gray over Wedgewood Blue	675
Dawn Gray over Lido Green Metallic	676

# Concord

*"Plymouth gives you value ... far beyond the price."*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 11.82%.

**Primary competition:** Chevrolet Special Styleline, Ford Mainline, and Studebaker Champion Custom.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, driver side sun visor and windshield wiper, rubber window surrounds, stainless steel front and rear fender and

## Measurements

Wheelbase	111.0"
Length	188.2"
Width	73.0"
Height	62.8"
Legroom — front	40.8"
Legroom — rear	40.3"
Headroom — front	35.0"
Headroom — rear	35.0"

beltline moldings, chrome rocker panel molding, hood ornament, small hubcaps, and 6.40 × 15 BSW tires. Suburban adds: Vinyl interior and 6.70 × 15 BSW tires. Savoy adds: Cloth and vinyl interior, chrome window trim and chrome gravel guard.

### Measurements (cont.)

Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Concord 2-Door Coupe, 3-p.	P22	\$1,601	+4.16%	2893	14,255*	NA
Concord 2-Door Sedan, 6-p.	P22	\$1,742	+4.12%	2959	49,139*	NA
Concord 2-Door Suburban Station Wagon, 6-p.	P22	\$2,150	+4.17%	3145	76,520*	NA
Concord 2-Door Savoy Station Wagon, 6-p.	P22	\$2,273	+4.17%	3165	NA <sup>†</sup>	NA
TOTALS		<i>Avg. Price</i> \$1,942	+4.16%	<i>Production</i>	48,592 <sup>ff</sup>	-46.79% <sup>†</sup>

\*Model year production totals for 1951–1952. <sup>†</sup>Production figures for Suburban and Savoy kept as one total. <sup>ff</sup>Total estimated production and change from LY is total for 1952, compared to 1951 total.

## Cambridge

*“Brilliantly styled and engineered to give you value never before offered in the low-priced field.”*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 30.37%.

**Primary competition:** Chevrolet Special Styleline, Ford Customline and Studebaker Champion DeLuxe.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, rubber floor covering, front door armrests, electric clock, glove box lock, black rubber windshield surround, stainless steel front and rear fender and beltline moldings, chrome rocker panel molding, small hubcaps, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	118.5"
Length	193.8"
Width	73.1"
Height	64.4"
Legroom — front	40.3"
Legroom — rear	42.3"
Headroom — front	35.4"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Cambridge 2-Door Club Coupe, 6-p.	P23	\$1,774	+4.17%	3030	101,784*	NA
Cambridge 4-Door Sedan, 6-p.	P23	\$1,811	+4.14%	3068	179,417*	NA
TOTALS		<i>Avg. Price</i> \$1,793	+4.15%	<i>Production</i>	124,791 <sup>†</sup>	-20.22% <sup>†</sup>

\*Model year production totals for 1951–1952. <sup>†</sup>Total estimated production and change from LY is total for 1952, compared to 1951 total.

## Cranbrook

*“The low-priced car most like the high-priced cars.”*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 57.81%.

### Measurements

Wheelbase	118.5"
Length	193.8"



**Primary competition:** Chevrolet DeLuxe Styleline, Ford Crestline and Studebaker Champion Regal.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Striped broadcloth interior trim, rubber floor covering, electric clock, glove box lock, stainless steel windshield surround, stainless steel front and rear fender and beltline moldings, chrome rocker panel molding, chrome rear fender gravel shield, small hubcaps, and 6.70 × 15 BSW tires. Belvedere adds: Vinyl and cloth interior trim. Convertible adds: Vinyl interior trim and power top.

### Measurements (cont.)

Width	73.1"
Height	64.4"
Legroom — front	40.3"
Legroom — rear	42.3"
Headroom — front	35.4"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Cranbrook 2-Door Club Coupe, 6-p.	P23	\$1,870	+4.12%	3046	126,725*	NA
Cranbrook 2-Door Belvedere Hardtop, 6-p.	P23	\$2,201	+4.12%	3105	51,266*	NA
Cranbrook 2-Door Convertible, 6-p.	P23	\$2,313	+4.10%	3256	15,650*	NA
Cranbrook 4-Door Sedan, 6-p.	P23	\$1,901	+4.11%	3088	388,735*	NA
TOTALS	<i>Avg. Price</i>	\$2,071	+4.11%	<i>Production</i>	237,554†	-31.93%†

\*Model year production totals for 1951–1952. †Total estimated production and change from LY is total for 1952, compared to 1951 total.

# PONTIAC

*“Dollar for Dollar and Feature for Feature, you can’t beat a Pontiac!”*

There were few changes to distinguish the 1952 Pontiac from its predecessor on the outside. Most of the changes this year were inside and under the hood. Engines received another slight increase in horsepower, mostly created by increased compression ratio. A new Dual-Range Hydra-Matic automatic transmission was introduced which had three selectable forward gears, giving increased performance or engine braking capability when needed. The added performance helped, but with most of Pontiac’s direct competition now packing more modern overhead valve V8 engines, the division was being viewed more and more as an older person’s car, not for the young and young at heart. The result was that 1952 would be the last year when Pontiac would hold at least 6.9% of the market until the V8 was introduced for 1955.

Interiors were only slightly different than in 1951, with the big news being the luxury of color choices on most cars. DeLuxe models with cloth upholstery could be had “in a

choice of grey, blue or green motifs to match or harmonize with body color.” Base models used a tri-tone grey interior with check pattern cloth and button-back upholstery.

Outside, the grille was similar to 1951, with the upper grille bar having four small rectangular areas immediately below the hood emblem resembling air intakes. The hood emblem itself had “Pontiac” in block lettering this year. The only other distinguishable change was the front fender molding. The shape was similar, but it now had a ribbed area on the back half, as if it were fading away. Also, a new stainless molding came off the top of this molding and ran back onto the front door, paralleling the full-length molding below it.

The lone remaining Streamline 2-Door model was dropped this year, leaving all Pontiacs in the Chieftain series. The Chieftain 3-Passenger Business Coupe and Chieftain DeLuxe 2-Door Sedan Coupe were also discontinued.



Chieftain DeLuxe 2-Door Catalina Hardtop



Chieftain DeLuxe 2-Door Convertible



Chieftain DeLuxe 4-Door,  
6-passenger Station Wagon



Chieftain DeLuxe

**Model year production:** 271,373, down 26.69% from 1951.  
**Domestic market share:** 6.87% (5th place).  
**Base price range:** \$1,956 to \$2,699.  
**Pontiac average base price:** \$2,287, up 11.41%.  
**Introduction date:** December 1951.  
**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Framingham, MA (F); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); and Wilmington, DE (W).  
**Serial number identification:** Eight to nine digit code lo-

cated on left front door hinge pillar and read as follows: First digit indicates assembly plant code from above. The second digit indicates engine installation: 6 for 6-cylinder Series 25 and 8 for 8-cylinder Series 27. The third digit indicates year code: W = 1952. Fourth digit indicates transmission attachment: S = Synchronesh 3-speed manual, H = Hydra-Matic. Remaining digits are sequential number by engine and transmission installation with beginning number of 1001 and ending number as follows in the chart below. Style number is located on body tag on cowl under hood.

### Ending Serial Numbers

Series	Atlanta	Los Angeles	Framingham	Kansas City	Linden	Pontiac	Wilmington
25 6-cyl. w/3-speed	1669	1723	1551	2745	1986	10041	1967
25 6-cyl. w/Hydra-Matic	1165	1883	1103	1406	1210	3457	1223
27 8-cyl. w/3-speed	3444	3440	2312	6109	3920	16833	3736
27 8-cyl. w/Hydra-Matic	18358	20083	10897	39194	23732	89530	22776

### Production by Engine and Transmission

Series/Powerplant	Production
25 6-cyl. w/3-speed	43,553
25 6-cyl. w/Hydra-Matic	10,195
27 8-cyl. w/3-speed	64,424
27 8-cyl. w/Hydra-Matic	251,987
<i>Total</i>	370,159

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Chieftain <sup>†</sup>
239.2 CID, 1-bbl., L-head, 6-cyl.	6.8:1*	100	3-speed manual	S
	7.7:1	102	Hydra-Matic	\$178
248.9 CID, 2-bbl., L-head, 8-cyl.	6.8:1*	118	3-speed manual	\$75
	7.7:1	122	Hydra-Matic	\$253

\*7.7:1 compression ratio is optional. <sup>†</sup>Six-cylinder models are Series 25. When 8-cylinder is ordered, it becomes Series 27.

## Major Options

	<i>Chieftain</i>
Venti-heater, under seat heater and defroster	\$45
Windshield washer	\$
Seven-tube radio	\$80
Electric clock	\$
Rear fender skirts	\$
Di-Noc exterior wood trim (Station wagons)	\$80
Hubcaps	\$
Wheel trim rings	\$
White sidewall tires	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Black	5200
Potomac Blue Metallic	5201
Victoria Maroon Metallic	5203
Smoke Gray Metallic	5204
Seamist Green <sup>1</sup>	5205
Cherokee Red <sup>2</sup>	5206
Placid Green	5207
Mayflower Blue Metallic	5208
Shell Gray	5209
Forest Green Metallic	5210
Saturn Gold Metallic	5211
Belfast Green <sup>3</sup>	5212
Smoke Gray Metallic over Shell Gray	5214
Belfast Green over Seamist Green <sup>3</sup>	5215
Forest Green Metallic over Placid Green	5217
Mayflower Blue Metallic over Shell Gray	5219
Seamist Green over Belfast Green <sup>3</sup>	5222
Forest Green Metallic with Placid Green panel insert <sup>4</sup>	5223
Saturn Gold Metallic with Lido Beige panel insert <sup>4</sup>	5224
Imperial Maroon with Sand Gray Metallic panel insert <sup>4</sup>	5225
Potomac Blue Metallic over Mayflower Blue Metallic	5228
Placid Green with Forest Green Metallic panel insert <sup>4</sup>	5228

<sup>1</sup>Available only on Super DeLuxe Catalina, Convertible, Station Wagon and Sedan Delivery. <sup>2</sup>Available only on Convertible, Station Wagon and Sedan Delivery. <sup>3</sup>Available on Super DeLuxe Catalina only. <sup>4</sup>Available only on Station Wagons.

# Chieftain

*"As always—The Most Beautiful thing on Wheels!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1949 through 1952.

**Percentage of division's sales volume:** 100%.

**Primary competition:** Buick Special, Dodge Coronet, Hudson Pace-maker Custom, Kaiser Virginian Special, Mercury Custom, Nash Statesman, Oldsmobile 88, and Studebaker Commander.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Two-tone grey cloth button-back upholstery, front and rear rubber floor mat, automatic interior lighting, stainless steel front and rear window trim, beltline molding, front door and rocker panel molding, rubber rear fender gravel shield, hubcaps, and 7.10 × 15 BSW tires. Station wagon adds: Leatherette (vinyl) upholstery, 2-passenger rear center row and 3-passenger rear seating. DeLuxe models add: Color-coordinated cloth upholstery, carpeting, DeLuxe steering wheel, full-length body side stainless and wheel trim rings, and chrome gravel guard. DeLuxe station wagon adds: 3-passenger rear seating. Convertible adds: Cloth and leather upholstery, power top. Super DeLuxe adds: Color-coordinated cloth and leather upholstery, deep-pile carpeting, and matching two-tone instrument panel.

## Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	120.0"	120.0"
Length	202.5"	202.5"
Width	75.8"	75.8"
Height	63.3"	65.5"
Legroom — front	42.8"	42.8"
Legroom — rear	40.8"	NA
Headroom — front	36.0"	36.0"
Headroom — rear	35.8"	NA
Cargo capacity (cu. ft.)	17.5	NA
Fuel capacity (gals.)	17.5	17.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Chieftain 2-Door Sedan, 5-p.	2511	\$1,956	+5.84%	3253	NA	NA
Chieftain 4-Door Sedan, 5-p.	2569	\$2,015	+5.89%	3278	NA	NA
Chieftain 4-Door Station Wagon, 8-p.	2563	\$2,615	+5.87%	3593	NA	NA
Chieftain DeLuxe 2-Door Sedan, 5-p.	2511D	\$2,060	+5.59%	3253	NA	NA
Chieftain DeLuxe 2-Door Catalina Hardtop, 5-p.	2537D	\$2,304	+5.59%	3358	NA	NA
Chieftain DeLuxe 2-Door Convertible Coupe, 5-p.	2567DTX	\$2,444	+5.62%	3478	NA	NA
Chieftain DeLuxe 4-Door Sedan, 5-p.	2569D	\$2,119	+5.63%	3278	NA	NA
Chieftain DeLuxe 4-Door Station Wagon, 6-p.	2563D	\$2,699	+5.59%	3528	NA	NA
Chieftain Super DeLuxe 2-Door Catalina Hardtop, 5-p.	2537SD	\$2,370	+5.61%	3368	NA	NA
TOTALS	<i>Avg. price</i>	\$2,287	+9.83%	<i>Production</i>	NA	NA

\*Production figures kept by series and transmission attachment, not body style.

# STUDEBAKER

*"The Newest of the New!"*

Studebaker, as a corporation, marked its 100th year in business during 1952. The new model year also marked the 50th year of building self-propelled motorcars. Studebaker had entered the automotive arena in 1902 with the introduction of an electric powered runabout. Prior to this, Studebaker had been one of the leading horse-drawn wagon and coachbuilders in the country. After ten years in the electric car business, Studebaker introduced its first gasoline powered cars in 1913, and several years later would abandon the horse-drawn wagon business.

While an all-new body design was still a year away, Studebaker managed to pull off a front-end restyling of the 1947 design that would give a preview of the 1953 Studebaker look. The bullet-nose appearance of the 1950-1951 models was gone, and in its place was a forward sloping hood and grille design. The upper grille bar wrapped around the front fender edges and formed a "V" dip in the center. In the opening between the bumper and the upper grille bar were three vertical fins and several thin horizontal strips set behind them. Oval shaped turn signal/parking lamps were set more closely under the headlamps, and

both were encircled in a chrome bezel.

With one major exception, from the cowl back the cars were essentially the same, having a revised rear quarter gravel shield, and newly designed vertical taillamps that were hooded on the top end and visible from the side on the bottom. This gave the illusion of a small, rearward canting tailfin, another "sneak peek" at the 1953 styling. The major exception was the newly created Starliner 2-Door hardtop body style. Following its competitors' lead, the Starliner was basically created by welding a steel hardtop onto a convertible body. The new body style was an immediate hit with consumers.

Interiors were again given trim changes, but still used the three round gauge designs for the Commander, and the single rectangular gauge enclosure introduced on the Champion for 1950. Under the hood, the chassis and powertrains continued relatively unchanged. The slow-selling 3-passenger Business Coupe was discontinued in both series. While overall sales continued a two-year slide, the competition had also slipped, allowing Studebaker to move up to eighth place in market share.



Champion Regal 2-Door Starliner Hardtop



Commander Land Cruiser interior



Commander State 2-Door Convertible



Commander State 2-Door Convertible,  
Indianapolis 500 Pace Car

**Model year production:** 186,239, down 29.79% from 1951.  
**Domestic market share:** 4.71% (8th place).  
**Base price range:** \$1,735 to \$2,548.  
**Studebaker average base price:** \$2,071, up 8.88%.  
**Introduction date:** December 1951.  
**Assembly plants:** Los Angeles, CA, and South Bend, IN.

**Serial number identification:** Seven to eight digit code located on left front door lock pillar and read as follows: First digit indicates series (Champion = G; Commander = 8), followed by six to seven digit sequential serial number by series and assembly plant as in chart that follows.

1952

### Serial Numbers by Assembly Plant and Series

<i>Assembly plant</i>	<i>Beginning</i>	<i>Ending</i>
Los Angeles, CA — Champion	907301	917641
Los Angeles, CA — Commander	816001	826703
South Bend, IN — Champion	1115501	1197180
South Bend, IN — Commander	217001	289877

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Champion</i>	<i>Commander</i>
169.6 CID, 1-bbl., L-head, 6-cyl.	7.0:1*	85	3-speed manual	S	-
			Overdrive	\$105	-
			Automatic Drive	\$231	-
232.6 CID, 2-bbl., valve-in-head, V8	7.0:1*	120	3-speed manual	-	S
			Overdrive	-	\$118
			Automatic Drive	-	\$243

\*7.5:1 compression ratio is optional.



## Major Options

	<i>Champion</i>	<i>Commander</i>	
Heater	\$61	\$61	
Windshield washer	\$	\$	
Electric clock	\$	\$	
Starline 6-tube radio	\$67	\$67	
Stratoline 8-tube radio	\$	\$	
Hill-Holder	\$	\$	
Hubcaps	\$	\$	
Wheel trim rings	\$	\$	
Whitewall tires	\$	\$	

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Velvet Black	W-ND	London Gray	W-WO
Concord Blue	W-UN	Shadow Green	W-WP
Aqua Green	W-VC	Walnut Brown	W-WR
Surf Gray	W-VR	Sahara Sand over Spartan Rust	P-2382-C
Sahara Sand	W-VX	Sahara Sand over Corning Olive	P-2383-C
Rio Green	W-VY	Sahara Sand over Nocturne Blue	P-2384-C
Maui Blue	W-VZ	Maui Blue over Nocturne Blue	P-2385-C
Cuban Red	W-WD	Maui Blue over Shell Ivory	P-2386-C
Nocturne Blue	W-WE	Surf Gray over Venice Red	P-2387-C
Tahoe Green	W-WF	Surf Gray over London Gray	P-2388-C
Piedmont Gray	W-WG	Surf Gray over Nocturne Blue	P-2389-C
Venice Red	W-WK	Rio Green over Shadow Green	P-2390-C
Spartan Rust	W-WL	Rio Green over Walnut Brown	P-2391-C
Corning Olive	W-WM	Tahoe Green over London Gray	P-2392-C
Shell Ivory	W-WN		

## Champion

*"Top gas-saver of the top 4 in the lowest price field!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1947 through 1952.

**Percentage of division's sales volume:** 54.44%.

**Primary competition:** Chevrolet DeLuxe, Dodge Wayfarer, Ford Customline, and Plymouth Concord.

**Notable changes:** Revised front end styling, trim and detail changes.

**Major standard equipment:** Cloth upholstery, rubber floor mats, left front door armrest, driver's sunvisor, black rubber gravel shield, full wraparound front and rear bumpers with bumper guards, and 6.40 × 15 BSW tires.

DeLuxe adds: Deluxe steering wheel and horn ring, door armrests, dual sunvisors, automatic dome light switch, and trunk mat. Regal adds: Stainless steel side window trim and rocker panel moldings. Convertible adds: Nylon and vinyl upholstery.

### Measurements

Wheelbase	115.0"
Length	197.5"
Width	70.7"
Height	61.3"
Legroom — front	39.8"
Legroom — rear	39.2"
Headroom — front	36.5"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Champion Custom 2-Door Starlight Coupe, 5-p.	12G-C1	\$1,763	+6.08%	2660	1,096	-60.59%
Champion Custom 2-Door Sedan, 6-p.	12G-F1	\$1,735	+6.18%	2655	4,310	-59.68%



	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Champion Custom 4-Door Sedan, 6-p.	12G-W1	\$1,769	+6.12%	2695	6,400	-35.82%
Champion DeLuxe 2-Door Starlight Coupe, 5-p.	12G-C3	\$1,856	+6.42%	2675	6,075	-35.67%
Champion DeLuxe 2-Door Sedan, 6-p.	12G-F3	\$1,828	+6.53%	2685	12,989	-30.13%
Champion DeLuxe 4-Door Sedan, 6-p.	12G-W3	\$1,862	+6.46%	2720	24,542	-5.68%
Champion Regal 2-Door Starlight Coupe, 5-p.	12G-C5	\$1,941	+6.18%	2695	6,183	-56.16%
Champion Regal 2-Door Sedan, 6-p.	12G-F5	\$1,913	+6.28%	2690	5,534	-1.72%
Champion Regal 2-Door Starliner Hardtop, 5-p.	12G-K2	\$2,220	NEW	2860	12,119	NEW
Champion Regal 2-Door Convertible, 5-p.	12G-S2	\$2,273	+5.38%	2870	1,575	-66.79%
Champion Regal 4-Door Sedan, 6-p.	12G-W5	\$1,946	+6.16%	2725	20,566	-41.58%
TOTALS	<i>Avg. price</i>	\$1,919	+9.78%	<i>Production</i>	101,389	-28.06%

## Commander

*"Smart new aerodynamic lines! Sparkling new V-8 performance!  
The '8' to buy for real savings."*

Nameplate year of origin: 1927.

Current bodystyle lifespan: 1947 through 1952.

Percentage of division's sales volume: 45.56%.

Primary competition: Dodge Meadowbrook, Ford Crestline, Nash Statesman, Plymouth Cranbrook, and Pontiac Chieftain DeLuxe.

Notable changes: Revised front end styling, trim and detail changes.

Major standard equipment: Cloth upholstery, full floor carpeting, deluxe steering wheel and horn ring, door armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights, black rubber gravel shield, full wraparound bumper with bumper guards, and 7.10 × 15 BSW tires. Regal adds: Stainless steel window moldings, chrome gravel shield, and rocker panel moldings. Convertible adds: Cloth and vinyl interior. Land Cruiser adds: Robe cord and luggage compartment carpet and light.

### Measurements

	All except Land Cruiser	Land Cruiser
Wheelbase	115.0"	119.0"
Length	197.5"	201.5"
Width	70.7"	70.7"
Height	61.8"	61.8"
Legroom — front	39.8"	40.8"
Legroom — rear	39.2"	39.8"
Headroom — front	36.5"	36.5"
Headroom — rear	34.5"	35.0"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	18.0	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commander Regal 2-Door Starlight Coupe, 5-p.	3H-C3	\$2,115	+4.39%	3030	5,127	-37.41%
Commander Regal 2-Door Sedan, 6-p.	3H-F3	\$2,086	+4.46%	3040	5,995	-25.38%
Commander Regal 4-Door Sedan, 6-p.	3H-W3	\$2,121	+4.38%	3085	22,037	-25.56%
Commander State 2-Door Starlight Coupe, 5-p.	3H-C5	\$2,202	+3.04%	3025	3,784	-67.48%
Commander State 2-Door Sedan, 6-p.	3H-F5	\$2,172	+3.04%	3055	1,529	-60.83%
Commander State 2-Door Starliner Hardtop, 5-p.	3H-K2	\$2,488	NEW	3220	14,548	NEW
Commander State 2-Door Convertible, 5-p.	3H-S2	\$2,548	+2.70%	3230	1,715	-54.51%
Commander State 4-Door Sedan, 6-p.	3H-W5	\$2,208	+3.03%	3075	9,998	-52.69%
Commander Land Cruiser 4-Door Sedan, 6-p.	3H-Y5	\$2,365	+3.32%	3155	20,117	-47.14%
TOTALS	<i>Avg. price</i>	\$2,256	+4.86%	<i>Production</i>	84,850	-31.75%

# WILLYS

*“The new Aero-Willys! Setting a fresh pattern for the future!”*

After ten years, Willys-Overland Motors, Inc., finally re-entered the mainstream automotive market with the unit-bodied, compact-sized Aero. As discussed in the 1952 introduction, during the prior ten years, Willys had gained fame with the Jeep and its car-like variants the Willys station wagon and Jeepster phaeton. But being truck-based, they were not truly marketable in the traditional automotive market. The Aero filled the gap in Willys-Overland showrooms, and gave consumers a viable alternative to the smaller, yet very popular Rambler. It also offered buyers a lower-priced, more economical, and better-equipped alternative to the low-end, full-size Ford, Chevy, Plymouth and Studebaker models. Willys had truly created “a distinct new class of car.”

Prior to World War II, many Willys cars seemed to mimic the look of Ford cars. The Aero continued those similarities, but only in the general look of the front end and the overall shape of the greenhouse area. Everything else was pure Willys. At the front, the Aero grille opening was a large rectangular area, within which was a large single grille bar with a chrome “W” mounted on top. Fenders and the “plane-wing” hood heights were nearly the same and, in combination with the large two-piece curved windshield, gave a truly modern appearance with “helicopter-pilot visibility.” Bodysides were of the slab-sided variety with only a single, full-length stainless steel molding high on the body sides. The rear quarter panels carried a raised rear fender end, creating a small tailfin, with a wraparound taillamp set on the tip.

The interiors were of similarly modern appearance. Various combinations of single and two-tone interiors, with mostly cloth and nylon fabrics, were used depending on trim level. Door and interior side panels, on all but the base Lark, used generous amounts of two-toned material, with chrome

interior hardware and trim. The Aero interior definitely did not look like that of a cheap economy car, but was every bit as nice as any in the low-or medium-price fields. Completing the interior was a stylish instrument panel with a rounded edge and two-tone gray finish. A recessed, round speedometer and gauge cluster was set within the lower portion of an oval design in front of the driver, finished in a light gray color. Other controls surrounded the driver area, putting everything within easy reach. The optional radio was offset towards the passenger side, next to the glovebox, with the optional clock set above the glovebox. This area was done in a light gray finish similar to the gauge area.

The new Aero series utilized road-proven and dependable powerplants taken straight from the Willys Jeepster and Station Wagon series. They were also shared with the Aero’s competition in the Henry J and Allstate. Perhaps this was a foretelling sign of the impending merger between Kaiser and Willys. At any rate, the 161 CID “Hurricane” 6-cylinder engines gave a combination of good performance and economy in the new Willys.

A lot of attention was paid to the ride quality of the Aero. The “Aero-Frame” unitized body construction ensured a rigid, rattle-free body, while rubber cushions were used to minimize vibrations and absorb noise throughout the undercarriage. Low-pressure tires, rubber-pillowed front coil springs and rear leaf springs mounted on rubber worked together to ensure a smooth ride.

All the features above were found initially in a single body style, offered in two trim levels — a two-door sedan in the Aero Wing Deluxe and Aero Ace Custom. Later in the model year a lower-priced Lark DeLuxe sedan and a top-of-the-line Eagle 2-Door Hardtop would join the line. Within 10 months, a 4-Door sedan would be added as part of the 1953 line. It was a promising new beginning for Willys.



Aero Ace Custom 2-door Sedan



Aero Ace Custom 2-Door Sedan



Aero interior

**Model year production:** 31,363.  
**Domestic market share:** 0.79% (16th place).  
**Base price range:** \$1,731 to \$2,155.  
**Willys average base price:** \$1,987.  
**Introduction date:** January 1952. Lark and Eagle introduced March 1952.  
**Assembly plants:** Toledo, OH.

**Serial number identification:** Eleven-digit code on plate located on left front door hinge pillar. First digit is series code: 6 = Aero. Second and third digits denote year: 52 = 1952. Fourth through sixth digits are series codes: KA2 is Lark, LA1 is Wing, MA1 is Ace, and MC1 is Eagle. Remaining five digits are sequential serial numbers as follows in chart below.

### Serial Numbers by Series

Series	Code	Beginning	Ending
Lark	KA2	10001	17561
Wing	LA1	10001	22820
Ace	MA1	10001	18706
Eagle	MC1	10001	11537

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Aero
161 CID Hurricane, 1-bbl., F-head, 6-cyl.	7.6:1	90	3-speed manual Overdrive	S \$86

### Major Options

	Lark	Wing	Ace	Eagle
Heater and defroster	\$68	\$68	\$68	\$68
Radio	\$77	\$77	\$77	\$77
Directional signals	\$17	\$17	\$17	\$17
Fender skirts	\$25	\$25	\$25	\$25
Continental spare tire carrier	\$150	\$150	\$150	\$150
Full wheel covers	\$16	\$16	S	S
White sidewall tires	\$19	\$19	\$19	\$19

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors\*

Cherokee Red Metallic  
Mediterranean Blue Metallic  
Hampshire Green Metallic  
Desert Beige  
Shadow Gray Metallic  
Bermuda Blue  
Inverness Green Metallic  
Smoked Ruby  
Hatteras Green Gray  
Oxford Gray Metallic  
Horizon Blue  
Princeton Black  
Duchess Gray  
Suntan Metallic  
Bamboo Ivory  
Riviera Gray  
Hatteras Green Gray over Inverness Green Metallic  
Duchess Gray over Shadow Gray Metallic  
Riviera Gray over Bermuda Blue  
Cherokee Red Metallic over Riviera Gray  
Hatteras Green Gray over Hampshire Green Metallic

*Two-tone paint combinations available for \$17 extra. \*Paint codes are not available.*

## Aero

*“New Aero Willys combines interior spaciousness and luxury with economy of operation and ease of handling!”*

**Nameplate year of origin:** 1952.  
**Current bodystyle lifespan:** 1952 through 1955.

### Measurements

Wheelbase 108.0"

Percentage of division's sales volume: 100.00%.

Primary competition: Allstate, Henry J, and Nash Rambler.

Notable changes: All new model.

Major standard equipment: Cloth upholstery, rubber floor mats, two-spoke steering wheel, stainless steel front and rear window surrounds, small hubcaps, and 5.90 × 15 BSW tires. Wing DeLuxe adds: Two-tone fabric upholstery, front and rear armrests, dual sun visors, dome light, locking glove box, stainless steel side window trim, stainless steel full-length body side trim, wraparound three-piece rear window, and hood ornament. Ace and Eagle add: Upgraded interior upholstery, additional chrome interior trim, cigar lighter, and full wheel covers.

### Measurements (cont.)

Length	180.8"
Width	72.0"
Height	60.0"
Legroom — front	42.5"
Legroom — rear	36.3"
Headroom — front	35.5"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	24.0
Fuel capacity (gals.)	18.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY</i>
Aero Lark DeLuxe 2-Door Sedan, 5-p.	675	\$1,731	NEW	2487	7,474	NEW
Aero Wing DeLuxe 2-Door Sedan, 5-p.	685	\$1,989	NEW	2570	12,819	NEW
Aero Ace Custom 2-Door Sedan, 5-p.	685	\$2,074	NEW	2584	8,706	NEW
Aero Eagle 2-Door Hardtop, 5-p.	685	\$2,155	NEW	2575	2,364	NEW
TOTALS	<i>Avg. Price</i>	\$1,987	NEW	<i>Production</i>	31,363	NEW

# 1953

By the end of the 1953 model year, the automotive industry would record its second best year in history to date. The Korean War was winding up, the postwar baby boom continued, and the mood and economy of the country was on the upswing. Even with average new car prices up nearly 9 percent over the prior year, production for the 1953 model year was up more than 50 percent over the 1952 total. It seemed all was back to normal again.

At Ford, all models wore a mild update of the new-for-'52 styling. Ford and Mercury again shared the same basic body and engine designs, while Lincoln utilized its own distinct yet similar looking body and its own engine design. Ford as a corporation, and as Ford division, celebrated its 50th anniversary this year. To honor the occasion, a Ford Crestline Sunliner Convertible was selected as official pace car for the 1953 Indianapolis 500 mile race.

Chrysler Corporation offered highly revised styling on all of its lines and finally offered a fully automatic transmission across the entire lineup, as well as V8 powerplants in all but the Plymouth and low-end Dodge lines. The new 241 CID "Hemi Red Ram" V8 engine, based on the larger DeSoto and Chrysler Hemi engines, was introduced for the Dodge Coronet series. Other engineering features for 1953 included a new fully automatic transmission named "Powerflite," available on the Chrysler Custom Imperial and Crown Imperial series only. At the opposite end of the price spectrum, Plymouth introduced Hy-drive, an automatic transmission using a torque converter between the engine and clutch, and similar to Chrysler's other current torque converter type transmissions. See Appendix II for more details.

Dodge and Plymouth coupes and station wagons continued to share body shells, but each division used its own sedan bodies. Chrysler and DeSoto also continued to share a basic body design. Air conditioning was introduced as an option midway through the model year on certain V8 powered cars, but it was pricey and sales were slow at the start.

A point of interest this year was Plymouth's 25th anniversary as a Chrysler brand, but Chrysler essentially ignored it in any official announcement, advertising or celebration. Another interesting development during the year was the purchase of the Briggs Manufacturing Company automotive facilities at a price of \$35 million. Briggs built bodies for Packard, and as a result of the purchase, Chrysler would build bodies for Packard through the 1954 model year.

General Motors set out to extend its dominance as the number one manufacturer in the world. Among the accomplishments for the new year, Buick introduced a high-compression V8 on the occasion of its 50th anniversary year. Offered on all but the Special line, the new engine was an immediate success. Styling changes for the GM models saw the A-body lines, Chevrolet and Pontiac, receive extensive updates to bring their styling more in line with the larger B- and C- bodied GM cars, with one-piece curved windshields, longer hood lines, and seamless, flowing rear fender designs being the main highlights.

Other new GM features included a twelve-volt electrical system, long a feature of European cars, being installed on 1953 Cadillacs, Oldsmobiles, and V8 powered Buicks. Buick and Oldsmobile also introduced power brakes as optional equipment. New series this year included four models based on GM Motorama show cars of the past few years: the Chevrolet Corvette, Oldsmobile Starfire, Buick Skylark and Cadillac Eldorado. The Corvette would become the first volume production American sports car and first production car with a fiberglass body to be produced in quantity. While all four of these cars were very low volume production cars, most importantly they foretold the future of GM's styling direction.

On August 12, 1953, a fire destroyed GM's Hydramatic transmission plant in Livonia, Michigan, the only facility producing the popular automatic. As a result, 1953 Cadillacs and Oldsmobiles produced after that date were fitted with Buick Dynaflow transmissions, and Pontiac



installed Chevrolet Powerglides. Production of these three makes came to a halt as Hydra-Matic supplies ran out, and adaptation for the replacements took several weeks. It is estimated that 15–20 percent of 1953-model Cadillac, Oldsmobile and Pontiac production was affected. Lincoln, Hudson, Kaiser and Nash were also affected, as they all used Hydra-Matics purchased from GM.

An all-new Studebaker designed by Raymond Loewy's studio debuted for 1953. The most well known of these cars was the stylish 2-Door Hardtop, sometimes referred to as the "Loewy Coupe," a low-slung, European looking car unlike anything else on the road. They were among the most modern looking cars on the road in 1953, but within a few years they looked outdated against the competition. With the redesign, Studebaker lost all of its convertible models. A convertible would not return to the Studebaker line until the 1959 Lark appeared. Sales and production dropped nearly 10 percent, despite the new styling, while profits continued to slide and losses began to mount.

Nash Motors, second largest of the independent manufacturers behind Studebaker, made few changes to its Statesman and Ambassador lines. The compact Rambler was given a styling update that included a slightly curved windshield, with the Nash trademark dips at each end of the glass, mimicking the dip between the fender and hood. Unfortunately, big V8-powered cars were selling better than fuel-efficient compact cars, resulting in a 40 percent drop in Rambler production, and more than a 15 percent drop in overall Nash production.

Trim and subtle styling changes gave the 1953 Packard line a new look and a boost in production and sales of more than 25 percent. The Clipper name returned to the Packard line, moving Packard back into the upper mid-price class. In March of 1953, the Derham Formal sedan, converted from a Patrician, and Henney-built limousines were introduced, giving Packard a full range of luxury cars that more closely matched the model lineup of its main competitor, Cadillac.

Hudson Motor Car Company, whose production this year would slip below that of Packard, continued with its three "senior" cars — Wasp, Super Wasp, and Hornet — all using the same rugged "Monobilt" unibody design, with few changes in styling or power. Their major accomplishment for the year was the introduction of a smaller car, the Jet, which was similar in size and concept to the Willys Aero, being larger than a Rambler or Henry J but smaller than Fords and Chevys of the day. Powered by a 6-cylinder engine of prewar design, the Jet proved to be a competent car, but did not grab the public's attention as was hoped, resulting in a short two-year lifespan for the Jet.

Willys-Overland made few styling or powertrain

changes to its line of Aero cars, but did expand the line with new DeLuxe, Ace Custom and Falcon Super DeLuxe sedan modes. The Willys station wagons also continued with few changes. As noted earlier, the Willys station wagons are not covered here, as they are truck-based vehicles, but they are included in the appendix "Minor Makes."

The 1953 Kaiser line was relatively unchanged in style and features, but the Virginian prefix disappeared from the DeLuxe series, the lowest-priced line was renamed the Carolina. The changes seemed to work, as sales and production rose nearly 50 percent over the 1952 model year. The compact Henry J and equivalent Allstate lines continued into the new year with few changes. Sales continued to slide, and before the end of the model year, the Allstate would be dropped. The Henry J would be gone by the end of 1954.

*Motor Trend* magazine did not name a Car of the Year for 1953.

It is interesting to note that despite Hudson's all-new Jet and the all-new design from Studebaker, together the two companies now made up less than 4 percent of the market production for the model year, down from 7 percent of the market in 1951 and just under 10 percent in 1949. Yet with only modest styling changes from most of the other manufacturers, the industry as a whole pulled off more than a 50 percent increase in production over the 1952 season. Clearly, the writing was on the wall for the smaller manufacturers.

Finally, on the truck side of the business, things remained fairly constant for all makes except Ford. On the occasion of their half-century mark, an all-new truck line was introduced under the new F-100 moniker. The F-100 carried more integrated fender lines that blended better with the hood and bodylines. More than fifty years later, the F-series pickup lives on, making it the best-selling truck in the world.

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## 1953 Overview and Changes from Prior Year

- **Total industry production:** 6,094,621, up 54.22%.
- **Number of manufacturers for model year:** 20, down from 21.
- **Number of models and body types offered:** 205, down from 217.
- **Industry average base price:** \$2,827, up 8.82%.
- **Industry base price range:** \$1,391 for the Henry J Corsair 2-Door Sedan, to \$7,750 for the Cadillac Eldorado 2-Door Convertible.



# ALLSTATE

*"Allstate for '53!"*

The Allstate's second year on the market brought only a few changes, as Kaiser made only slight updates to its sister car, the compact Henry J. A new rear bumper had a more curved center and different ends. Inside the car a couple of new colors were seen, but that was the extent of the changes.

Sales of the Allstate were very slight, but for Kaiser, the car basically represented a means of keeping the pro-

duction lines busy and gaining more exposure for its line of automobiles. Having the Allstate available through Sears stores in the South and Southwest was almost like increasing the number of Kaiser dealers. In the end, however, neither the Allstate nor the Henry J on which it was based fared any better in 1953, as consumer interest was turning towards powerful cars and away from economy cars. Allstate production would end early in 1953.



DeLuxe 2-Door Sedan

**Model year production:** 797, down 49.11% from 1952.

**Domestic market share:** 0.01% (20th place).

**Base price range:** \$1,528 to \$1,589.

**Allstate average base price:** \$1,559, up 5.78%.

**Introduction date:** October 1952.

**Assembly plants:** Long Beach, CA (A).

**Serial number identification:** Eleven-digit code on plate located on left front door hinge pillar. First digit is assembly plant code from above. Second digit denotes year: 3 = 1953. Third and fourth digits designate powerplant: 30 is four-cylinder engine and 40 is six-cylinder engine. Remaining seven digits are sequential serial numbers as follows.

## Serial Numbers by Engine

<i>Engine</i>	<i>Code</i>	<i>Beginning</i>	<i>Ending</i>
Four-cylinder	A330	1000001	1000425
Six-cylinder	A340	1000001	1000372

## Powertrains

<i>Engine</i>	<i>Compression</i>		<i>Transmission</i>	<i>Allstate Standard</i>	<i>Allstate DeLuxe</i>
	<i>Ratio</i>	<i>Gross HP</i>			
134.2 CID Supersonic, 1-bbl., L-head, 4-cyl.	7.0:1	68	3-speed manual Overdrive	S \$104	S \$104
161 CID Supersonic, 1-bbl., L-head, 6-cyl.	7.0:1	80	3-speed manual Overdrive	- -	\$196 \$300

## Major Options

	<i>Standard</i>	<i>DeLuxe</i>
Heater and defroster	\$	\$
Radio	\$	\$
Directional signals	\$	\$
Opening trunk lid	\$	S
Front bumper guards	S	S
Rear bumper guards	\$	S
Stainless steel wheel trim rings	S	-
Full wheel covers	\$	S
White sidewall tires	\$	\$

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Onyx Black	096, 140, 584
Stardust Ivory	097, 106, 214, 654
Jade Tint	098
Jade Green Metallic	099, 202, 643
Cardinal Red	110, 597
Robinhood Green	150, 582
Peacock Blue	203, 644
Sabre Jet Blue	204, 646
Copper Dust Metallic	206, 647
Persian Gray Metallic	207, 648
Anchor Gray	208, 649
Australian Beige	213, 653
Pine Tint	228, 668
Powder Blue	229, 669
Tropical Green Metallic	395, 603
Cerulean Blue	398, 604

# Allstate

*“Challenges them all for value!”*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1953.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** Henry J Corsair and Nash Rambler.

**Notable changes:** No changes.

**Major standard equipment:** Vinyl plaid weave interior trim, front rubber floor covering, two-spoke steering wheel with horn button, dual horns, front window vents, black rubber window surrounds, front and rear bumper guards, small hubcaps, and 5.90 × 15 BSW tires. DeLuxe adds: Door armrests, stainless steel window trim, deluxe horn ring, opening trunk lid, and full wheel covers.

## Measurements

Wheelbase	100.0"
Length	176.6"
Width	70.0"
Height	NA
Legroom — front	42.3"
Legroom — rear	35.6"
Headroom — front	35.8"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	19.0*
Fuel capacity (gals.)	13.0

\*51 cubic feet with rear seat folded down.

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Standard 2-Door Sedan, 5-p.	211	\$1,528	+2.83%	2405	200	-60.00%
DeLuxe 2-Door Sedan, 5-p.	213*	\$1,589	+3.25%	2405	597	-7.30%
TOTALS	<i>Avg. Price</i>	\$1,559	+5.78%	<i>Production</i>	797	-48.38%

\*Model number with 6-cylinder engine is 215.

# BUICK

*“Buick’s greatest cars in 50 great years! Then — Now — Tomorrow —  
When better automobiles are built Buick will build them.”*

During the late 1940s and 1950s, several nameplates would reach a significant milestone, their 50th anniversary. In 1953, Buick reached that honorable distinction. This was a major accomplishment, given that nearly all manufacturers existing in 1903 were gone by 1953. It didn't hurt that Buick was one of the foundations of General Motors' creation in 1908 and had benefited from 45 years of support from what was by now the world's largest automotive company.

Two significant introductions marked the occasion. Having a major long-term impact was Buick's first modern overhead valve, V8 engine. Installed as standard equipment in the Super and Roadmaster lines, the new V8 engine featured more horsepower in a lighter weight package, which greatly boosted performance. Surprisingly, Buick was actually one of the last medium- to higher-priced automobiles to join the V8 bandwagon. Even fellow GM divisions Oldsmobile and Cadillac had their own V8s by 1949. But in the end, it paid to be patient, as the Buick V8 was a reliable powerhouse that would survive in this basic form for many years. Along with the advent of the new V8 powerplant came a 12-volt electrical system. Specials continued one more year with the straight eight engine and 6-volt electrical system.

A more visual celebration of the 50th anniversary came in the introduction of a special model, very loosely based on the futuristic styling of the 1951 GM XP-300 concept car shown at GM Motorama shows around the country.

This new model, the Skylark, began life as a Roadmaster convertible but featured a lowered top, giving it a visually lower silhouette than other Buicks. Add to that a “Sweep-spear” not unlike what would appear on the 1954 Buicks, and the new Skylark was among the lowest and longest appearing 1953 models on the road, and definitely the sportiest Buick since the beautiful roadsters of the early 1930s. The car featured every piece of equipment offered by Buick as standard equipment, save air conditioning, which Buick did not offer on convertible models in 1953. Unique to this anniversary model was the lack of Ventiports that so quickly identified all other Buicks. Technically, the Skylark was a Roadmaster model in 1953, but it is covered separately herein since there are significant variations from the Roadmaster; indeed in 1954 it used a different model numbering system from the Roadmaster.

As for the regular Buick line, all models sported newly revised styling, both front and back. Combination parking light/turn signals were moved from the front bumper area to a location below the headlamps, with a single chrome surround encompassing both lights. A traditional Buick waterfall grille bar design was continued. At the rear, tail-lamps were separated into two small vertically stacked units on the emerging pseudo tailfin.

After a few years of declining sales, the base Special sub-series was gone, and the remaining Special DeLuxe was now better known as the “New” Special series.



Roadmaster 2-Door Riviera Hardtop



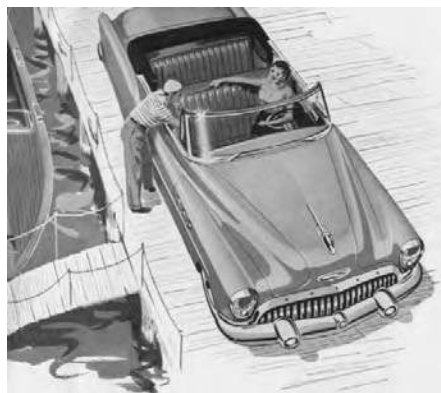
Roadmaster 4-Door Estate Wagon



Skylark 2-Door Convertible



Special 2-Door Riviera Hardtop



Super 2-Door Convertible



Super 4-Door Riviera Sedan

**Model year production:** 486,812, up 61.36% from 1952.

**Domestic market share:** 7.99% (4th place).

**Base price range:** \$2,197 to \$5,000.

**Buick average base price:** \$3,091, up 14.97%.

**Introduction date:** December 1952.

**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4); Wilmington, DE (5); Atlanta, GA (6); and Framingham, MA (7).

**Serial number identification:** Eight digit code read as follows: 1st digit is assembly plant code from above, followed

by sequential number by plant — Flint, 16740001 to 17214106; Southgate, 26765001 to 27214776; Linden, 36774001 to 37217064; Fairfax, 46783001 to 47224950; Wilmington, 56799001 to 57226180; Atlanta, 66808001 to 67228458; Framingham, 76815001 to 77228805. Style number can be found on body identification plate. An “X” after the style number denotes hydraulic (power) seats, windows and convertible tops. “Ionia” denotes the builder of wagon bodies for Buick.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Special	Super	Roadmaster & Skylark
263.3 CID Fireball 2-bbl., valve-in-head, 8-cyl.	7.0:1	125	3-speed manual	S	-	-
	7.0:1	130	Twin-Turbine Dynaflow Drive	\$193	-	-
322 CID Fireball, 2-bbl., V8	8.0:1	164	3-speed manual	-	S	-
	8.0:1	170	Twin-Turbine Dynaflow Drive	-	\$193	-
322 CID Fireball, 4-bbl., V8	8.5:1	188	Twin-Turbine Dynaflow Drive	-	-	S

### Major Options

	Special	Super	Roadmaster	Skylark
Weather-Warden venti-heater	\$	\$	\$	S
Buick Airconditioner*	-	\$	\$	-
Power brakes	-	-	-	S
Power steering	\$177	\$177	S	S
Sonomatic AM radio	\$92	\$92	\$92	-
Selectronic AM radio	-	\$	\$	S
Electric clock	-	\$	\$	S
Easy-Eye tinted glass	\$	\$	\$	S
E-Z-I non-glare inside rear view mirror	\$	\$	\$	S
Outside rear view mirror	\$	\$	\$	-
Remote-control outside mirror	\$	\$	\$	S
Full wheel covers	\$	S	S	-
Wire wheel covers	\$	\$	\$	S†

\*Not available on convertible models. †Wire spoke wheels.

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code		Code
Carlsbad Black	51	Terrace Green Metallic over Ridge Green	70
Verde Green Metallic	52	Verde Green Metallic over Osage Cream	71
Imperial Blue Metallic	53	Carlsbad Black over Matador Red	72
Jordan Gray	54	Teal Blue Metallic	73
Victoria Maroon Metallic	55	Majestic White	74
Seamist Gray Metallic	56	Majestic White over Teal Blue Metallic	75
Shell Gray	57	Seamist Gray Metallic over Majestic White	76
Terrace Green Metallic	58	Reef Blue Metallic	77
Tyler Blue Metallic	59	Mandarin Red Metallic	78
Ridge Green	60	Balsam Green Metallic	79
Osage Cream	61	Majestic White over Balsam Green Metallic	80
Matador Red	62	Majestic White over Mandarin Red Metallic	81
Shell Gray over Verde Green Metallic	63	Majestic White over Reef Blue Metallic	82
Shell Gray over Victoria Maroon Metallic	64	Pinehurst Green Metallic	83
Shell Gray over Seamist Gray Metallic	65	Majestic White over Pinehurst Green Metallic	84
Imperial Blue Metallic over Jordan Gray	66	Majestic White over Matador Red	85
Seamist Gray Metallic over Shell Gray	67	Glacier Blue	86
Ridge Green over Terrace Green Metallic	68	Imperial Blue Metallic over Glacier Blue	87
Shell Gray over Tyler Blue Metallic	69	Jordan Gray over Glacier Blue	88

## Special

*“Sleek beauty cloaks the sensational performance of the 1953 Special.”*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** Second-series 1949 through 1953.

**Percentage of division's sales volume:** 44.61%.

**Primary competition:** Dodge Coronet, Hudson Pacemaker Custom, Kaiser Virginian Special, Mercury Custom, Nash Statesman, Oldsmobile 88, Pontiac Chieftain and Studebaker Commander.

**Notable changes:** Restyled front and rear.

**Major standard equipment:** Cloth upholstery, front and rear side armrests, full floor covering, turn signals, three Ventiports per side, “Sweepspear” stainless bodyside trim, front and rear bumper guards, and 7.60 × 15, 4-ply tires. Convertible adds: Leathery upholstery; power convertible top, front seat, and windows.

### Measurements

Wheelbase	121.5"
Length	205.9"
Width	76.0"
Height	63.4"
Legroom — front	43.1"
Legroom — rear	41.5"
Headroom — front	35.5"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special 2-Door Tourback Sedanet, 6-p., Model 48D	4311D	\$2,197	+0.00%	3675	53,796	+64.59%
Special 2-Door Riviera Hardtop, 6-p., Model 45R	4337	\$2,295	+0.00%	3705	58,780	+177.53%
Special 2-Door Convertible, 6-p., Model 46C	4367X	\$2,553	-3.08%	3815	4,282	+613.67%
Special 4-Door Tourback Sedan, 6-p., Model 41D	4369D	\$2,255	+0.00%	3710	100,312	+58.36%
TOTALS	<i>Avg. price</i>	\$2,325	+4.03%	<i>Production</i>	217,170	+80.74%



# Super

*"Sparkling beauty, New performance,  
Smart value mark the 1953 Buick Super."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 39.14%.

**Primary competition:** Chrysler Windsor Deluxe, DeSoto Firedome, Hudson Hornet, and Packard Clipper.

**Notable changes:** Restyled front and rear.

**Major standard equipment:** Nylon and broadcloth interior trim, front rubber floor mats with rear floor carpet, side armrests, "Sweepspear" stainless bodyside trim with rocker panel molding, three Ventiports on front fenders, and 7.60 × 15, 4-ply tires. Convertible adds: Leather interior trim; power convertible top, front seat, and windows.

## Measurements

	<i>All but Model 52</i>	<i>Model 52</i>
Wheelbase	121.5"	125.5"
Length	207.6"	211.6"
Width	79.9"	79.9"
Height	62.8"	62.8"
Legroom — front	43.2"	43.2"
Legroom — rear	41.5"	43.1"
Headroom — front	35.5"	36.3"
Headroom — rear	35.5"	35.6"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	19.0	19.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Super 2-Door Riviera Hardtop, 6-p., Model 56R	4537	\$2,611	+5.37%	3845	91,298	+64.80%
Super 2-Door Convertible, 6-p., Model 56C	4567X	\$3,002	+4.64%	4035	6,701	-2.94%
Super 4-Door Riviera Sedan, 6-p., Model 52	4519	\$2,696	+5.19%	3905	90,685	+27.03%
Super 4-Door Estate Wagon, 6-p., Model 59	Ionia	\$3,430	+4.07%	4150	1,830	+11.52%
TOTALS	<i>Avg. price</i>	\$2,935	+4.76%	<i>Production</i>	190,514	+40.78%

# Roadmaster

*"Motoring luxury comes to flower in the  
1953 Roadmaster, custom built by Buick."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 15.91%.

**Primary competition:** Chrysler New Yorker, Lincoln Cosmopolitan, Oldsmobile 98 and Packard Series 250.

**Notable changes:** Restyled front and rear.

**Major standard equipment:** Nylon, broadcloth and leather upholstery with double depth foamtex cushions, Roxpoint nylon carpeting, "Sweepspear" stainless bodyside trim, rocker panel molding, lower rear quarter panel stainless trim, four Ventiports on each front fender, full wheel discs, and 8.00 × 15, 4-ply tires. Riviera Hardtop adds: Power front seat, and power windows. Convertible adds: Leather interior trim and power convertible top. Estate Wagon adds: Leather interior trim, carpeted cargo floor, and mahogany veneer trim panels.

## Measurements

	<i>All but Model 72R</i>	<i>Model 72R</i>
Wheelbase	121.5"	125.5"
Length	207.6"	211.6"
Width	79.9"	79.9"
Height	62.8"	62.8"
Legroom — front	44.7"	44.7"
Legroom — rear	42.0"	43.6"
Headroom — front	35.6"	35.6"
Headroom — rear	34.8"	35.0"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	19.0	19.0



## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Roadmaster 2-Door Riviera Hardtop, 6-p., Model 76R	4737X	\$3,358	+1.57%	4125	22,927	+101.34%
Roadmaster 2-Door Convertible, 6-p., Model 76C	4767X	\$3,506	+1.53%	4250	3,318	+38.13%
Roadmaster 4-Door Riviera Sedan, 6-p., Model 72R	4719X	\$3,254	+1.69%	4100	50,523	+57.54%
Roadmaster 4-Door Estate Wagon, 6-p., Model 79R	Ionia	\$4,031	+1.36%	4315	670	+86.63%
TOTALS	<i>Avg. price</i>	\$3,537	+1.53%	<i>Production</i>	77,438	+67.55%

## Skylark

*"Take Buick's Skylark for scintillating life on wheels."*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953.

**Percentage of division's sales volume:** 0.35%.

**Primary competition:** Cadillac Eldorado, Oldsmobile Fiesta, and Packard Caribbean.

**Notable changes:** All-new model.

**Major standard equipment:** Leather upholstery with double depth foam cushions, full carpeting, power front seat, power windows, power convertible top, Selectronic radio with power antenna, Orlon fabric convertible top, "Sweepspear" stainless bodyside trim, power steering, power brakes, 40 spoke wire wheels, and 8.00 × 15, 4-ply tires.

### Measurements

Wheelbase	121.5"
Length	207.6"
Width	79.9"
Height	58.9"
Legroom — front	44.7"
Legroom — rear	42.0"
Headroom — front	NA
Headroom — rear	NA
Luggage Capacity — cu. ft.	NA
Fuel Tank Capacity — gals.	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Roadmaster Skylark 2-Door Convertible, 6-p., Model 76C	4767X	\$5,000	NEW	4395	1,690	NEW
TOTALS	<i>Avg. price</i>	\$5,000	NEW	<i>Production</i>	1,690	NEW

# CADILLAC

*"Now in its Fifty-First year as Standard of the World!"*

Cadillac seemed to be resting on its laurels as styling entered its fourth season with relatively little change. The front-end appearance was bulkier, but with a more integrated grille and bumper design and even larger "bomb" style bumper guards. Headlight trim rings gained "eyebrows," which is to say that the top of the trim ring slightly overhung the lamp itself. Around back, all rear windows

were now one-piece curved units, whereas previously most models used a three-piece design.

Under the hood, power was increased another 20 horsepower, for a total of 210. Along with this came better fuel economy. Because of the fire at the GM Hydra-Matic automatic transmission plant mentioned in the 1953 introduction, '53 Cadillacs produced after August 1953 were

adapted to utilize Buick's Dynaflo automatic transmission. It is estimated that as much as 15 to 20 percent of total production had the Dynaflo. Also under the hood, a new 12-volt electrical system was introduced, necessitated by all the new accessories being offered, including a trunk-mounted air conditioning system for closed cars and the Autronic Eye automatic headlamp dimmer system. Both features quickly became popular Cadillac accessories.

Cadillac reserved something more exciting for a mid-year introduction. Debuting alongside its sister GM cars, the Buick Skylark and Oldsmobile Fiesta, the first Cadillac Eldorado was a sporty convertible with a level of ex-

clusive luxury not seen in American cars since prewar times. Standard equipment on the Eldorado included an automatic heating system, wire spoke wheels and a long list of other features. Styling touches marked the first use of a wraparound front windshield on a Cadillac. The overall height of the car was cut by nearly 4 inches to accentuate the low, sporty look. The Eldorado generated enough attention for Cadillac to keep it in the line for years to come. Officially the Eldorado was numbered as a Series 62 at first, but it will be listed herein as the separate series it would become.



Series 60 Special 4-Door Sedan



Series 62 2-Door Coupe deVille Hardtop

**Model year production:** 107,318, up 21.17% from 1952.

**Domestic market share:** 1.76% (13th place).

**Base price range:** \$3,571 to \$7,750.

**Cadillac average base price:** \$4,808, up 9.12%.

**Introduction date:** January 1953.

**Assembly plants:** Detroit, MI (1).

**Engine and serial number identification:** Nine-digit code

for engine number (used as serial number). For all cars the number is stamped on front right side of the crankcase above the water pump. Series motors numbered as follows: 62 — 536200000 and up; 60 Special — 536000000 and up; 75 — 537500000 and up. Ending engine number for all series is 109658.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Series 62, 60 Special & Eldorado	Series 75 Fleetwood
331 CID, 4-bbl., V8	8.25:1	210	3-speed Synchronesh manual Hydra-Matic automatic	- S	S \$200

### Major Options

	62	Eldorado	60 Special	75 Fleetwood
Air conditioning (except convertible)	\$620	-	\$620	\$620
Automatic heating system	\$119	S	\$119	\$119
Pushbutton radio	\$100	-	\$100	\$100
Signal seeking radio	\$121	S	\$121	\$121
Power windows and front seat	\$139*	S	S	S
Power steering	\$177	S	\$177	\$177
Autronic Eye headlight dimmer	\$53	S	\$53	\$53
Windshield washers	\$11	S	S	S
Full wheel covers	\$28	-	\$28	S
Chrome wire spoke wheels	\$325	S	\$325	\$325
White sidewall tires	\$48	S	\$48	\$48

\*Standard on Series 62 Convertible and Coupe de Ville.

### Paint Colors

	Code
Black	1
Cobalt Blue Metallic	2
Forest Green Metallic	3
Emerald Green Metallic	4
Tunis Blue Metallic	5
Phoenix Beige Metallic	6
Pastoral Blue	7
Norman Gray Metallic	8
Burgundy Maroon Metallic	9
Court Gray	10
Crystal Green Metallic	12
Gloss Green	13
Norman Gray Metallic over Court Gray	15
Gloss Green over Emerald Green Metallic	16
Forest Green Metallic over Gloss Green	17

## Major Options (cont.)

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors (cont.)

	Code
Court Gray over Tunis Blue Metallic	18
Cobalt Blue Metallic over Pastoral Blue	20
Black over Artisan Ochre	23
Artisan Ochre*	22
Alpine White*	27
Azure Blue*	28
Aztec Red*	29

\*Eldorado only

## Series 62

*“Anyone who wants the finest in motoring—combined with unusual practicality and moderate cost—should give careful thought to this wonderful and unique series of motor cars.”*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 78.82%.

**Primary competition:** Chrysler New Yorker, Kaiser Dragon, Lincoln Capri, and Packard Series 250.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Two-tone interior trim, rear seat center armrest, wool-pile carpeting, rocker panel moldings, rear fender skirts, directional signals, small hubcaps, and 8.00 × 15 BSW tires. Coupe de Ville adds: Two-tone leather interior trim and Hydra-electric front seat and windows. Convertible adds: Hydra-electric powered top.

### Measurements

Wheelbase	126.0"
Length	215.5"
Width	80.1"
Height	62.7"
Legroom — front	43.9"
Legroom — rear	38.6"
Headroom — front	35.8"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 62 2-Door Hardtop, 6-p.	6237	\$3,571	-0.45%	4230	14,353	+42.60%
Series 62 2-Door Hardtop Coupe de Ville, 6-p.	6237D	\$3,995	-0.45%	4320	14,550	+30.32%
Series 62 2-Door Convertible, 6-p.	6267	\$4,144	-0.46%	4500	8,367	+30.73%
Series 62 4-Door Sedan, 6-p.	6219	\$3,666	-0.49%	4235	47,316	+11.01%
TOTALS	<i>Avg. Price</i>	\$3,844	-0.46%	<i>Production</i>	84,586	+20.40%

## Eldorado

*“It's a wonderful journey that lies ahead in the new Eldorado. Wouldn't it be wonderful ... and inspiring ... to go along?”*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953.

**Percentage of division's sales volume:** 0.50%.

**Primary competition:** Buick Skylark, Oldsmobile Fiesta and Packard Caribbean.

**Notable changes:** All-new model.

**Major standard equipment:** Leather and cloth interior, color-keyed carpeting, signal seeking radio, windshield washers, power front seat ad-

### Measurements

Wheelbase	126.0"
Length	215.5"
Width	80.1"
Height	58.8"
Legroom — front	43.9"
Legroom — rear	37.5"

justment, power windows, power convertible top, automatic heating system, rear view mirrors, fog lights, chrome wire spoke wheels and 8.00 × 15 WSW tires.

### Measurements (cont.)

Headroom — front	34.3"
Headroom — rear	34.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 62 Eldorado 2-Door Convertible, 6-p.	6267S	\$7,750	NEW	4418	532	NEW
TOTALS	<i>Avg. Price</i>	\$7,750	NEW	<i>Production</i>	532	NEW

## Series 60 Special

*“No motor car in the world occupies a higher place in the affections of its owners than the Cadillac Series 60 Special.”*

**Nameplate year of origin:** 1938.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 18.64%.

**Primary competition:** Chrysler Custom Imperial and Packard Patrician.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim (plain or patterned), color-coordinated carpeting, Hydra-electric front seat, power windows, extra-wide rocker panel moldings, eight vertical chrome fender louvers in front of rear wheel opening, rear fender skirts, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	130.0"
Length	224.5"
Width	80.2"
Height	62.7"
Legroom — front	43.8"
Legroom — rear	42.2"
Headroom — front	35.8"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 60 Special 4-Door Sedan, 6-p.	6019	\$4,305	-0.42%	4415	20,000	+24.15%
TOTALS	<i>Avg. Price</i>	\$4,305	-0.42%	<i>Production</i>	20,000	+24.15%

## Series 75 Fleetwood

*“A tribute to its owner's discerning taste and uncompromising good judgment.”*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 2.05%.

**Primary competition:** Chrysler Crown Imperial and Packard Derham, Executive Sedan and Limousines.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Bedford cloth or broadcloth interior trim, folding rear seat foot rests, color-keyed carpeting, power front seat, power windows, auxiliary jump seats, full-length lower body trim

### Measurements

Wheelbase	146.8"
Length	236.3"
Width	80.1"
Height	64.1"
Legroom — front	44.1"
Legroom — rear	NA
Headroom — front	37.0"
Headroom — rear	35.6"

molding, rear fender skirts, large hubcaps, and 8.20 × 15 BSW tires. Imperial adds: glass division window.

### Measurements (cont.)

Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 75 Fleetwood 4-Door Sedan, 7-p.	7523	\$5,408	-0.37%	4830	1,435	+2.50%
Series 75 Fleetwood Imperial 4-Door Sedan, 7-p.	7533	\$5,621	-0.39%	4850	765	-4.38%
TOTALS	<i>Avg. Price</i>	\$5,515	-0.38%	<i>Production</i>	2,200	0.00%

# CHEVROLET

*“New Chevrolet for 1953. Startlingly New! Wonderfully Different!”*

Though the 1953 Chevrolet line was mostly new and redesigned, designers just couldn't seem to shake some of their old ideas. Appearing more modern than the nice looking but now dated 1949–1952 models, the new Chevrolets nonetheless retained their upright, almost boxy stance, and the reminders of rear fenders were still apparent four years after the primary competition, Ford, had gone to slab-side body designs. Plymouth did away with the separate rear fender for its own 1953 models.

This isn't to say that all was old school. New features appearing on the 1953 line included one-piece curved windshields, one-piece wraparound rear windows (on some models), optional power steering, ignition key starting (as opposed to the pushbutton of earlier models), and higher-compression six-cylinder engines. And, just to make sure that everyone knew these Chevys were new, all-new model designations were given. Replacing the former Special was the low-priced 150 Special line. The prior DeLuxe was now the 210 DeLuxe. The new addition to the big Chevy line was the 240 Bel Air. The numbers designated their model numbers, but for whatever reason, Chevrolet chose to advertise them as the “One-Fifty,” “Two-Ten” and “Bel Air” respectively, and that is the way they are presented here, as these are the names by which most enthusiasts know them.

Frontal styling was similar to recent model years, yet totally new. Two horizontal bars made up what appeared to be an oval grille opening. Then a center horizontal bar, with three vertical bars and a circular parking light pod mounted to each end, filled the opening. A full wraparound

bumper completed the look. Hoods sported restyled hood emblems and hood ornaments. The hood line was still higher than the front fender line, which went in a straight line the length of the car to the rear fender and taillamp. Around back, fender and trunk lines were raised, creating a more spacious luggage compartment. Taillights were of an oblong vertical design, mounted at the top of the rear fender edge, with three distinct sections: a small top-mounted taillight/brake light combo, a center reflector, and an area at the bottom that housed the optional back-up lights. Body-side trim varied by model as described under each model section. As previously mentioned, the larger displacement 235.5 CID 6-cylinder engine was now used on all lines, while higher-compression heads that increased horsepower were used on Powerglide equipped cars. Interiors were given a fresh look with a revised instrument panel and new color choices. New 6-passenger Handyman station wagons rounded out the big Chevrolet changes, one each in the One-Fifty and Two-Ten lines.

A truly new and different model that captured the public's attention was the Corvette. The first volume production two-seat sports car ever produced by an American manufacturer was built on June 30, 1953, at the Flint, Michigan, assembly plant. The history of the Corvette is quite well documented elsewhere, so only a brief synopsis follows.

Originally appearing as General Motors' dream car EX-122 in 1952, the Corvette was so well received that work began immediately to put the car into production, essen-



tially unaltered from its show car appearance. Utilizing a fiberglass body, special chassis tuning, and a Blue-Flame 6-cylinder engine with three one-barrel carburetors transmitting through a Powerglide automatic, the Corvette presented an image of performance, even if it was not the high-powered sports car some had expected. That would come later.

An original run of 300 units were mostly hand-assembled for the 1953 model year. During the first year, assembly was moved to the St. Louis, Missouri, plant, which would be the Corvette's home for the next 28 years. Styling was low-slung and sleek with features such as a wraparound

windshield and a low mounted oval shaped grille with thirteen vertical "teeth" mounted on a center horizontal bar. Small, blade-type bumpers protected the fenders front and rear, with center mounted grille guards. Simple trim and script adorned the sides. In true sports car style, the original Corvette did not use side windows or exterior door handles, but did have a full display of gauges and bucket seating for two, with a center, floor-mounted transmission shifter. All first year Corvettes were painted Polo White with red interiors. It was an auspicious beginning, and over 50 years later, "America's only true production sports car" (to quote a 1972 advertising slogan) is still with us.



One-Fifty 2-Door Club Coupe



Two-Ten 4-Door Sedan



Bel Air 2-Door Hardtop



Bel Air 4-Door Sedan



Corvette 2-Door Convertible

**Model year production:** 1,341,475, up 63.97% from 1952.

**Domestic market share:** 22.01% (1st place).

**Base price range:** \$1,524 to \$3,513.

**Chevrolet average base price:** \$1,972, up 10.48%.

**Introduction date:** January 1953. Corvette introduced June 1953.

**Assembly plants:** Atlanta, GA (A); Baltimore, MD (B); Flint, MI (F); Janesville, WI (J); Kansas City, MO (K); Los Angeles, CA (L); Norwood, OH (N); Oakland, CA (O); St. Louis, MO (S); and Tarrytown, NY (T).

**Serial number identification:** Ten digit codes located on left

front door hinge pillar and read as follows: First letter is series designation as follows — A for 150 Special, B for 210 DeLuxe, C for 240 Bel Air, and E for Corvette. Next two numbers designate model year; fourth digit indicates assembly plant from list above, and remaining digits are consecutive serial number, 001001 through 228961. Sequential numbering for Corvette is 001001 through 001300. *Example:* A53F001001 is a 1953 150 Special built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	One-Fifty	Two-Ten & Bel Air	Corvette
235.5 CID Thrift-King, 1-bbl., 6-cyl.	7.1:1	108	3-speed manual	S	S	-
235.5 CID Blue-Flame, 1-bbl., 6-cyl.	7.5:1	115	Powerglide automatic	-	\$178	-
235.5 CID Blue-Flame, 3 × 1-bbl., 6-cyl.	8.0:1	150	Powerglide automatic	-	-	S



## Major Options

	<i>Chevrolet</i>	<i>Corvette</i>
Heater and defroster — under dash	\$40	-
Air-Flow heater and defroster	\$90	\$92
Windshield washer	\$12	-
Autronic-Eye headlamp dimmer	\$50	-
Deluxe pushbutton radio	\$65	-
Signal seeking AM radio	\$135	\$145
Power steering	\$178	-
Full wheel covers	\$18	S
White sidewall tires	\$29	\$29

Options common to most models. (—= Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Onyx Black	480
Driftwood Gray	490
Dusk Gray Metallic	496
Dusk Gray Metallic over Driftwood Gray	497
Surf Green	498
Woodland Green Metallic	499
Woodland Green Metallic over Surf Green	500
Regatta Blue Metallic	501
Regatta Blue Metallic over Horizon Blue	502
Horizon Blue	503
Sahara Beige	504
Maderia Maroon Metallic	505
Target Red	506
Campus Cream	507
Sungold	508
Saddle Brown Metallic	509
India Ivory over Horizon Blue	510
India Ivory over Regatta Blue Metallic	511
Campus Cream over Woodland Green Metallic	512
Woodland Green Metallic over Campus Cream	513
Saddle Brown Metallic over Sahara Beige	514
Sahara Beige over Saddle Brown Metallic	515
India Ivory over Sungold	516
Target Red over India Ivory	517
Polo White (Corvette only)	-

# One-Fifty

*“Good-looking! Smart! Thrifty!”*

Nameplate year of origin: 1953.

Current bodystyle lifespan: 1953 through 1954.

Percentage of division's sales volume: 13.16%.

Primary competition: Ford Mainline and Plymouth Cambridge.

Notable changes: Completely restyled.

Major standard equipment: Cloth upholstery, black floor mat (rear compartment on business coupe), driver-side sun visor, three-spoke steering wheel, stainless steel beltline molding, black rubber rear fender gravel shield, and 6.70 × 15 BSW tires.

## Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	115.0"	115.0"
Length	195.5"	197.8"
Width	75.0"	75.0"
Height	63.1"	65.5"
Legroom — front	42.7"	42.7"
Legroom — rear	41.4"	NA
Headroom — front	35.8"	35.9"
Headroom — rear	35.1"	NA
Cargo capacity (cu. ft.)	22.0	NA
Fuel capacity (gals.)	16.0	16.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
One-Fifty Special 2-Door Business Coupe, 3-p.	1504	\$1,524	+0.33%	3140	13,555	+30.85%
One-Fifty Special Club Coupe, 6-p.	1524	\$1,620	+0.68%	3140	6,993	-21.48%
One-Fifty Special 2-Door Sedan, 6-p.	1502	\$1,613	+0.62%	3180	79,416	+44.97%
One-Fifty Special 4-Door Sedan, 6-p.	1503	\$1,670	+0.66%	3215	54,207	+52.87%
One-Fifty Special Handyman 4-Door Wagon, 6-p.	1509	\$2,010	NEW	3420	22,408	NEW
TOTALS	<i>Avg. price</i>	\$1,687	+5.63%	<i>Production</i>	176,579	+61.25%

## Two-Ten

*"Entirely new, through and through!"*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 48.44%.

**Primary competition:** Ford Customline, Plymouth Cranbrook and Studebaker Champion.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Patterned cloth upholstery color-coordinated to exterior, black rubber floor mat with rear floor simulated carpet inserts, twin sun visors, stem wind clock, two-spoke steering wheel, stainless steel full-length bodyside molding, stainless side window surround (except convertible and wagons), stainless windshield, beltline, rear gravel shield, and rocker panel trim, and 6.70 × 15 BSW tires. Convertible adds: Deep-buff leather upholstery, front floor mat carpeted inserts, power top, and 7.10 × 15 BSW tires.

### Measurements

	Cars	Wagons
Wheelbase	115.0"	115.0"
Length	195.5"	197.8"
Width	75.0"	75.0"
Height	63.1"	65.5"
Legroom — front	42.7"	42.7"
Legroom — rear	41.4"	NA
Headroom — front	35.8"	35.9"
Headroom — rear	35.1"	NA
Cargo capacity (cu. ft.)	22.0	NA
Fuel capacity (gals.)	16.0	16.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Two-Ten DeLuxe 2-Door Club Coupe, 6-p.	2124	\$1,726	+0.64%	3190	23,961	-35.16%
Two-Ten DeLuxe 2-Door Sedan, 6-p.	2102	\$1,707	+0.65%	3215	247,455	+14.87%
Two-Ten DeLuxe 2-Door Hardtop, 6-p.	2154	\$1,967	-1.26%	3295	14,045	-81.18%
Two-Ten DeLuxe 2-Door Convertible, 5-p.	2134	\$2,093	-0.95%	3435	5,617	-53.09%
Two-Ten DeLuxe 4-Door Sedan, 6-p.	2103	\$1,761	+0.69%	3250	332,497	+3.99%
Two-Ten DeLuxe Handyman 4-Door Station Wagon, 6-p.	2109	\$2,123	NEW	3450	18,258	NEW
Two-Ten DeLuxe Townsman 4-Door Station Wagon, 8-p.	2119	\$2,273	-0.35%	3495	7,988	-37.38%
TOTALS		<i>Avg. price</i> \$1,950	+3.08%	<i>Production</i>	649,821	-8.30%

## Bel Air

*"New beauty and luxury in the style-leading Bel Air!"*

**Nameplate year of origin:** 1953 (1950 as 2-door hardtop model designation).

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 38.37%.

**Primary competition:** Ford Crestline, Plymouth Cranbrook and Studebaker Commander.

**Notable changes:** All-new model.

**Major standard equipment:** Two-tone cloth upholstery color-coordinated to exterior, black rubber luggage mat, front and rear floor carpet, twin sun visors, stem wind clock, deluxe steering wheel, stainless steel full-length bodyside molding with Bel Air specific rear fender trim, stainless side window surround (except convertible and wagons), stainless windshield, beltline, rear gravel shield and rocker panel trim, rear fender skirts, and 6.70 × 15 BSW tires. Convertible adds: Deep-buff leather upholstery, power top, and 7.10 × 15 BSW tires.

### Measurements

Wheelbase	115.0"
Length	195.5"
Width	75.0"
Height	63.1"
Legroom — front	42.7"
Legroom — rear	41.4"
Headroom — front	35.8"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	22.0
Fuel capacity (gals.)	16.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Bel Air 2-Door Sedan, 6-p.	2402	\$1,820	NEW	3230	144,401	NEW
Bel Air 2-Door Hardtop, 6-p.	2454	\$2,051	NEW	3310	99,028	NEW
Bel Air 2-Door Convertible, 6-p.	2434	\$2,175	NEW	3470	24,047	NEW
Bel Air 4-Door Sedan, 6-p.	2403	\$1,874	NEW	3275	247,284	NEW
TOTALS	<i>Avg. price</i>	\$1,980	NEW	<i>Production</i>	514,760	NEW

## Corvette

*"The thrilling new Chevrolet Corvette. The first All-American sports car!"*

Nameplate year of origin: 1953.

Current bodystyle lifespan: 1953 through 1955.

Percentage of division's sales volume: 0.02%.

Primary competition: None.

Notable changes: All-new model.

Major standard equipment: Simulated leather upholstered bucket seats, instrument panel with full gauges, floor mounted transmission shifter, black canvas manual folding top, lower bodyside chrome trim, dual exhaust, full wheel covers and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	102.0"
Length	167.3"
Width	69.8"
Height	51.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Corvette 2-Door Convertible, 2-p.	2934	\$3,513	NEW	2705	315	NEW
TOTALS	<i>Avg. price</i>	\$3,513	NEW	<i>Production</i>	315	NEW

# CHRYSLER

*"America's first family of fine cars! The most beautiful Chryslers ever designed!"*

A major restyling of the 1951–52 sheetmetal gave the 1953 Chrysler line a freshened and more modern appearance. Most noticeable were the flowing rear fenders that were taller, longer and seemingly more graceful. On all models, a chrome gravel guard with chrome trim running to the rear of the fender was utilized to accentuate the length. Also, the traditionally exposed fuel filler cap was moved to a location below the trunk lid on the left

side for all models except 8-passenger sedans and station wagons, which continued to use the previous fender-mounted design. Further updates included a new one-piece windshield, three-piece "Clearbac" wraparound rear windows on all closed cars except 8-passenger sedans and station wagons, and new curved rear side quarter-window styling for all Club Coupe and 6-passenger sedan models. This rear compartment quarter-window design would

be a Chrysler corporate design feature for 1953 and 1954.

At the front, an update on the previous grille design continued the three horizontal grille bars. Top and bottom bars and center vertical divider were chrome laden on the Windsor and Windsor DeLuxe, while all three bars were chrome lined on the New Yorker and New Yorker DeLuxe series. The Imperial continued with its own unique upper grille bar and hood ornamentation. Parking lights and turn signals on all models were mounted directly under the upper grille bar extension, which, as before, wrapped around the front fender edge, down the body side, and ended at a point midway onto the front door. Also, all New Yorkers now shared the Windsor wheelbase length, and Custom Imperial sedans rode on a 2 inch stretched wheelbase.

Model names were shuffled again, with the Saratoga taking a hiatus and being replaced by the New Yorker. The previous New Yorker was redesignated the New Yorker DeLuxe, and the Imperial was now dubbed the Custom Imperial. A Newport hardtop was added in the former Saratoga line, and last year's Imperial Club Coupe moved into the New Yorker DeLuxe line. Also, a 6-passenger limousine model was a new addition to the Custom Imperial line. Powertrain offerings were unchanged until late in the model year when the PowerFlite automatic transmission was introduced. This feature is further covered under the 1954 Chrysler section. New optional equipment for 1953 included tinted glass and power window lifts.



Custom Imperial 2-Door Newport Hardtop



New Yorker DeLuxe 4-Door Sedan



Windsor 4-Door, 8-passenger Sedan



Windsor Deluxe 2-Door Newport Hardtop

**Model year production:** 169,984, up 42.94% from 1952.

**Domestic market share:** 2.79% (9th place).

**Base price range:** \$2,472 to \$7,044.

**Chrysler average base price:** \$3,844, up 1.63%.

**Introduction date:** October 30, 1952.

**Assembly plants:** Detroit, MI, and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. C-60 series: Eight digit code as follows — Windsor, 70110001 to 70140156 (LA plant 65011001 to

65013020); Windsor DeLuxe, 71005001 to 71050872 (LA plant 67040001 to 67043434). C-56-1 series: Eight digit code as follows — New Yorker, 76540001 to 76585872 (LA plant 66506001 to 66509462). C-56-2 series: Seven digit code as follows — New Yorker DeLuxe, 7222001 to 7245465 (LA plant 69001001 to 69005868). C-58 series: Seven digit code as follows — Custom Imperial, 7765001 to 7773869. C-59 series: Seven digit code as follows — Crown Imperial, 7816001 to 7816162.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Windsor		New Yorker and New Yorker DeLuxe		Imperial
				Windsor	DeLuxe	New Yorker	DeLuxe	
264.5 CID Spitfire, 1-bbl., L-head, 6-cyl.	7.0:1	119	3-speed manual	S	-	-	-	-
			Fluid-matic	\$130	S	-	-	-
			Fluid Torque Drive	\$237	\$106	-	-	-
331.1 CID FirePower, 2-bbl., V8	7.5:1	180	Fluid-matic	-	-	S	-	-
			Fluid Torque Drive	-	-	\$140	S	-

## Major Options

	<i>Windsor</i>	<i>Windsor DeLuxe</i>	<i>New Yorker</i>	<i>New Yorker DeLuxe</i>	<i>Custom Imperial</i>	<i>Crown Imperial</i>
Heater and defroster	\$78	\$78	\$78	\$78	\$78	S
Solex tinted windshield	\$	\$	\$	\$	\$	\$
Radio	\$100	\$100	\$100	\$100	S	S
Electric clock	\$	S	S	S	S	S
Windshield washer	\$	\$	\$	\$	\$	\$
Power windows	\$	\$	\$	\$	S	S
Power steering	\$177	\$177	\$177	\$177	\$177	S
Power brakes	\$ <sup>1</sup>	\$ <sup>1</sup>	S	S	S <sup>2</sup>	S <sup>3</sup>
White sidewall tires	\$	\$	\$	\$	\$	\$

<sup>1</sup>Standard on *Windsor T&C wagon* and *Windsor DeLuxe 8-passenger sedans*. <sup>2</sup>Disc brakes optional at extra cost. <sup>3</sup>Disc brakes.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Black	01	Vermont Green over Foliage Green Metallic	74
Arctic Blue	05	Foliage Green Metallic over Vermont Green	75
Erie Blue Metallic	06	Caravan Beige over Cocoa Brown Metallic	76
Niagara Blue Metallic	07	Cocoa Brown Metallic over Caravan Beige	77
Columbia Blue Metallic	08	Caravan Beige over Cinnamon Metallic	78
Potomac Blue	09	Caravan Beige over Foliage Green Metallic	79
Vermont Green	20	Black over Pearl Gray	80
Foliage Green Metallic	21	Black over Vermont Green	81
Everglades Green Metallic	22	Vermont Green over Black	82
Pearl Gray	35	Everglades Green Metallic over Vermont Green	83
Submarine Gray Metallic	37	Vermont Green over Everglades Green Metallic	84
Caravan Beige	45	Pearl Gray over Black	85
Cinnamon Metallic	46	Arctic Blue over Columbia Blue Metallic	86
Cocoa Brown Metallic	47	Columbia Blue Metallic over Arctic Blue	87
Hollywood Maroon Metallic	60	Cinnamon Metallic over Caravan Beige	88
Pimento Red	61	Pearl Gray over Potomac Blue	89
Casino Cream	65	Potomac Blue over Pearl Gray	90
Pearl Gray over Erie Blue Metallic	70	Foliage Green Metallic over Casino Cream	91
Erie Blue Metallic over Pearl Gray	71	Columbia Blue Metallic over Casino Cream	92
Pearl Gray over Submarine Gray Metallic	72	Potomac Blue over Casino Cream	93
Submarine Gray Metallic over Pearl Gray	73		

## Windsor

*"The lowest-priced of all Chryslers."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1953 through 1954.

Percentage of division's sales volume: 18.94%.

Primary competition: Buick Super, DeSoto  
Firedome, Hudson Hornet, Kaiser Manhattan,  
Oldsmobile 98 and Packard Clipper.

Notable changes: Sheetmetal restyled and trim  
and detail changes.

Major standard equipment: Broadcloth interior  
trim, full floor carpeting, directional signals,  
two-speed electric windshield wipers, luggage  
compartment light, full wheel covers, and 7.60

### Measurements

	<i>Coupe &amp; Sedan</i>	<i>8-pass. Sedan</i>	<i>Station Wagon</i>
Wheelbase	125.5"	139.5"	125.5"
Length	211.0"	222.3	211.0"
Width	76.8"	76.8"	76.8"
Height	62.5"	NA	64.5"
Legroom — front	44.3"	44.3"	44.3"
Legroom — rear	41.8"	NA	NA
Headroom — front	36.3"	NA	NA
Headroom — rear	35.3"	NA	NA
Cargo capacity (cu. ft.)	NA	NA	NA

× 15 BSW tires. Eight passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires. Town & Country station wagon adds: Simulated leather interior.

### Measurements (cont.)

	<i>Coupe &amp; Sedan</i>	<i>8-pass. Sedan</i>	<i>Station Wagon</i>
Fuel capacity (gals.)	17.0	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor 2-Door Club Coupe, 6-p.	C-60-1	\$2,472	+0.61%	3600	11,646	NA*
Windsor 4-Door Sedan, 6-p.	C-60-1	\$2,492	+0.48%	3660	18,879	NA*
Windsor 4-Door Sedan, 8-p.	C-60-1	\$3,433	+3.47%	4170	425	NA*
Windsor Town & Country 4-Door Station Wagon, 6-p.	C-60-1	\$3,289	+3.49%	3960	1,242	NA*
TOTALS	<i>Avg. Price</i>	\$2,922	+2.21%	<i>Production</i>	32,192	+163.11%

\*Comparison not available due to model year production totals for 1951-1952 being combined.

## Windsor DeLuxe

*"Fine car performance, comfort, style and beauty at medium price."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 30.75%.

**Primary competition:** Buick Super, DeSoto Firedome, Hudson Hornet, Kaiser Manhattan, Oldsmobile 98 and Packard Clipper.

**Notable changes:** Sheetmetal restyled and trim and detail changes.

**Major standard equipment:** Two-tone broadcloth interior trim, rear seat center folding armrest, color-keyed front floor mat and rear carpeted floors, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 7.60 × 15 BSW tires. Convertible adds: Power top.

### Measurements

Wheelbase	125.5"
Length	211.0"
Width	76.8"
Height	62.5"
Legroom — front	44.3"
Legroom — rear	41.8"
Headroom — front	36.3"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor DeLuxe 2-Door Newport Hardtop, 6-p.	C-60-2	\$3,025	-1.27%	3775	5,642	NA*
Windsor DeLuxe 2-Door Convertible, 6-p.	C-60-2	\$3,247	+1.88%	4005	1,250	NA*
Windsor DeLuxe 4-Door Sedan, 6-p.	C-60-2	\$2,721	+0.52%	3775	45,385	NA*
TOTALS	<i>Avg. Price</i>	\$2,998	+0.39%	<i>Production</i>	52,277	+16.17%

\*Comparison not available due to model year production totals for 1951-1952 being combined.



# New Yorker

*"New Yorker performance has all America talking."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 29.01%.

**Primary competition:** Buick Roadmaster, Kaiser Hardtop Dragon, Lincoln Cosmopolitan, Packard Series 250, and Oldsmobile 98.

**Notable changes:** Sheetmetal restyled and trim and detail changes. Replaces 1952 Saratoga.

**Major standard equipment:** Broadcloth interior trim, rear seat center armrest, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.00 × 15 BSW tires. Eight-passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires. Town & Country station wagon adds: Simulated leather interior.

## Measurements

	<i>Coupe, HT and Sedan</i>	<i>8-pass. Sedan</i>	<i>Station Wagon</i>
Wheelbase	125.5"	139.5"	125.5"
Length	211.0"	222.8"	211.0"
Width	76.8"	76.0"	76.8"
Height	62.8"	NA	64.5"
Legroom — front	44.3"	44.3"	44.3"
Legroom — rear	41.8"	NA	NA
Headroom — front	36.3"	NA	NA
Headroom — rear	35.3"	NA	NA
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	20.0	20.0	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
New Yorker 2-Door Club Coupe, 6-p.	C-56-1	\$3,156	-0.28%	3925	7,749	NA*
New Yorker Newport 2-Door Hardtop, 6-p.	C-56-1	\$3,522	NEW	4020	2,525	NEW
New Yorker 4-Door Sedan, 6-p.	C-56-1	\$3,185	-0.22%	4005	37,540	NA*
New Yorker 4-Door Sedan, 8-p.	C-56-1	\$4,369	+5.48%	4510	100	NA*
New Yorker Town & Country 4-Door Station Wagon, 6-p.	C-56-1	\$3,933	+0.92%	4265	1,399	NA*
<b>TOTALS</b>	<i>Avg. Price</i>	\$3,633	+0.94%*	<i>Production</i>	49,313	+97.69%*

\*Comparison not available due to model year production totals for 1951-1952 being combined. Totals compared to 1952 Saratoga series.

# New Yorker DeLuxe

*"The outstanding car in the fine car field."*

**Nameplate year of origin:** 1939 (altered from 1938 New York Special model).

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 15.99%.

**Primary competition:** Buick Roadmaster, Kaiser Hardtop Dragon, Lincoln Cosmopolitan, Packard Series 250, and Oldsmobile 98.

**Notable changes:** Sheetmetal restyled and trim and detail changes. Replaces 1952 New Yorker.

**Major standard equipment:** Broadcloth interior trim, front and rear seat center pull-down armrest, full floor carpeting, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.00 × 15 BSW tires. Convertible adds: Leather and nylon interior, power top, and outside rear view mirror.

## Measurements

Wheelbase	125.5"
Length	211.0"
Width	76.8"
Height	62.8"
Legroom — front	44.3"
Legroom — rear	41.8"
Headroom — front	36.3"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
New Yorker DeLuxe 2-Door Club Coupe, 6-p.	C-56-2	\$3,299	NEW	3925	1,934	NEW
New Yorker DeLuxe Newport 2-Door Hardtop, 6-p.	C-56-2	\$3,688	-6.42%	4025	3,715	NA*
New Yorker DeLuxe 2-Door Convertible, 6-p.	C-56-2	\$3,988	-2.07%	4295	950	NA*
New Yorker DeLuxe 4-Door Sedan, 6-p.	C-56-2	\$3,328	-5.05%	4025	20,585	NA*
TOTALS	<i>Avg. Price</i>	\$3,574	-6.85%*	<i>Production</i>	27,184	+12.49%*

\*Comparison not available due to model year production totals for 1951–1952 being combined. Totals compared to 1952 New Yorker series.

## Custom Imperial

*“The finest car America has yet produced.”*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 10.28%.

**Primary competition:** Cadillac Series 62, Lincoln Cosmopolitan, and Packard Series 400.

**Notable changes:** Sheetmetal restyled and trim and detail changes. Replaces 1952 Imperial.

**Major standard equipment:** Leather and broadcloth interior trim, front and rear seat center pull-down armrest, full floor carpeting, electric clock, 2-speed electric windshield wipers, power windows, luggage compartment light, full wheel covers, and 8.20 × 15 BSW tires.

### Measurements

	<i>Newport</i>	<i>Sedans</i>
Wheelbase	131.5"	133.5"
Length	219.0"	219.0"
Width	76.8"	76.8"
Height	62.8"	63.0"
Legroom — front	44.3"	44.3"
Legroom — rear	41.8"	43.8"
Headroom — front	36.3"	36.3"
Headroom — rear	35.3"	35.3"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom Imperial Newport 2-Door Hardtop, 6-p.	C-58	\$4,560	+8.73%	4290	823	NA*
Custom Imperial 4-Door Sedan, 6-p.	C-58	\$4,260	+11.75%	4305	7,793	NA*
Custom Imperial 4-Door Town Limousine, 6-p.	C-58	\$4,797	NEW	4525	243	NEW
TOTALS	<i>Avg. Price</i>	\$4,539	+15.35%*	<i>Production</i>	8,859	-27.53%*

\*Comparison not available due to model year production totals for 1951–1952 being combined. Totals compared to 1952 Imperial series.

## Crown Imperial

*“Custom-built for those who demand the absolute finest.”*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 0.09%.

**Primary competition:** Cadillac Series Fleetwood 75.

**Notable changes:** Sheetmetal restyled and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, front and rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, directional signals, electric clock, heater and defroster, two-

### Measurements

Wheelbase	145.5"
Length	229.3"
Width	81.1"
Height	68.7"
Legroom — front	46.0"
Legroom — rear	NA
Headroom — front	39.5"

speed electric windshield wipers, power windows, luggage compartment light, reverse-hinged rear doors, full wheel covers, and 8.90 × 15 BSW tires. Limousine adds: Leather upholstery in chauffeur's compartment and divider window.

### Measurements (cont.)

Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crown Imperial 4-Door Sedan, 8-p.	C-59	\$6,922	+1.48%	5235	48	-73.33%
Crown Imperial 4-Door Limousine, 8-p.	C-59	\$7,044	+1.45%	5275	111	-34.71%
TOTALS		Avg. Price \$6,882	+1.47%		Production 159	-54.57%

# DESOTO

*“The distinguished DeSoto for 1953.”*

New styling highlighted the 25th Anniversary DeSoto line. Up front a new grille now sported 11 vertical bars and smaller parking lamp/turn signal housings, now with a full-width horizontal chrome bar arching over the grill. The front fender line now extended the entire body length, meeting the raised rear fender line above the rear wheel opening. Larger vertical taillamps were mounted in the new, longer fender ends. The new rear fender styling did not appear on the 8-passenger sedans and station wagons, which continued with the 1949–1952 styling.

The greenhouse area featured new one-piece curved windshields, and rooflines that were more integrated into the rear quarters. Rear side windows on sedans featured a reverse-slant vent window that added a unique look. Body-side trim was revised in line with the new rear quarter panels, but still consisted of rocker panel molding, rear fender gravel guard, and a rear quarter trim strip. Nameplates continued to be on the front fender, with the V8 Firedome getting a “V” emblem under the name. Hood ornamentation

included a chrome lined air intake and a DeSoto crest on the front, just above the DeSoto name spelled out in block letters. Firedome models added a “V” ornament under the crest emblem on the hood and a V8 nomenclature on the right side below the trunk lid.

In response to the extreme popularity of the new Hemi-V8 in the 1952 DeSoto, a decision was made to combine the two 6-cylinder models into one line. The new line was christened Powermaster, the name that had been used for years to designate the DeSoto 6-cylinder engine. This seemed appropriate as the Firedome V8 series was named after its engine designation. The Powermaster line would be short-lived, lasting only through 1954, after which all DeSotos would become V8 powered. With the restyling and new series name, the slow-selling Carry-All Sedan and Suburban Sedan were dropped. This left the Powermaster with five models and the Firedome with the same models plus the Convertible, which was no longer available in a 6-cylinder version.



Firedome 2-Door Club Coupe



Firedome 2-Door Sedan



Firedome 4-Door Sedan

<p><b>Model year production:</b> 130,404, up 38.48% from 1952.  <b>Domestic market share:</b> 2.14% (11th place).  <b>Base price range:</b> \$2,364 to \$3,559.  <b>DeSoto average base price:</b> \$2,919, down 0.61%.  <b>Introduction date:</b> November 1952.  <b>Assembly plants:</b> Detroit, MI; and Los Angeles, CA.</p>	<p><b>Serial number identification:</b> Located on left front door hinge pillar. Powermaster S-18 series: Eight digit code, 50266001 to 50304981 (LA plant, 62039001 to 62042345). Firedome S-16 series: Eight digit code, 55050001 to 55127622 (LA plant, 64008001 to 64015691).</p>
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### Powertrains

Engine	Compression		Transmission	Powermaster	Firedome
	Ratio	Gross HP			
250.5 CID, Powermaster 1-bbl., L-head, 6-cyl.	7.0:1	116	3-speed manual	S	-
			Overdrive	\$98	-
			Fluid Drive w/Tip-Toe shift	\$130	-
276.1 CID, Firedome 2-bbl., V8	7.1:1	160	3-speed manual	-	S
			Overdrive	-	\$98
			Fluid Drive w/Tip-Toe shift	-	\$130
			Fluid Torque Drive w/Tip-Toe shift	-	\$237

### Major Options

	Powermaster	Firedome
Heater and defroster	\$78	\$78
AM radio	\$85	\$85
Power windows	\$	\$
Electric clock	\$	\$
Power steering	\$177	\$177
Power brakes	\$	\$
White sidewall tires	\$	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Black	301
French Blue	308
Harbor Blue Metallic	309
Midnight Blue Metallic	310
Spring Green	322
Marine Green Metallic	323
Forest Green Metallic	324
Mist Gray	335
Slate Gray Metallic	336
Arizona Beige	345
Morocco Brown Metallic	346
Sovereign Maroon Metallic	361
Ceramic Yellow	365
Spring Green over Forest Green Metallic	370
Harbor Blue Metallic over French Blue	371
Slate Gray Metallic over Mist Gray	372
Mist Gray over Sovereign Maroon Metallic	373
Forest Green Metallic over Spring Green	374
French Blue over Harbor Blue Metallic	375
Black over Ceramic Yellow	376
Mist Gray over Slate Gray Metallic	377
Sovereign Maroon Metallic over Mist Gray	378
Morocco Brown Metallic over Arizona Beige	379
Arizona Beige over Morocco Brown Metallic	380

# Powermaster

*"Discover a new kind of motoring with the Powermaster Six."*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 33.67%.

**Primary competition:** Buick Special, Hudson Super Wasp, Kaiser DeLuxe, and Nash Ambassador.

**Notable changes:** Restyled, and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim (vinyl on station wagon), full floor carpeting, front door armrests, three spoke steering wheel, chrome trim surround on windshield and vent windows, chrome rear fender guard, luggage compartment light, full wheel covers, and 7.60 × 15 BSW tires. Sportsman adds: Bedford cord and leather interior trim, and WSW tires. Eight passenger sedan adds: Cloth upholstery, reverse-hinged rear doors, two rear compartment jump seats, and 8.20 × 15 BSW tires.

## Measurements

	<i>All but 8-passenger Sedan</i>	<i>8-passenger Sedan</i>
Wheelbase	125.5"	139.5"
Length	213.4"	222.7"
Width	77.3"	77.3"
Height	62.5"	NA
Legroom — front	44.0"	44.0"
Legroom — rear	41.8"	NA
Headroom — front	36.3"	NA
Headroom — rear	35.3"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Powermaster 2-Door Club Coupe, 6-p.	S18	\$2,364	-5.97%	3480	8,063	NA*
Powermaster Sportsman 2-Door Hardtop, 6-p.	S18	\$2,634	-8.25%	3585	1,470	NA*
Powermaster 4-Door Sedan, 6-p.	S18	\$2,386	-5.88%	3535	33,644	NA*
Powermaster 4-Door Station Wagon, 6-p.	S18	\$3,108	-1.89%	3845	500	NA*
Powermaster 4-Door Sedan, 8-p.	S18	\$3,281	-1.74%	4080	225	NA*
TOTALS	<i>Avg. Price</i>	\$2,755	-8.66%	<i>Production</i>	43,902	-9.24%

\*Comparison not available due to model year production totals for 1951-1952 being combined.

# Firedome

*"Discover a new kind of motoring with the Firedome V8."*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 66.33%.

**Primary competition:** Buick Super, Chrysler Windsor, Hudson Hornet, Kaiser Manhattan, Mercury Monterey, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** Restyled, and trim and detail changes.

**Major standard equipment:** Broadcloth interior trim (vinyl on station wagon), full floor carpeting, front door armrests, three spoke steering wheel, chrome trim surround on windshield and vent windows, chrome rear fender guard,

## Measurements

	<i>All but 8-passenger sedan</i>	<i>8-passenger Sedan</i>
Wheelbase	125.5"	139.5"
Length	213.4"	222.7"
Width	77.3"	77.3"
Height	62.5"	NA
Legroom — front	44.0"	44.0"
Legroom — rear	41.8"	NA
Headroom — front	36.3"	NA
Headroom — rear	35.3"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

luggage compartment light, full wheel covers, and 7.60 × 15 BSW tires. Sportsman adds: Bedford cord and leather interior trim, and WSW tires. Convertible adds: Power top. Eight passenger sedan adds: Cloth upholstery, reverse-hinged rear doors, two rear compartment jump seats, and 8.20 × 15 BSW tires.

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Firedome 2-Door Club Coupe, 6-p.	S16	\$2,652	-1.78%	3655	14,591	+156.03%
Firedome Sportsman 2-Door Hardtop, 6-p.	S16	\$2,923	-4.38%	3740	4,700	+56.67%
Firedome 2-Door Convertible, 6-p.	S16	\$3,144	-0.57%	3990	1,700	+100.00%
Firedome 4-Door Sedan, 6-p.	S16	\$2,673	-1.76%	3720	64,211	+80.11%
Firedome 4-Door Station Wagon, 6-p.	S16	\$3,381	+0.81%	3995	1,100	+100.00%
Firedome 4-Door Sedan, 8-p.	S16	\$3,559	+1.02%	4270	200	+300.00%
TOTALS	<i>Avg. Price</i>	\$3,055	-1.00%	<i>Production</i>	86,502	+88.87%

# DODGE

*"Meet the loveliest, liveliest, goingest Action Car of America ... '53 Dodge.  
Power Packed Beauty!"*

A brand new Dodge greeted customers in the showrooms this year. New styling, and new power topped the list of what was new in 1953. The new power was an all-new "Red Ram Hemi" V8 engine, a smaller version of the Chrysler "Hemi" introduced in 1951. While not yet a high-compression engine, the "Red Ram" put out 140 horsepower at 4400 rpm, quite respectable for a 241.4 cubic inch displacement engine.

Teamed with the new V8 engine was a choice of four new transmissions. Buyers could choose from a synchronized 3-speed manual transmission, an automatic overdrive for fourth gear highway cruising, an improved "Gyro-Matic" two-speed drive, and an all-new "Gyro-Torque" automatic drive. Other new "Action-Engineered" chassis features included a sturdier frame and a new suspension system.

Body styling had a familiar look, while being all new. Body sides flowed smoothly, with no fender bulges. There was no side trim on the Meadowbrook Special, and only lower body trim that kicked up over the rear wheel opening on the Meadowbrook. The Coronet added a gravel guard. The grille was similar in having an oval shaped main

grille area with round parking lamps at each end, and now five vertical bars in the previously open area. The upper grille bar was replaced by a chrome trim strip, which left an open area between it and the lower grille area. The front of the hood had a Dodge crest for 6-cylinder models and a "Jet Air-flow" air scoop for V8 models. Atop the hood sat a redesigned Ram ornament. At the back, oblong vertical taillights capped off a higher rear fender line. The fuel filler cap was moved to the left rear side of the body panel between the trunk lid opening and the rear bumper, except on station wagons, which remained on the left rear quarter panel.

The greenhouse area gained a new one-piece curved windshield and wraparound rear windows. Interiors sported a restyled instrument panel and new colors and designs to go with the new exteriors. Dodge continued to be among the roomiest cars in its price class, and still used the chair-height seating that all Chrysler products were known for at the time.

Model changes included the discontinuation of the Wayfarer line, which made room for an expanded Meadowbrook line as the entry-priced Dodge. The Meadow-



brook came in 2-Door Coupe and 4-Door Sedan models, in base Special and regular series, as well as a 2-Door Suburban station wagon. The new Meadowbrook wagon and the Coronet Sierra wagon were both 2-Door wagons, and

now shared their body with Plymouth, as did the Coronet Diplomat and convertible. Finally, the Coronet 4-Door, 8-passenger Sedan was gone, ending a long run of Dodge extended wheelbase sedans and limousines.



Coronet 4-Door Sedan



Meadowbrook 2-Door Suburban Station Wagon



Meadowbrook Special 2-Door Coupe

**Model year production:** 313,611, up 52.87% from 1952.

**Domestic market share:** 5.15% (7th place).

**Base price range:** \$1,983 to \$2,528.

**Dodge average base price:** \$2,190, down 9.20%.

**Introduction date:** October 23, 1952.

**Assembly plants:** Detroit, MI; Los Angeles, CA; and San Leandro, CA.

**Serial number identification:** Located on left front door hinge pillar. Coronet V8 D-44 series: Eight digit code as follows — Detroit, 34500001 to 34635734; Los Angeles,

41500001 to 41504467; San Leandro, 42500001 to 42507899. Meadowbrook and Coronet 6 D-46 series: Eight digit code as follows — Detroit, 32042001 to 32152851; Los Angeles, 45536001 to 45538622; San Leandro, 45102001 to 45105772. Meadowbrook D-47 series: Eight digit code as follows — Detroit, 37212001 to 37225894; Los Angeles, 48511001 to 48511552; San Leandro, 48013001 to 48014304. Coronet V8 D-48 series: Eight digit code as follows — Detroit, 38500001 to 38524459; Los Angeles, 46500001 to 46501004; San Leandro, 47001001 to 47002373.

## Powertrains

Engine	Ratio	Gross HP	Compression Transmission	D-46 and D-47 series*	D-48 series*
230.2 CID Get-Away, 2-bbl., L-head, 6-cyl.	7.0:1	103	3-speed manual	S	-
			Automatic Overdrive	\$98	-
			Gyrol Fluid Drive	\$20	-
			Gyro-Matic Fluid Drive	\$130	-
241.4 CID Red Ram, 2-bbl., Hemi, V8	7.1:1	140	3-speed manual	\$110*	S
			Automatic Overdrive	\$208*	\$98
			Gyro-Matic Fluid Drive	\$240*	\$130
			Gyro-Torque Drive	\$344*	\$234

\*V8 engines in Coronet models (series D-44) were considered a separate series by Dodge, but are referenced here as optional equipment for the Coronet 6-cylinder models (series D-46). See the series references in the Coronet model breakout below.

## Major Options

	Meadowbrook	Coronet
Heater and defroster	\$78	\$78
Radio	\$83	\$83
Electric clock	\$	\$
Solex tinted glass	\$	\$
Electric windshield wipers	\$	S
Full wheel covers	\$	S
White sidewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code
Black	501	Black over Shoreham Ivory	570
Bimini Blue	505	Black over Silhouette Green	571
Fairfax Blue Metallic	507	Fairfax Blue Metallic over Dover Gray	572
Seamist Green	520	Shoreham Ivory over Bimini Blue	573
Silhouette Green	522	Shoreham Ivory over Seamist Green	574
Gypsy Green	524	Shoreham Ivory over Gypsy Green	575
Heron Gray	535	Shoreham Ivory over Oakwood Bronze Metallic	576
Dover Gray	536	Shoreham Ivory over Esquire Red	577
Nassau Beige	545	Fairfax Blue Metallic over Mecca Blue	580
Oakwood Bronze Metallic	548	Sea Shore Green over Shoal Green Metallic	581
Esquire Red	562	Shoal Green Metallic over Sea Shore Green	582
Fiesta Maroon Metallic	564	Riviera Green over Advance Green Metallic	583
Shoreham Ivory	565	Pagoda Gray over Arabian Blue	584

## Meadowbrook

*"Smooth, comfortable motoring at its best."*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 43.58%.

**Primary competition:** Hudson Super Jet, Pontiac Chieftain, and Studebaker Champion Regal.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Broadcloth interior trim, full floor rubber covering, black rubber window trim, and 6.70 × 15 BSW tires. Meadowbrook adds: Windshield, rear window and vent window stainless trim, lower bodyside stainless moldings, two-speed electric windshield wipers, and small hubcaps. Wagon adds: Vinyl interior trim.

## Measurements

	Cars	Wagons
Wheelbase	119.0"	114.0"
Length	201.4"	189.6"
Width	73.5"	73.2"
Height	62.0"	62.3"
Legroom — front	44.0"	43.8"
Legroom — rear	40.5"	41.4"
Headroom — front	36.4"	36.0"
Headroom — rear	36.4"	35.2"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Meadowbrook Special 2-Door Club Coupe, 6-p.	D-46	\$1,983	NEW	3100	NA*	NEW
Meadowbrook Special 4-Door Sedan, 6-p.	D-46	\$2,025	NEW	3195	NA*	NEW
Meadowbrook 2-Door Club Coupe, 6-p.	D-46	\$1,983	NEW	3085	36,766	NEW
Meadowbrook 4-Door Sedan, 6-p.	D-46	\$2,025	-5.77%	3175	84,158	NA <sup>†</sup>
Meadowbrook 2-Door Suburban Wagon, 6-p.	D-47	\$2,201	NEW	3190	15,751	NEW
TOTALS	<i>Avg. Price</i>	\$2,043	-4.91%	<i>Production</i>	136,675	+36.68%

\*Meadowbrook Special production included with Meadowbrook production. <sup>†</sup>Comparison not available due to model year production totals for 1951-1952 being combined.

# Coronet

*"The luxurious Coronet. The Action Car for Active Americans!"*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1953 through 1954.

Percentage of division's sales volume: 56.42%.

Primary competition: Buick Special, Hudson Wasp, Kaiser Virginian Special, Mercury Custom, Nash Statesman, Oldsmobile 88, and Studebaker Commander.

Notable changes: Completely redesigned.

Major standard equipment: Broadcloth interior trim, rear floor carpeting with front floor rubber covering, two-speed electric windshield wipers, windshield, rear window and vent window stainless trim, rear fender gravel shields, small hubcaps, and 7.10 × 15 BSW tires. Diplomat and Sierra wagon add: Vinyl interior trim. Convertible adds: Power top.

## Measurements

	<i>Coupe &amp; Sedan</i>	<i>Hardtop &amp; Convertible</i>	<i>Wagon</i>
Wheelbase	119.0"	114.0"	114.0"
Length	201.4"	191.3"	189.6"
Width	73.5"	73.2"	73.2"
Height	62.0"	61.0"	62.3"
Legroom — front	44.0"	43.8"	43.8"
Legroom — rear	40.5"	41.4"	41.4"
Headroom — front	36.4"	35.5"	36.0"
Headroom — rear	36.4"	35.0"	35.2"
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	17.0	17.0	17.0

## Models Available

	<i>Model No.*</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Coronet 2-Door Club Coupe, 6-p.	D-46/D-44	\$2,109	-5.21%	3155	15,100	NA <sup>†</sup>
Coronet 2-Door Diplomat Hardtop, 6-p.	D-48	\$2,386	-7.70%	3310	17,334	NA <sup>†</sup>
Coronet 2-Door Convertible, 6-p.	D-48	\$2,519	-5.97%	3480	4,100	NA <sup>†</sup>
Coronet 4-Door Sedan, 6-p.	D-46/D-44	\$2,136	-4.69%	3220	135,000	NA <sup>†</sup>
Coronet 2-Door Sierra Station Wagon, 6-p.	D-48	\$2,528	-12.47%	3425	5,400	NA <sup>†</sup>
TOTALS	<i>Avg. Price</i>	\$2,336	-10.52%	<i>Production</i>	176,934	+143.31%

\*D-46 is 6-cylinder number and D-44 or D-48 is V8 number. <sup>†</sup>Comparison not available due to model year production totals for 1951-1952 being combined.

# FORD

*"Fifty Years Forward on the American Road! The new standard of the American road."*

Ford entered its 50th anniversary year with a warmed over version of the 1952 Ford. Commemorating the occasion on all cars was a Ford crest on the steering wheel hub surrounded by the words "50th Anniversary 1903-1953." Exterior styling was the same as last year with updated trim and a new grille. The center grille bar again carried a "spinner" type protrusion in the center, this year with a louvered section of grille bar on each side. Parking lights moved to a position between the center grille bar and the bottom pan, and were now rectangular shaped. Customline and Crestline series added a rear quarter panel stainless steel trim piece running through the middle of the body side em-

bossments, across the top of the rear wheel opening, and ending just short of the rear bumper. In keeping with Ford's long-standing tradition, all V8 powered cars carried identifying emblems, this year on the decklid and front fenders.

Powertrains continued as in the past, with no significant power upgrades. Towards the end of the model year, "Master-Guide" power steering was introduced as an option on V8 powered cars. Interiors were given the typical fabric and color changes to distinguish the new model year from the last.

Besides celebrating fifty years in business as an auto-

motive pioneer, Ford had another reason to celebrate. A 1953 Sunliner convertible was selected as the official Indianapolis 500 pace car, the race being run on May 30, 1953. This was a specially trimmed car sporting fender skirts, chrome rocker moldings and a continental spare-tire mount. The interior was done in a combination of Anniversary Gold, pearl white and black, and the exterior was painted in Pace Car White with a white top and top boot. Ford produced 2,000 replicas for display in dealer showrooms, and these cars were among the first factory built Indy 500 pace car replicas to be sold to the public.

Ford production soared this season, but mostly because of the extended production year. Chevrolet still managed to outproduce Ford, most likely on the strength of its newly redesigned cars. However, it is interesting to note that the Customline 4-Door Sedan racked up the highest production of any single 1953 model with 374,487 being built. By itself the Customline “Fordor” outsold the entire production of every other manufacturer except Plymouth, Buick, Pontiac, and of course Chevrolet.



Crestline 2-Door Victoria Hardtop



Crestline 2-Door Sunliner Convertible



Customline 2-Door Club Coupe



Customline 4-Door Country Sedan Station Wagon



Mainline 2-Door Business Coupe



Crestline 2-Door Sunliner Convertible, Indianapolis 500 Pace Car

**Model year production:** 1,247,540, up 85.72% from 1952.

**Domestic market share:** 20.47% (2nd place).

**Base price range:** \$1,537 to \$2,403.

**Ford average base price:** \$1,924, up 0.76%.

**Introduction date:** December 12, 1952.

**Assembly plants:** Atlanta, GA (A); Buffalo, NY (B); Chester, PA (C); Chicago, IL (G); Dallas, TX (D); Dearborn, MI (F); Edgewater, NJ (E); Kansas City, MO (K); Long Beach, CA (L); Louisville, KY (U); Memphis, TN (M); Norfolk, VA (N); Richmond, CA (R); Somerville, MA (S); and Twin Cities (St. Paul), MN (P).

**Serial number identification:** Ten-digit number located on left front door hinge pillar, and read as follows: First digit

indicates engine installation — A for 6-cylinder, B for 8-cylinder, and P for 255 CID V8, 120-hp, special engine installed for law enforcement agencies. The second digit indicates model year (3 = 1953). Third digit indicates assembly plant code from above. Fourth digit indicates the body type as follows: Sunliner (C); Ranch Wagon (W); Country Sedan (X); Country Squire (Y); Victoria (V); Crestline Fordor (T); all others (G). Remaining digits are sequential with beginning number of 100001 and ending number as follows in the chart below. The serial numbers are not duplicated between engine codes: as an example 176015 is the last serial number of a 6-cylinder car built in Atlanta, and 176014 is the last V8 model built in Atlanta.

### Highest Serial Numbers by Assembly Plant and Engine

<i>Assembly plant</i>	<i>6-cylinder (Code A)</i>	<i>V8 (Code B)</i>
Atlanta, GA (A)	176015	176014
Buffalo, NY (B)	167866	167865
Chester, PA (C)	174969	174967

<i>Assembly plant</i>	<i>6-cylinder (Code A)</i>	<i>V8 (Code B)</i>
Chicago, IL (G)	201977	201979
Dallas, TX (D)	196900	196901
Dearborn, MI (F)	263379	263380
Edgewater, NJ (E)	176291	176345
Kansas City, MO (K)	175729	175732
Long Beach, CA (L)	176573	176653
Louisville, KY (U)	167175	167179
Memphis, TN (M)	170021	170023
Norfolk, VA (N)	181832	181839
Richmond, CA (R)	162771	163008
Somerville, MA (S)	176128	176125
Twin Cities (St. Paul), MN (P)	181323	181338

## Powertrains

<i>Engine</i>	<i>Compression</i>		<i>Transmission</i>	<i>Mainline</i>	<i>Customline*</i>	<i>Crestline*</i>
	<i>Ratio</i>	<i>Gross HP</i>				
215 CID Mileage Maker, 1-bbl., OHV, 6-cyl.	7.0:1	101	3-speed manual	S	S	-
			Overdrive	\$110	\$110	-
			Ford-O-Matic Drive	\$184	\$184	-
239 CID Strato-Star, 2-bbl., L-head, V8	7.2:1	110	3-speed manual	\$75	\$75	S
			Overdrive	\$185	\$185	\$110
			Ford-O-Matic Drive	\$259	\$259	\$184

\*Pricing for the Customline Country Sedan wagon is the same as the Crestline series.

## Major Options

	<i>Mainline</i>	<i>Customline</i>	<i>Crestline</i>
Heater	\$44	\$44	\$44
Magic Air heater and defroster	\$70	\$70	\$70
Electric clock	\$15	\$15	\$15
DeLuxe radio (5 tube)	\$88	\$88	\$88
Custom radio (7 tube)	\$100	\$100	\$100
I-rest tinted glass	\$	\$	\$
Windshield washers	\$10	\$10	\$10
Vinyl upholstery*	\$	\$	S
Master-Guide power steering	\$125	\$125	\$125
Rear fender skirts	\$	\$	\$
Wheel trim rings	\$	\$	\$
Full wheel covers	\$	\$	\$
White sidewall tires	\$27	\$27	\$27

\*Standard on all station wagon models.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Raven Black	M1724
Sheridan Blue	M14285
Woodsmoke Gray	M2J-64
Carnival Red Metallic	M2J-43
Sandpiper Beige	M2J-16
Sungate Ivory	M2J-68
Glacier Blue	M2J-184
Fern Mist Green	M2J-186
Polynesian Bronze Metallic	M2J-188
Timberline Green Metallic	M2J-185
Flamingo Red	M2J-221
Seafoam Green	M2J-187
Coral Flame Red	M1722
Cascade Green	NA
Sungate Ivory over Fern Mist Green	*
Sungate Ivory over Flamingo Red	*
Sungate Ivory over Carnival Red Metallic	*
Carnival Red Metallic over Sungate Ivory	*
Sandpiper Beige over Carnival Red Metallic	*
Timberline Green Metallic over Seafoam Green	*
Sheridan Blue over Glacier Blue	*
Sungate Ivory over Black	*
Fern Mist Green over Sungate Ivory	*
Sungate Ivory over Glacier Blue	*
Sheridan Blue over Sungate Ivory	*
Sandpiper Beige over Polynesian Bronze Metallic	*
Polynesian Bronze Metallic over Sandpiper Beige	*
Sungate Ivory over Sheridan Blue	*

Not all colors available on all models. \*Two-tones use code of individual colors.



# Mainline

*"Handsome and handy on the highways!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 24.51%.

**Primary competition:** Chevrolet 150 Special.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Craftcord fabric upholstery, black rubber floor covering, horn button, drivers side sun visor, rubber front and rear window moldings, chrome shield over lower part of body side embossments, and 6.70 × 15 BSW tires. Ranch Wagon adds: Tan vinyl upholstery, tan linoleum cargo floor, and 7.10 × 15 BSW tires.

## Measurements

	Cars	Wagon
Wheelbase	115.0"	115.0"
Length	197.8"	197.8"
Width	74.3"	74.3"
Height	62.3"	63.9"
Legroom — front	42.8"	42.8"
Legroom — rear	41.5"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Mainline 2-Door Business Coupe, 3-p.	72C	\$1,537	+0.72%	2987	16,280	+60.60%
Mainline 2-Door (Tudor) Sedan, 6-p.	70A	\$1,642	+0.80%	3067	152,995	+91.41%
Mainline 4-Door (Fordor) Sedan, 6-p.	73A	\$1,690	+0.72%	3115	69,463	+68.29%
Mainline 2-Door Ranch Wagon, 6-p.	59A	\$2,019	+0.75%	3294	66,976	+105.66%
TOTALS	<i>Avg. price</i>	\$1,722	+0.75%	<i>Production</i>	305,714	+86.51%

# Customline

*"Big in size and long on beauty!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 61.05%.

**Primary competition:** Chevrolet 210 DeLuxe, Plymouth Cambridge, and Studebaker Champion.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Two-tone Craftweave and Craftcord upholstery, assist straps on 2-Doors and robe cord on 4-Doors, automatic interior courtesy lighting, black front mat and color-coordinated rear floor mat, horn ring, clock, stainless front, rear and side window surround moldings, front and rear body side stainless trim, chrome slash moldings on body side embossments, and 6.70 × 15 BSW tires. Station wagon adds: Mahogany and Milan straw vinyl upholstery, tan linoleum cargo floor, and 7.10 × 15 BSW tires.

## Measurements

	Cars	Wagon
Wheelbase	115.0"	115.0"
Length	197.8"	197.8"
Width	74.3"	74.3"
Height	62.3"	63.9"
Legroom — front	42.8"	42.8"
Legroom — rear	41.5"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Customline 2-Door Club Coupe, 5-p.	72B	\$1,743	+0.69%	3046	43,999	+65.72%
Customline 2-Door (Tudor) Sedan, 6-p.	70B	\$1,734	+0.76%	3067	305,433	+73.78%



	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Customline 4-Door (Fordor) Sedan, 6-p.	73B	\$1,783	+0.79%	3115	374,487	+98.87%
Customline 4-Door Country Sedan Station Wagon, 8-p.	79B	\$2,267	+0.80%	3539	37,743	+216.45%
TOTALS	<i>Avg. price</i>	\$1,882	+0.76%	<i>Production</i>	761,662	+89.21%

## Crestline

*"You'll say it's merely terrific!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 14.44%.

**Primary competition:** Chevrolet Bel Air, Plymouth Cranbrook, and Studebaker Commander.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Two-tone vinyl and vinyl pleated (Ivory, red and black colors) or Craftloom nylon and vinyl upholstery (blue and green), front door armrests, automatic interior courtesy lighting, black front and rear color-coordinated floor mat (with all-vinyl interiors), full floor color-coordinated carpeting (with nylon and vinyl interiors), stainless front, rear and side window surround moldings, front and rear body side stainless trim, chrome slash moldings on body side embossments, and 6.70 × 15 BSW tires. Sunliner adds: Two-tone vinyl upholstery, robe cords, black front mat and color-coordinated rear floor mat, and hydraulic power top. Station wagon adds: Mahogany and Milan straw vinyl upholstery, removable rear seat, simulated mahogany panels with birch or maple exterior wood trim, tan linoleum load floor and 7.10 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	115.0"	115.0"
Length	197.8"	197.8"
Width	74.3"	74.3"
Height	60.7"	63.9"
Legroom — front	42.8"	42.8"
Legroom — rear	41.5"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crestline 2-Door Victoria Hardtop, 6-p.	60B	\$2,120	+0.76%	3250	128,302	+65.94%
Crestline 2-Door Sunliner Convertible, 6-p.	76B	\$2,230	+0.72%	3334	40,861	+81.33%
Crestline 4-Door Country Squire Station Wagon, 8-p.	79C	\$2,403	+0.80%	3609	11,001	+102.75%
TOTALS	<i>Avg. price</i>	\$2,251	+0.76%	<i>Production</i>	180,164	+71.13%

# HENRY J

*"Life on easiest street! 39 Ways Finer to Keep you on Easiest St. for Years!"*

For its third year on the market, Kaiser made only minor changes to the compact Henry J. Thirty-nine

changes to be exact, according to the advertising slogan for the year, but most of them were not visible to the con-

sumer; these included a different radiator core, improved lubrication system, larger clutch, and other improvements. At the back end, a new rear bumper featured a more curved center and wraparound ends. An opening trunk lid was now considered standard equipment, although the car was apparently available in 1953 without an opening trunk lid according to some sources. Up front, a new hood ornament design was introduced. The wheels sported new full wheel covers. Inside the car a couple of new colors and patterns were seen, but that was the extent of the changes.

Sales for the first two years had been good — not spec-

tacular, but encouraging enough for Kaiser-Frazer Corporation to continue production. Sales of the Corsair series were up from the shortened 1952 model year total, but with the Vagabond series gone, the total 1953 model year production ended up being down. Sales for the year began to decline due to several factors, and chief among them being that consumer attention was turning towards more power and not better fuel economy. Also, with attention now focused on a merger with Willys-Overland, it became clear that the Henry J would not be on the market much longer.



Corsair 2-Door Sedan



Corsair DeLuxe 2-Door Sedan

**Model year production:** 17,505, down 25.67% from 1952.  
**Domestic market share:** 0.29% (19th place).  
**Base price range:** \$1,399 to \$1,561.  
**Henry J average base price:** \$1,476, down 3.50%.  
**Introduction date:** October 1952.  
**Assembly plants:** Willow Run, MI.

**Serial number identification:** Ten-digit code on plate located on left front door hinge pillar. First digit is K for Kaiser. Next two digits denote year: 53 = 1953. Fifth digit is series number: 3 is Corsair and 4 is Corsair DeLuxe. Remaining digits are sequential serial numbers as follows in chart below.

### Serial Numbers by Series

Series	Series code	Beginning	Ending
Corsair	K533	001001	0010226
Corsair DeLuxe	K534	001001	0010012

### Powertrains

Engine	Compression		Transmission	Corsair	Corsair DeLuxe
	Ratio	Gross HP			
134.2 CID Supersonic, 1-bbl., L-head, 4-cyl.	7.0:1	68	3-speed manual Overdrive	S \$74	- -
161 CID Supersonic, 1-bbl., L-head, 6-cyl.	7.0:1	80	3-speed manual Overdrive	- -	S \$74

### Major Options

	Corsair	Corsair DeLuxe		Corsair	Corsair DeLuxe
Heater and defroster	\$	\$	Full wheel covers	\$	S
Radio	\$	\$	White sidewall tires	\$	\$
Front bumper guards	\$	S			
Rear bumper guards	\$	S			
Stainless steel wheel trim rings	\$	-			

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Onyx Black	096, 140, 584	Persian Gray Metallic	207, 648
Stardust Ivory	097, 106, 214, 654	Anchor Gray	208, 649
Jade Tint	098	Australian Beige	213, 653
Jade Green Metallic	099, 202, 643	Pine Tint	228, 668
Cardinal Red	110, 597	Powder Blue	229, 669
Robinhood Green	150, 582	Tropical Green Metallic	395, 603
Peacock Blue	203, 644	Cerulean Blue	398, 604
Sabre Jet Blue	204, 646		
Copper Dust Metallic	206, 647		

*Paint colors above are all single-tone selections offered by Kaiser.*

## Corsair

*"Easiest to drive ... easiest to handle ... easiest to park ...  
easiest to service ... easiest to run ... easiest to maintain  
AND MOST IMPORTANT ... Easiest to pay for!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** Nash Rambler and Willys Aero Lark.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Vinyl plaid trimmed with "Dinosaur" pattern vinyl upholstery, rubber floor covering, padded instrument panel, automatic dome lights, two-spoke steering wheel, black rubber window surrounds, small hubcaps, and 5.90 × 15 BSW tires. DeLuxe adds: Pleated cloth upholstery with "Dinosaur" pattern vinyl trim, chrome windshield molding, full wheel covers, "DeLuxe" chrome fender script, and six-cylinder engine.

### Measurements

Wheelbase	100.0"
Length	178.0"*
Width	69.4"
Height	59.8"
Legroom — front	43.4"
Legroom — rear	37.2"
Headroom — front	35.4"
Headroom — rear	33.1"
Cargo capacity (cu. ft.)	21.0 <sup>†</sup>
Fuel capacity (gals.)	13.0

\*Corsair DeLuxe, 182.2". <sup>†</sup>58 cubic feet with optional folding rear seat lowered.

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Corsair 2-Door Sedan, 5-p.	533	\$1,399	-7.70%	2395	9,333	+22.80%
Corsair DeLuxe 2-Door Sedan, 5-p.	534	\$1,561	-5.51%	2445	8,172	-8.70%
TOTALS	<i>Avg. Price</i>	\$1,476	-6.55%	<i>Production</i>	17,505	+5.76%

# HUDSON

*“Hudson for '53!”*

After more than five years with its first postwar body design, Hudson was content, or more accurately, economically forced, to stick with the 1948 “Step-Down” body for yet another year. Despite market conditions that saw automobile industry production soar upward more than 50 percent, Hudson continued to languish with outdated products. But not all was entirely gloom and doom. Even with rumors beginning to swirl regarding a possible merger between Hudson and one or more of the other independents, particularly Nash, Hudson managed to fashion an entirely new kind of car for the market, the Hudson Jet.

The compact Jet came along at a time when mini-cars like the Crosley were fading in appeal. Larger cars like the Henry J, Allstate, Nash Rambler and Willys Aero from U.S. automakers and European imports such as the Volkswagen, Renault, and Austin were all vying for a piece of this burgeoning market. The growing popularity of compact cars, which were smaller than the traditional American car, yet were large enough to hold four passengers (some up to six), would make them a more significant portion of the market in about five years. But for now, Hudson wanted to capture its own share and did so, though it did not have the good fortune to outsell the Willys Aero or Nash Rambler.

The Jet came in two series, base and Super Jet, and looked a lot like a shrunken 1952 Ford. It carried some of the same styling characteristics including slab sided body, round taillamps mounted high on the rear quarter panel end, rear door vent windows on 4-doors, flat topped wheel openings (all other Hudson models had round front wheel openings), notchback roofline, and a slightly boxy side profile that resembled the Ford. Distinctive Hudson styling cues included the two-slot grille, which foreshadowed the grille design to be used on all Hudsons in 1954. The lower section was a simple full-width oval shaped opening, with

parking lamps at each end. Chrome lining the front panel and fender edges created a slightly smaller opening atop the lower section. Chrome headlamp bezels capped off the front fenders, and the name “Hudson” in block letters graced the front panel ahead of the leading edge of the hood. Atop the hood sat a fake “air scoop” style hood ornament, which was also found on most of the larger Hudsons this season.

Powering the new Jet series was a high-compression, 202 CID, 6-cylinder engine that could be mated to any of the available Hudson transmissions. The new smaller six gave the lightweight Jet plenty of power and good fuel economy. Interiors were trimmed at a level to be expected from Hudson, with striped weave upholstery, dual sun visors, manual dome light, locking glove compartment, floor covering and standard Hudson instrumentation. Super Jet models added woven wool upholstery, robe cords, seat back pockets, and rear door vent windows. The instrument panel design was a relatively flat and linear in style with only the domed area in front of the driver, which housed the half-circle speedometer, to break the lines. All other controls and gauges were placed within easy driver reach, with optional radio and ventilation controls mounted closer to the center.

The regular line Hudson series were juggled to do away with the old names of Commodore and Pacemaker. The Wasp moved down a notch to take the place of the departed Pacemaker, and a new Super Wasp filled the former's place. With the Commodore gone, the Hornet was the lone long wheelbase Hudson series. Few styling changes were seen, other than a revised grille that did away with the inverted “V” bars and a new fake hood scoop ornament on the Super Wasp and Hornet. The 3-passenger Business coupe from the former Pacemaker series was discontinued, and would not return to the Hudson line again.



Hornet 4-Door Sedan



Jet 4-Door Sedan



Super Wasp 4-Door Sedan

**Model year production:** 66,143 down 7.55% from 1952.  
**Domestic market share:** 1.09% (15th place).  
**Base price range:** \$1,858 to \$3,342.  
**Hudson average base price:** \$2,519, down 6.35%.  
**Introduction date:** November 1952.  
**Assembly plants:** Detroit, MI.  
**Serial number identification:** Eight-digit code on plate lo-

cated on right front door hinge pillar. First two digits are series code as in chart below. Remaining digits are sequential serial numbers beginning with 202917 and ending as follows in chart below. *Examples:* 4C202917 is a 1953 Hudson Wasp, serial number 202917; 2C269059 is a 1953 Hudson Jet, serial number 269059. Being the highest serial number, this would have been the last 1953 Hudson built.

### Highest Serial Numbers by Series

Series	Code	Ending
Jet	1C	268963
Super Jet	2C	269059
Wasp	4C	267518
Super Wasp	5C	267451
Hornet	7C	267453

### Powertrains

Engine	Compression		Gross HP	Transmission	Jet	Wasp	Hornet
	Ratio						
202 CID, 1-bbl., L-head, 6-cyl.	7.5:1*	104	3-speed manual	S	-	-	
			Overdrive	\$102	-	-	
			Hydra-Matic automatic	\$176	-	-	
262 CID H-123, 2-bbl., L-head, 6-cyl.	6.7:1	127	3-speed manual	-	S	-	
			Overdrive	-	\$111	-	
			Hydra-Matic automatic	-	\$176	-	
308 CID H-145, 2-bbl., L-head, 6-cyl.	7.2:1	145	3-speed manual	-	-	S	
			Overdrive	-	-	\$111	
			Hydra-Matic automatic	-	-	\$176	

\*8.0:1 compression ratio is optional.

### Major Options

	Jet	Wasp	Hornet		Jet	Wasp	Hornet
"Weather Control" heater	\$73	\$74	\$74	Large hubcaps	\$11	\$11	S
Radio and antenna	\$82	\$82	\$82	Full wheel covers	\$20	\$20*	\$18
Electric clock	\$22	\$19	S	White sidewall tires	\$22	\$22	\$41
Leather interior trim (varies by model)	\$132 <sup>†</sup>	\$132-\$146	\$132-\$146	<i>*Super Wasp, \$18. <sup>†</sup>Available only on Super Jet models.</i>			
Solex tinted glass	\$42	\$42	\$42	Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.			
Power windows (conv. only)	-	\$67	S				
Rear fender skirts	\$15	\$15	\$15				
Wheel trim rings	\$15	\$15	S				

1953

Paint Colors

	<i>Code</i>		<i>Code</i>
Broadway Blue	B-96	Meadow Green Metallic over Surf Green	RU-145
Robins Egg Green	CC-134	Broadway Blue over Pearl Gray Metallic	RP-146
Pearl Gray Metallic	G-128	Ebony Black over Seal Gray	RI-147
Texas Tan Metallic	H-27	Southern Blue over Seal Gray	RK-148
Southern Blue	J-97	Honey Cream over Broadway Blue	RN-149
Ebony Black	K-5	Honey Cream over Meadow Green Metallic	RD-150
Toro Red	M-64	Meadow Green Metallic over Honey Cream	RT-151
Honey Cream	N-135	Ebony Black over Robins Egg Green	RW-152
Blue Grass Green	P-136	Honey Cream over Surf Green	RV-153
Surf Green	Q-133	Ebony Black over Toro Red	RH-154
Seal Gray	RR-137	Surf Green over Meadow Green Metallic	RS-155
Meadow Green Metallic	S-132	Ebony Black over Pearl Gray Metallic	RP-156
Honey Cream over Robins Egg Green	RM-138		
Toro Red over Seal Gray	RJ-139		
Honey Cream over Texas Tan Metallic	RF-140		
Honey Cream over Ebony Black	RA-141		
Honey Cream over Southern Blue	RC-142		
Texas Tan Metallic over Honey Cream	RO-143		
Robins Egg Green over Blue Grass Green	RQ-144		

*Two-tone combinations available at \$27 for Super Jet, \$31 for Super Wasp and Hornets.*

# Jet

*“Presenting a new kind of car—the Wonderful Hudson Jet!”*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division’s sales volume:** 31.97%.

**Primary competition:** Allstate, Henry J, Nash Rambler, and Willys Aero.

**Notable changes:** All-new model.

**Major standard equipment:** Striped weave upholstery, front and rear rubber floor mats, two-spoke steering wheel, dual sun visors, dual windshield wipers, front dome lamp, manual latch front door vent windows, stainless steel front, rear and side window surrounds, fake air scoop hood ornament, small hubcaps, and 5.90 × 15 BSW tires. Super Jet adds: Woven wool upholstery, robe cord, front seatback pockets, rear quarter vent windows, and 6.40 × 15 BSW tires.

## Measurements

Wheelbase	105.0"
Length	180.7"
Width	67.1"
Height	60.8"
Legroom — front	41.8"
Legroom — rear	40.3"
Headroom — front	36.4"
Headroom — rear	34.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	15.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Jet 2-Door Coupe, 6-p.	1C	\$1,858	NEW	2650	21,143*	NEW
Super Jet 2-Door Club Sedan, 6-p.	2C	\$1,933	NEW	2695	NA*	NEW
Super Jet 4-Door Sedan, 6-p.	2C	\$1,954	NEW	2650	NA*	NEW
TOTALS	<i>Avg. Price</i>	\$1,915	NEW	<i>Production</i>	21,143	NEW

*\*Production records not kept by body style.*



# Wasp

*"A new, lower-priced Wasp, and a sensational new Super Wasp!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 26.90%.

**Primary competition:** Buick Special, DeSoto Powermaster, Kaiser Carolina, Mercury Monterey, Nash Statesman, and Oldsmobile Super 88.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Striped tan weave cord upholstery with "Dura-Fab" trim, front rubber simulated carpet floor mat with rear seat carpeting, front seat-back pockets, armrests at all seat ends, front dome lamp, friction-type front door vent windows, stainless steel front, rear and side window surrounds, chrome rocker panel molding, front and rear bumper guards, small hubcaps, and 7.10 × 15 BSW tires. Super Wasp adds: Nylon and check-weave upholstery with "Dura-Fab" trim, foam front seat cushion, DeLuxe steering wheel, full-length body side molding, and air scoop-style hood ornament. Convertible adds: Choice of nylon and check-weave or all-leather upholstery, power top.

## Measurements

Wheelbase	119.0"
Length	201.5"*
Width	77.1"*
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

\*Super Wasp: length 202.5", width 77.3".

## Models Available

	Model No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Wasp 2-Door Club Coupe, 6-p.	4C	\$2,311	0.00%	3340	17,792 <sup>†</sup>	-42.43% <sup>†</sup>
Wasp 2-Door Sedan, 6-p.	4C	\$2,264	0.00%	3350	NA <sup>†</sup>	NA <sup>†</sup>
Wasp 4-Door Sedan, 6-p.	4C	\$2,311	0.00%	3380	NA <sup>†</sup>	NA <sup>†</sup>
Super Wasp 2-Door Club Coupe, 6-p.	5C	\$2,466	0.00%	3455	NA <sup>†</sup>	NA <sup>†</sup>
Super Wasp 2-Door Sedan, 6-p.	5C	\$2,413	0.00%	3460	NA <sup>†</sup>	NA <sup>†</sup>
Super Wasp 2-Door Hollywood Hardtop, 6-p.	5C	\$2,812	0.00%	3525	NA <sup>†</sup>	NA <sup>†</sup>
Super Wasp 2-Door Brougham Convertible, 6-p.	5C	\$3,048	0.00%	3655	NA <sup>†</sup>	NA <sup>†</sup>
Super Wasp 4-Door Sedan, 6-p.	5C	\$2,466	0.00%	3480	NA <sup>†</sup>	NA <sup>†</sup>
TOTALS	Avg. Price	\$2,511	+1.78%	Production	17,792	-42.43%

\*Comparisons are made to 1952 Pacemaker (to Wasp) and Wasp (to Super Wasp) series. <sup>†</sup>Production records not kept by body style.

# Hornet

*"A fabulous new Hudson Hornet!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 41.14%.

**Primary competition:** Buick Super, Chrysler Windsor DeLuxe, DeSoto Firedome, Nash Ambassador Custom, Oldsmobile 98, and Packard Series 200.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Nylon weave upholstery with leather-grained "Dura-Fab" trim, two-tone rubber front floor covering with carpet-like inserts and rear floor pile carpet, rear seat center armrest, wind-up clock, brown leather grained instrument panel finish, three-spoke steering wheel, friction-type front door vent windows, wing-type rear quarter ventilation windows (sedans only), stainless steel front, side and rear window surrounds, rear end trim panel, chrome rocker panel molding, hood and fender ornaments, bumper guards, fender skirts, full wheel covers, and 7.10 × 15 BSW tires. Convertible adds: Leather upholstery, power windows, power top, and 7.60 × 15 BSW tires.

## Measurements

Wheelbase	124.0"
Length	208.5"
Width	77.3"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Hornet 2-Door Club Coupe, 6-p.	7C	\$2,742	0.00%	3530	27,208*	-24.26%*
Hornet 2-Door Hollywood Hardtop, 6-p.	7C	\$3,095	0.00%	3610	NA*	NA*
Hornet 2-Door Brougham Convertible, 6-p.	7C	\$3,342	0.00%	3760	NA*	NA*
Hornet 4-Door Sedan, 6-p.	7C	\$2,769	0.00%	3570	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,987	0.00%	<i>Production</i>	27,208	-24.26%

\*Production records not kept by body style.

# KAISER

*"World's first safety-first car!"*

The new model year would bring new challenges for Kaiser. Faced with adequate but not spectacular sales, the company introduced its 1953 models with few changes from the previous year. With the discontinuation of the slow-selling Frazer line, the company began the year still named the Kaiser-Frazer Corporation. Seeking more opportunities to grow in the automotive business, Henry J. Kaiser struck a deal to acquire the Willys-Overland Company, thus picking up the popular Willys Jeep. On April 28, 1953, the purchase was formally announced, and Kaiser Motors Corporation was formed with Willys Motors Incorporated being a wholly owned subsidiary. In July 1953, the automotive sales divisions of the new company became known as the Kaiser-Willys Sales Division of Willys Motors Incorporated, and Kaiser corporate offices were moved to Willys headquarters in Toledo, OH.

Exterior styling changes for the 1953 Kaisers were few. The cars received a restyled hood ornament, chrome headlight bezels and a chrome spear atop each rear fender. Changing from the old-style exterior trunk lid hinges to enclosed hinges went a long way towards cleaning up the decklid area. Interiors had "Bambu" vinyl on the dash and door panels, and a new headliner material made of "Boucle" vinyl, a sort of bumpy, textured material. Both materials had been featured in the optional 1951 Dragon package. These vinyls, some of the most durable vinyl upholstery ever created, were formed by pressing heated material between refrigerated plates.

Engine and transmission offerings continued as in the prior year. Upgrades included a new intake manifold and

tailpipe, which gave a slight horsepower increase, and a rerouted fuel line to combat vapor lock. The second series 1952 Kaiser models commonly experienced vapor lock and sometimes overheating because the large, low set grille bar restricted airflow. The vapor lock problem was resolved with the fuel line change, and the overheating problem would be fully resolved with a new grille on the 1954 models.

Many model changes were made this year, with two new series being introduced. For the low-price market, the Carolina series was introduced in March of 1953. Featuring a 2-Door Club Sedan and 4-Door Sedan, the Carolina would be a one-year-only series. The DeLuxe and Manhattan series continued, with each dropping the 2-Door Traveler Sedan and the 2-door coupe body styles. As a new top line entry to appeal to the upper medium price market, a new Dragon series was introduced. Comparable in concept to the Dragon option on 1951 Kaisers, the 1953 Hardtop Dragon, as it was sometimes referred to, was a separate model and offered many luxury features as standard equipment. All the extra features were also part of the Accessory Group 100, which was available on any Kaiser at a cost of \$1,184. The Dragon, and AG100, included features above those standard on the Manhattan, such as a "Bambu" padded vinyl top, E-Z-Eye tinted glass, radio, Laguna and Bambu upholstery, folding armrests, Calpoint custom carpeting on floor and trunk, gold plated interior and exterior trim, power steering, and white sidewall tires. The Dragon series featured a plaque with the buyer's name engraved on it affixed to the glove box.



Manhattan 2-Door Club Sedan



Manhattan 4-Door Sedan



Manhattan 4-Door Sedan "Bambu" interior



DeLuxe 4-Door Sedan

**Model year production:** 43,496, up 48.53% from 1952.  
**Domestic market share:** 0.71% (16th place).  
**Base price range:** \$2,313 to \$3,924.  
**Kaiser average base price:** \$2,689, up 2.34%.  
**Introduction date:** October 1952. Carolina introduced March 1953.  
**Assembly plants:** Willow Run, MI.

**Serial number identification:** Ten-digit code on plate located on left front door hinge pillar. First digit is K for Kaiser. Next two digits denote year: 53 = 1953. Fourth digit is series number: 8 is Carolina, 1 is DeLuxe, 2 is Manhattan, and 0 is Dragon. Remaining digits are sequential serial numbers beginning with 001001 and ending numbers as in chart below.

### Highest Serial Numbers by Series

Series	Code	Willow Run
Carolina	K538	002812
DeLuxe	K531	009082
Manhattan	K532	022176
Hardtop Dragon	K530	002277

### Powertrains

Engine	Compression		Transmission	All except Dragon	Dragon
	Ratio	Gross HP			
226.2 CID Supersonic, 2-bbl., L-head, 6-cyl.	7.3:1	118	3-speed manual	S	-
			Overdrive	\$106	-
			Hydra-Matic automatic	\$179	S

### Major Options

	Carolina	DeLuxe	Manhattan	Dragon
Heater and defroster	\$	\$	\$	S
Radio	\$	\$	\$	S
Electric clock	\$	\$	\$	S
Power steering	-	-	\$122	\$122
Stainless steel wheel trim rings	\$	\$	S	S
Full wheel covers	\$	\$	S	S
Wire wheels	\$290	\$290	\$290	\$290
White sidewall tires	\$	\$	\$	S

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

1953

## Paint Colors

<i>Enamels</i>	<i>Code</i>	<i>Enamels</i>	<i>Code</i>
Onyx Black	096, 140, 584	Persian Gray Metallic over Anchor Gray	432, 704
Stardust Ivory	097, 106, 214, 654	Peacock Blue over Stardust Ivory	433, 705
Jade Tint	098	Australian Beige over Cardinal Red	435, 707
Jade Green Metallic	099, 202, 643	Australian Beige over Sabre Blue	436, 708
Cardinal Red	110, 597	Australian Beige over Copper Dust Metallic	438, 710
Robinhood Green	150, 582	Stardust Ivory over Peacock Blue	439, 711
Peacock Blue	203, 644	Stardust Ivory over Tropical Green Metallic	440, 712
Sabre Jet Blue	204, 646	Anchor Gray over Persian Gray Metallic	441, 713
Copper Dust Metallic	206, 647	Stardust Ivory over Jade Green Metallic	442, 714
Persian Gray Metallic	207, 648	Jade Green Metallic over Stardust Ivory	443, 715
Anchor Gray	208, 649	Sabre Jet Blue over Australian Beige	444, 716
Australian Beige	213, 653	Tropical Green Metallic over Pine Tint	446, 718
Pine Tint	228, 668	Stardust Ivory over Pine Tint	447, 719
Powder Blue	229, 669	Powder Blue over Stardust Ivory	448, 720
Tropical Green Metallic	395, 603	Stardust Ivory over Onyx Black	449
Cerulean Blue	398, 604		

## Carolina

*"New lower priced car in the Kaiser line!"*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1951 through 1955.

**Percentage of division's sales volume:** 3.32%.

**Primary competition:** Buick Special, DeSoto Powermaster, Hudson

Wasp, Mercury Monterey, Nash Statesman, Oldsmobile 88, and Studebaker Commander Land Cruiser.

**Notable changes:** All-new series.

**Major standard equipment:** Cloth interior trim, front rubber floor covering and rear carpeting, two-spoke steering wheel, dual sun visors, automatic dome lights, black rubber window surrounds, lower body side molding, hood emblem, small hubcaps, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	118.5"
Length	211.2"
Width	74.0"
Height	60.3"
Legroom — front	45.1"
Legroom — rear	39.5"
Headroom — front	35.7"
Headroom — rear	33.7"
Cargo capacity (cu. ft.)	18.7
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Carolina 2-Door Club Sedan, 6-p.	K5384	\$2,313	NEW	3135	308	NEW
Carolina 4-Door Sedan, 6-p.	K5381	\$2,373	NEW	3185	1,136	NEW
TOTALS	<i>Avg. Price</i>	\$2,343	NEW	<i>Production</i>	1,444	NEW

## DeLuxe

*"Luxurious custom-styled interiors and handsomest 'hardtop' styling at regular sedan prices!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1951 through 1955.

**Percentage of division's sales volume:** 45.59%.

**Primary competition:** Chrysler Windsor, Hudson Super Wasp, Nash Ambassador, and Oldsmobile Super 88.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Cloth interior trim, front rubber floor covering and rear carpeting, two-spoke steering wheel, dual sun visors, automatic dome lights, chrome window surrounds, lower body side molding, hood emblem, small hubcaps, and 6.70 × 15 BSW tires. Traveler adds: Trunk lid nameplate and special features mentioned in the 1949 Kaiser introduction (excluding the left rear door/spare tire feature).

### Measurements

Wheelbase	118.5"
Length	211.2"
Width	74.0"
Height	60.3"
Legroom — front	45.1"
Legroom — rear	39.5"
Headroom — front	35.7"
Headroom — rear	33.7"
Cargo capacity (cu. ft.)	18.7*
Fuel capacity (gals.)	17.0

\*104 cubic feet in Traveler with all seats folded down.

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY*
DeLuxe 2-Door Club Sedan, 6-p.	K5314	\$2,459	-1.01%	3150	1,227*	NA*
DeLuxe 4-Door Sedan, 6-p.	K5311	\$2,513	-0.95%	3200	18,603*	NA*
DeLuxe 4-Door Traveler Sedan, 6-p.	K5315	\$2,619	-0.91%	3265	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,530	+0.81%		<i>Production</i> 19,830	+13.85%

\*Model year production and change from LY not available due to 1952 production records not being kept by body style. Production is recorded only by 2-door or 4-door models.

## Manhattan

*"Advanced styling that has won Kaiser more world beauty prizes than any other car of its time ... with more vital safety features than any other car ever built!"*

**Nameplate year of origin:** 1952 (formerly the top-line Frazer series, 1947–1951).

**Current bodystyle lifespan:** 1951 through 1955.

**Percentage of division's sales volume:** 48.15%.

**Primary competition:** Buick Super, Chrysler Windsor DeLuxe, DeSoto Firedome, Hudson Hornet, Oldsmobile 98, and Packard Clipper.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Cloth and leather interior trim, robe cord, full floor carpeting, color-keyed interior trim, padded dashboard, automatic dome lights, stainless steel exterior window trim, wide rocker panel molding, hood emblem, front and rear bumper guards, rear fender skirts, full wheel covers, and 6.70 × 15 BSW tires. Traveler adds: Trunk lid nameplate and special features mentioned in the 1949 Kaiser introduction (excluding the left rear door/spare tire feature).

### Measurements

Wheelbase	118.5"
Length	211.2"
Width	74.0"
Height	60.3"
Legroom — front	45.1"
Legroom — rear	39.5"
Headroom — front	35.7"
Headroom — rear	33.7"
Cargo capacity (cu. ft.)	18.7*
Fuel capacity (gals.)	17.0

\*104 cubic feet in Traveler with all seats folded down.

Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY*
Manhattan 2-Door Club Sedan, 6-p.	K5324	\$2,597	-0.15%	3235	2,342*	NA*
Manhattan 4-Door Sedan, 6-p.	K5321	\$2,650	-0.15%	3265	18,603*	NA*
Manhattan 4-Door Traveler Sedan, 6-p.	K5325	\$2,755	-0.14%	3355	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,667	-0.05%	<i>Production</i>	20,945	+275.43%

\*Model year production and change from LY not available due to 1952 production records not being kept by body style. Production is recorded only by 2-door or 4-door models.

# Dragon

*"The newest idea in luxury!"*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1951 through 1955.

**Percentage of division's sales volume:** 2.94%.

**Primary competition:** Cadillac Series 62, Lincoln Capri, and Packard Patrician.

**Notable changes:** New series.

**Major standard equipment:** Laguna and Bambu upholstery, folding armrests, Calpoint custom carpeting on floor and trunk, padded dashboard, automatic dome lights, E-Z-Eye tinted glass, electric clock, radio, "Bambu" padded vinyl top, gold plated interior and exterior trim, power steering, stainless steel exterior window trim, wide rocker panel molding, hood ornament, front and rear bumper guards, rear fender skirts, full wheel covers, and 7.10 × 15 WSW tires.

## Measurements

Wheelbase	118.5"
Length	211.2"
Width	74.0"
Height	60.3"
Legroom — front	45.1"
Legroom — rear	39.5"
Headroom — front	35.7"
Headroom — rear	33.7"
Cargo capacity (cu. ft.)	18.7
Fuel capacity (gals.)	17.0

Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Dragon 4-Door Sedan, 6-p.	K5301	\$3,924	NEW	3435	1,277	NEW
TOTALS	<i>Avg. Price</i>	\$3,924	NEW	<i>Production</i>	1,277	NEW

# LINCOLN

*"The one fine car designed for modern living—completely powered for modern motoring!"*

There were very few changes to be seen on the 1953 Lincoln, with all the big changes being found inside and under the hood. New inside was power 4-way adjustment for the front seat, where the older versions had been 2-way adjustable. Under the hood, the powerful V8 engine was fitted with a four-barrel carburetor, increasing the horse-

power rating by 25 percent to 205. Also in the engine bay could be found power steering and power brakes, newly introduced as optional equipment, and immediately a popular feature for the luxury car buyer.

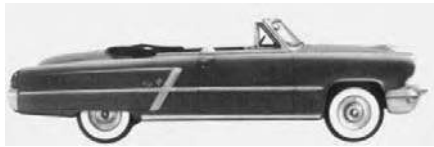
Visually the front bumper and grille combination was revised. The bumper continued to be a split design and re-



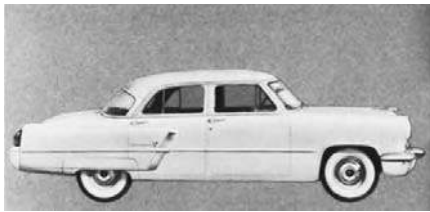
tained the dip of the top bar. A new center grille emblem with a “V” design was introduced. The Lincoln name was spelled out in block letters across the hood. After a one-year absence, a hood ornament returned to grace the Lincoln hood, and the fender top ornaments were retained. Body side trim remained similar to 1952. A noticeable change from a driver’s viewpoint was the introduction of a one-piece wraparound rear window, which enhanced the view behind the driver.

The improvements helped Lincoln maintain its reputation as a winning competitor on the racetrack. Unfortunately for Lincoln, in this, Ford’s 50th Anniversary year,

Packard would soar past the Ford “fine car” division again to more than double Lincoln’s sales total. Lincoln’s place as the “fine car” division of Ford Motor Company had long placed it in Cadillac and Packard territory. Traditionally Cadillac was the best selling of the trio, and for most of the last 15 years or more, Packard had outsold Lincoln. Only in 1951 and 1952 had Lincoln managed to surpass Packard, by the slimmest of margins — less than 7,500 units each year. Nineteen-fifty-four would be the last time that Lincoln would rank third amongst the luxury cars until 1959, when Imperial would nab the second place ranking.



Capri 2-Door Convertible



Cosmopolitan 4-Door Sedan

**Model year production:** 40,762, up 49.47% from 1952.  
**Domestic market share:** 0.67% (18th place).  
**Base price range:** \$3,522 to \$4,031.  
**Lincoln average base price:** \$3,763, up 10.63%.  
**Introduction date:** December 1952.  
**Assembly plants:** Los Angeles, CA (LA); and Wayne, MI (WA).  
**Serial number identification:** Serial number consists of a

nine to ten digit code located on right side front door hinge pillar, and read as follows: First two digits indicate year (53 = 1953); third and fourth letters indicate assembly plant from code above; the next four to five digits are sequential beginning with 5001 and ending with 10995 for the Los Angeles plant, 39566 for the Wayne, Michigan, plant. The last digit indicates series: H for Cosmopolitan and Capri.

1953

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
317.5 CID, 4-bbl., OHV V8	8.0:1	205	Hydra-Matic	S

### Major Options

	<i>Cosmopolitan</i>	<i>Capri</i>
Heater and defroster	\$121	\$121
Radio	\$132	\$132
Power windows	\$	\$*
4-way power front seat	\$	\$*
Power steering	\$199	\$199
Power brakes	\$	\$
Full wheel cover	S	S
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

\*Standard on Capri convertible.

Paint Colors

	Code		Code
Regent Black	01	Esquire Green Gray over Empire Green	
Crown Blue Metallic	02	Metallic	49
Majestic Maroon Metallic	04	Palace Green Metallic over Esquire Green	
Kingsbury Gray	05	Gray	50
Embassy Brown Metallic	08	Esquire Green Gray over Palace Green	
Castle Tan	09	Metallic	51
Colonial Blue	10	Oxford Gray Metallic over Kingsbury	
Esquire Green Gray	12	Gray	52
Empire Green Metallic	14	Kingsbury Gray over Oxford Gray	
Oxford Gray Metallic	15	Metallic	53
Palace Green Metallic	16	Crown Blue Metallic over Colonial Blue	54
Royal Red	18	Colonial Blue over Crown Blue Metallic	55
Cavalier Yellow	19	Castle Tan over Embassy Brown Metallic	56
Kingsbury Gray over Crown Blue Metallic	28	Embassy Brown Metallic over Castle Tan	57
Crown Blue Metallic over Kingsbury Gray	29	Regent Black over Castle Tan	60
Regent Black over Kingsbury Gray	30	Regent Black over Majestic Maroon	
Kingsbury Gray over Regent Black	31	Metallic	61
Regent Black over Cavalier Yellow	34	Regent Black over Colonial Blue	62
Castle Tan over Majestic Maroon Metallic	38	Regent Black over Cinnabar Red	63
Majestic Maroon Metallic over Castle Tan	39	Castle Tan over Cinnabar Red	64
Empire Green Metallic over Esquire Green			
Gray	48		

Cosmopolitan

“Everything is planned with a purpose to give you a completely modern car.”

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1952 through 1955.

Percentage of division’s sales volume: 34.65%.

Primary competition: Buick Roadmaster, Chrysler New Yorker, Oldsmobile 98, and Packard Series 250.

Notable changes: New grille, trim and detail changes.

Major standard equipment: Cloth and vinyl upholstery, rear seat center armrest, full floor carpeting, electric clock, chrome window surround moldings, bodyside beltline trim, full-length bodyside stainless steel molding, and 8.00 × 15 BSW tires.

Measurements

Wheelbase	123.0"
Length	214.0"
Width	77.0"
Height	62.9"
Legroom — front	44.3"
Legroom — rear	42.7"
Headroom — front	35.5"
Headroom — rear	34.7"
Cargo capacity (cu. ft.)	30.9
Fuel capacity (gals.)	20.0

Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Cosmopolitan 2-Door Hardtop Sport Coupe, 6-p.	60C	\$3,625	+10.08%	4155	6,562	+44.38%
Cosmopolitan 4-Door Sport Sedan, 6-p.	73A	\$3,522	+10.13%	4125	7,560	-9.83%
TOTALS	Avg. price	\$3,574	+10.11%	Production	14,122	+9.23%

# Capri

*"Every feature reflects a new concept of functional beauty!"*

**Nameplate year of origin:** 1952 (1950 as designation on Cosmopolitan coupe).

**Current bodystyle lifespan:** 1952 through 1955.

**Percentage of division's sales volume:** 65.35%.

**Primary competition:** Cadillac Series 62, Chrysler New Yorker, Kaiser Hardtop Dragon, and Packard Series 250.

**Notable changes:** New grille, trim and detail changes.

**Major standard equipment:** Cloth and leather upholstery, rear seat center armrest, full floor carpeting, electric clock, chrome window surround moldings, bodyside beltline trim, full-length bodyside stainless steel molding, rocker panel molding, and 8.00 × 15 BSW tires. Convertible adds: Leather upholstery, power front seat, power windows, power top, and 8.20 × 15 BSW tires.

## Measurements

Wheelbase	123.0"
Length	214.0"
Width	77.0"
Height	62.9"
Legroom — front	44.3"
Legroom — rear	42.7"
Headroom — front	35.5"
Headroom — rear	34.7"
Cargo capacity (cu. ft.)	30.9
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Capri 2-Door Hardtop Sport Coupe, 6-p.	60A	\$3,869	+9.98%	4235	12,916	+127.35%
Capri 2-Door Convertible, 6-p.	76A	\$4,031	+9.99%	4350	2,372	+99.16%
Capri 4-Door Sport Sedan, 6-p.	73B	\$3,766	+13.06%	4140	11,352	+51.97%
TOTALS	<i>Avg. price</i>	\$3,889	+10.96%	<i>Production</i>	26,640	+85.75%

# MERCURY

*"The new 1953 Mercury. Farther than ever ahead of its field!"*

Continuing the modern and stylish look of the new-for-'52 Mercurys, the 1953 models saw only what could be considered the expected changes. A revised bumper and grille combination had new bullet shaped front bumper guards mounted on the top bumper rail, with vertical blades following the lower bumper down to its edge. The pan behind the bumper now had four evenly spaced vertical chrome fins, creating a new look for the "grille" area. On top of the hood sat a revised "Jet scoop" hood ornament with a longitudinal appendage now making the ornament look like a huge jet.

General body styling remained the same, but body side trim now included mid-level full-length stainless steel trim. The side scoop used in 1952 was removed, revealing the lower quarter panel body crease. The forward slanting portion of the crease now had a small rear quarter gravel shield, with three small chrome hash marks placed hori-

zontally above it. Rear end design was similar to last year with only revised trim seen.

Besides the expected interior updates, there were not many changes to be found. One change was in the introduction of two-position doorstops. This meant that a door could be opened halfway or fully opened, and at either position the door hinges would keep the door open. Another convenience feature was the introduction of optional power steering on all models, followed at midseason by optional power brakes. The only model changes this season were to move the 8-passenger station wagon from the Custom series to the Monterey series, and to discontinue the 6-passenger station wagon. Also, it is interesting to note that in Ford's fiftieth anniversary year the 40 millionth Ford vehicle was built, and it was a 1953 Mercury Monterey convertible.



Monterey 2-Door Convertible



Monterey 2-Door Hardtop

**Model year production:** 305,863, up 77.74% from 1952.  
**Domestic market share:** 5.02% (8th place).  
**Base price range:** \$2,194 to \$2,826.  
**Mercury average base price:** \$2,426, up 8.22%.  
**Introduction date:** December 1952.  
**Assembly plants:** Los Angeles, CA (LA); Metuchen, NJ (ME); St. Louis, MO (SL); and Wayne, MI (WA).

**Serial number identification:** Ten to eleven-digit number located on left front door hinge pillar, and read as follows: The first two digits indicate model year (53 = 1953). Third and fourth digits indicate assembly plant code from above. The next digits are sequential with beginning number of 10001 and ending number as follows in the chart below. The last digit is M for Mercury.

### Highest Serial Numbers by Assembly Plant

<i>Assembly Plant</i>	<i>Ending Number</i>
Los Angeles, CA (LA)	50946
Metuchen, NJ (ME)	105949
St. Louis, MO (SL)	42285
Wayne, MI (WA)	45383

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
255.4 CID, 2-bbl., L-head, V8	7.2:1	125	3-speed manual Overdrive Merc-O-Matic Drive	S \$110 \$190

### Major Options

	<i>Custom</i>	<i>Monterey</i>
Heater	\$72	\$72
Heater and defroster	\$	\$
Radio	\$106	\$106
Radio antenna	\$	\$
Power steering	\$151	\$151
Fog lamps	\$	\$
Rear fender skirts	\$	S
Hubcaps	S	S
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	<i>Code</i>		<i>Code</i>
India Black	01	Beechwood Brown Metallic	06
Superior Blue Metallic	02	Brentwood Brown Metallic	06A
Mohawk Maroon Metallic	04	Banff Blue	07
Glenwood Gray	05	Tahiti Tan	09

	<i>Code</i>		<i>Code</i>
Sherwood Green Metallic	11	Mohawk Maroon Metallic over Tahiti Tan	39
Pinehurst Green Gray	12	Tahiti Tan over Beechwood Brown Metallic	40
Asheville Green	12A	Tahiti Tan over Brentwood Brown Metallic	40A
Village Green Metallic	13	Beechwood Brown Metallic over Tahiti Tan	41
Bittersweet	17	Brentwood Brown Metallic over Tahiti Tan	41A
Yosemite Yellow	19	Tahiti Tan over Bittersweet	42
Siren Red	20	Bittersweet over Tahiti Tan	43
Banff Blue over Superior Blue Metallic	26	India Black over Bittersweet	44
Superior Blue Metallic over Banff Blue	27	Bittersweet over India Black	45
Glenwood Gray over Superior Blue Metallic	28	India Black over Banff Blue	46
Superior Blue Metallic over Glenwood Gray	29	Banff Blue over India Black	47
India Black over Glenwood Gray	30	India Black over Pinehurst Green Metallic	58
Glenwood Gray over India Black	31	India Black over Village Green Metallic	59
Sherwood Green Metallic over Pinehurst Green Gray	32	India Black over Tahiti Tan	60
Sherwood Green Metallic over Asheville Green	32A	India Black over Mohawk Maroon Metallic	61
Pinehurst Green Gray over Sherwood Green Metallic	33	Siren Red over India Black	66
Asheville Green over Sherwood Green Metallic	33A	Village Green Metallic over Tahiti Tan	67
India Black over Yosemite Yellow	34	Tahiti Tan over Village Green Metallic	68
Yosemite Yellow over India Black	35	Sherwood Green Metallic over Yosemite Yellow	69
Village Green Metallic over Pinehurst Green Metallic	36	Yosemite Yellow over Sherwood Green Metallic	70
Village Green Metallic over Asheville Green	36A	Brentwood Brown Metallic over Asheville Green	71
Pinehurst Green Metallic over Village Green Metallic	37	Siren Red over Glenwood Gray	72
Asheville Green over Village Green Metallic	37A	Yosemite Yellow over Brentwood Brown Metallic	73

## Custom

*"Smartest move you can make to new driving pleasure!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 48.89%.

**Primary competition:** Buick Special, Dodge Coronet, Hudson Wasp, Nash Statesman, Pontiac Chieftain DeLuxe, and Studebaker Commander Regal.

**Notable changes:** New grille, trim and detail changes.

**Major standard equipment:** Cloth upholstery, rubber floor mats, electric clock, horn ring, chrome window surround moldings, luggage compartment light, full length body side stainless trim, and 7.10 × 15 BSW tires. Sport coupe adds: Vinyl and cloth upholstery and C-pillar chrome appliqué.

### Measurements

Wheelbase	118.0"
Length	202.2"
Width	73.5"
Height	62.2"
Legroom — front	42.8"
Legroom — rear	41.5"
Headroom — front	35.4"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Sedan, 6-p.	70B	\$2,194	+10.42%	3335	50,183	+94.42%
Custom 2-Door Hardtop Sport Coupe, 6-p.	60E	\$2,315	+10.24%	3435	39,547	+29.24%
Custom 4-Door Sedan, 6-p.	73B	\$2,251	+10.34%	3390	59,794*	NA*
TOTALS	<i>Avg. price</i>	\$2,253	+0.40%	<i>Production</i>	149,524	NA*

\*Production comparison is not available as separate production totals for the 1952 Custom and Monterey 4-Door Sedans were not kept.

# Monterey

*“Dashing good looks and eager performance keep you far ahead of the field!”*

**Nameplate year of origin:** 1952 (1950 as a top line coupe designation).

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 51.11%.

**Primary competition:** DeSoto Power Master, Hudson Super Wasp, Kaiser Carolina, Nash Statesman Custom, Oldsmobile 88, and Studebaker Commander Land Cruiser.

**Notable changes:** New grille, trim and detail changes.

**Major standard equipment:** Cloth upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, C-pillar chrome appliqué, luggage compartment light, rear quarter body side stainless trim, rocker panel molding, rear fender skirts, and 7.10 × 15 BSW tires. Sport coupe adds: Vinyl and cloth upholstery. Convertible adds: Vinyl upholstery, power windows, power front seat, power top, and 7.60 × 15 BSW tires. Station wagon adds: Vinyl upholstery, front fender stainless molding, faux wood exterior door and quarter panel mahogany panels with maple trim, and 7.60 × 15 BSW tires.

## Measurements

	Cars	Wagon
Wheelbase	118.0"	118.0"
Length	202.2"	202.2"
Width	73.5"	73.5"
Height	62.2"	NA
Legroom — front	42.8"	42.8"
Legroom — rear	41.5"	41.5"
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	19.0	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Monterey 2-Door Hardtop Coupe, 6-p.	60B	\$2,452	+10.20%	3520	76,119	+211.29%
Monterey 2-Door Convertible, 6-p.	76B	\$2,610	+10.13%	3635	8,463	+60.86%
Monterey 4-Door Sedan, 6-p.	73C	\$2,333	+10.31%	3375	64,038 <sup>ff</sup>	NA <sup>ff</sup>
Monterey 4-Door Station Wagon, 8-p.	79B	\$2,826	+9.96%*	3795	7,719 <sup>†</sup>	+210.37% <sup>†</sup>
TOTALS	Avg. price	\$2,555	+14.24%	Production	156,339	NA <sup>ff</sup>

\*Price comparison to 1952 Custom 8-passenger station wagon. <sup>†</sup>Production of Monterey Station Wagon is compared to the combined 1952 Custom 6- and 8-passenger production total. <sup>ff</sup>Production comparison is not available as separate production totals for the 1952 Custom and Monterey 4-Door Sedans were not kept.

# NASH

*“Announcing Pinin Farina's latest masterpiece.  
The New 1953 Nash Airflyte. Most Beautiful Cars of our Time!”*

As rumors of a possible merger with another independent manufacturer began circulating, Nash's popular compact Rambler received a restyling, courtesy of Pinin Farina, to bring it more in line with its larger Statesman and Ambassador stable mates. Outwardly, the only links to the Rambler's first three years of life were found in the greenhouse and roof areas. However, a new curved windshield with a small “V” dip at the line where the fender and hood

met was a design copied from the larger Nash models. The lower body sheetmetal was all-new, with small “fin” type rear quarter panel ends that extended several inches longer than previously, and which housed vertical taillamps. Slab sided bodies were only slightly less round, as “skirted” type wheel openings continued to be used, as was the lower body stainless trim molding that ran at bumper level around the entire car.



At the front end, a lower hood and fender line improved the look and the forward visibility. The new grille design used a similar opening size to the previous year's, but was now encircled in chrome and carried a single, large horizontal bar in the middle. At the center of the bar was a round medallion with the Nash crest on it. Like all Nash models this season, the Rambler wore a "bathing beauty" style hood ornament created by artist George Petty. These quickly became known as the Petty hood ornament.

Inside the Rambler received the usual color and trim upgrades. A new instrument panel design featured a slightly hooded, single round pod housing all the gauges, centered over the steering column, and a horizontal stainless trim piece covering the middle and right sides of the panel. Power for the Rambler was provided by a new, larger, 184 CID 6-cylinder, named the Super Flying Scot. The Dual-Range Hydra-Matic was now available for the Rambler, but required the larger 195.6 CID Super Flying Scot engine of the Statesman series.

The Statesman and Ambassador series themselves were

little changed, and visually only some thin chrome strips on the cowl air intake distinguished the new 1953 models from their predecessor. Interior and powertrain changes were similarly minimal, with the only noteworthy addition being the LeMans Dual Jet-Fire engine as optional equipment for the Ambassador. This engine was previously used on the Nash-Healey. No model changes were made this year. With sales and production still reeling from the effects of the Korean War, sales began a second year slide. While sales of the Rambler and Ambassador were slipping, the Statesman series was improving, giving hope that Nash would continue growth.

The Nash-Healey, covered under the 1951 and 1952 Nash sections, is not included here, as it is an imported car. According to some sources, including Nash literature, Healeys continued to be available through dealers and other importers during 1953 and 1954, but the car is not covered further herein. A picture of the new-for-1953 LeMans hardtop is included here, however.



Ambassador Custom 2-Door  
Country Club Hardtop



Nash-Healey LeMans 2-Door Hardtop



Rambler Custom 2-Door Convertible Sedan



Rambler Custom 2-Door  
Country Club Hardtop



Statesman Custom 4-Door Sedan

**Model year production:** 119,375, down 16.58% from 1952.  
**Domestic market share:** 1.96% (12th place).  
**Base price range:** \$2,003 to \$2,829.  
**Nash average base price:** \$2,365, down 8.84%.  
**Introduction date:** January 1953.  
**Assembly plants:** Kenosha, WI (D, K and R); and El Segundo, CA (DC, KC and RC).

**Serial number identification:** Six to seven-digit code on plate located on right side of cowl under hood. First digit (two digits on California built cars) indicates assembly plant and series code from above. Remaining digits are sequential serial numbers as follow in chart below.

### Serial Numbers by Series

Series	Series Code	Beginning	Ending
Rambler	D	127501	155727
Rambler	DC	9001	12299
Statesman	K	563501	615291
Statesman	KC	43001	47173
Ambassador	R	692101	721686
Ambassador	RC	19001	21984

### Powertrains

Engine	Compression		Transmission	Rambler	Statesman	Ambassador
	Ratio	Gross HP				
184 CID Super Flying Scot, 1-bbl., L-head, 6-cyl.	7.25:1	85	3-speed manual	S	-	-
			Overdrive	\$104	-	-
195.6 CID Powerflyte, 1-bbl., L-head, 6-cyl.	7.0:1	100*	3-speed manual	-	S	-
			Overdrive	-	\$104	-
			Dual-Range Hydra-Matic	\$179*	\$179	-
252.6 CID Super Jetfire, 1-bbl., L-head, 6-cyl.	7.3:1	120	3-speed manual	-	-	S
			Overdrive	-	-	\$112
			Dual-Range Hydra-Matic	-	-	\$179
252.6 CID LeMans Dual Jetfire, 2-bbl., L-head, 6-cyl.	8.0:1	140	3-speed manual	-	-	\$
			Overdrive	-	-	\$
			Dual-Range Hydra-Matic	-	-	\$

\*Horsepower rating is 90 on Rambler with Dual-Range Hydra-Matic.

### Major Options

	Rambler	Statesman	Ambassador
Weather-Eye conditioned air system heater and defroster	S	\$	\$
Radio and antenna	\$89*	\$89	\$89
Air-liner reclining seats	\$11*	\$11*	\$11*
Twin bed seat mattress	\$33	\$33	\$33
Electric clock	\$17*	\$17*	\$17*
Solex tinted glass (windshield only)	\$19	\$19	\$19
Power steering	-	-	\$192
Power brakes	-	-	\$
Turn signals	\$16*	\$16*	\$16*
Full wheel covers	\$17*	\$17*	\$17*
White sidewall tires	\$	\$	\$

\*Standard on Custom models.

Options common to most models. (—= Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Black	P1
Cruiser Gray	P19
Sea Mist Gray	P20
Champagne Ivory	P23
Willow Green	P37
Sky Line Blue	P40
Autumn Rust Metallic	P42
Anniversary Gold Metallic (Two-tone only)	P43
Caribbean Blue Metallic (Two-tone only)	P44
Hunter Green	P45
Village Green Metallic	P46
Pingree Blue	P47
Horizon Blue Metallic	P48
University Maroon	P49
Dawn Gray Metallic	P50
Spanish Red	P51
Cruiser Gray over Sea Mist Gray	P20A19
Hunter Green over Willow Green	P37A45
Willow Green over Hunter Green	P45A37
Sky Line Blue over Pingree Blue	P47A40
Pingree Blue over Sky Line Blue	P40A47
Autumn Rust Metallic over Champagne Ivory	P23A42
Black over Champagne Ivory	P23A1
Anniversary Gold Metallic over Champagne Ivory	P23A43
Autumn Rust Metallic over Dawn Gray Metallic	P50A42
Spanish Red over Black	P1A51
Black over Spanish Red	P51A1
Spanish Red over Sea Mist Gray	P20A51
Champagne Ivory over Caribbean Blue Metallic	P44A23

# Rambler

*“Presenting Pinin Farina’s latest. The Exciting New 1953 Nash Rambler! The car designed for today’s traffic.”*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1950 through 1955.

**Percentage of division’s sales volume:** 36.16%.

**Primary competition:** Allstate, Henry J, and Willys Aero.

**Notable changes:** Completely restyled.

**Major standard equipment:** Cloth and vinyl interior trim, rubber floor covering with front carpeted inserts, stainless steel front window surround, stainless steel full-length lower body molding, and 5.90 × 15 BSW tires. Custom adds: Custom steering wheel, reclining front seats, courtesy lights, electric clock, radio, full wheel covers, and 6.40 × 15 BSW tires.

## Measurements

Wheelbase	100.0"
Length	185.4"
Width	73.5"
Height	59.0"
Legroom — front	44.0"
Legroom — rear	37.5"
Headroom — front	36.5"
Headroom — rear	35.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Rambler Super 2-Door Suburban Station Wagon, 5-p.	5314	\$2,003	0.00%	2555	1,114	-62.49%
Rambler Custom 2-Door Country Club Hardtop, 5-p.	5327	\$2,125	+1.48%	2550	15,255	-40.84%
Rambler Custom 2-Door Convertible Landau, 5-p.	5321	\$2,150	+1.46%	2590	3,284	+5.66%
Rambler Custom 2-Door Station Wagon, 5-p.	5324	\$2,119	0.00%	2570	10,598	-46.71%
TOTALS	<i>Avg. Price</i>	\$2,084	+0.74%	<i>Production</i>	30,251	-41.55%

# Statesman

*“Announcing Pinin Farina’s latest masterpiece! The Nash Statesman! Most beautiful cars of our time.”*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1952 through 1957.

**Percentage of division’s sales volume:** 47.14%.

**Primary competition:** Buick Special, Dodge Coronet, Hudson Wasp, Kaiser Carolina, Mercury Monterey, Oldsmobile 88, Pontiac Chieftain, and Studebaker Commander.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 6.70 × 15 BSW tires. Custom adds: Cloth two-tone upholstery, foam seat cushions, electric clock, turn signals, rocker panel moldings, and full wheel covers.

## Measurements

Wheelbase	114.3"
Length	202.3"
Width	78.0"
Height	61.8"
Legroom — front	41.5"
Legroom — rear	37.4"
Headroom — front	37.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Statesman Super 2-Door Sedan, 6-p.	5346	\$2,143	-0.05%	3025	7,999	+17.72%
Statesman Super 4-Door Sedan, 6-p.	5345	\$2,178	0.00%	3045	28,445	+4.18%
Statesman Custom 2-Door Sedan, 6-p.	5356	\$2,310	0.00%	3050	1,329	-29.01%
Statesman Custom 2-Door Country Club Hardtop, 5-p.	5357	\$2,433	0.00%	3095	7,025	+708.40%
Statesman Custom 4-Door Sedan, 6-p.	5355	\$2,332	0.00%	3070	11,476	-15.99%
TOTALS	<i>Avg. Price</i>	\$2,279	0.00%	<i>Production</i>	56,274	+11.43%

## Ambassador

*"Announcing Pinin Farina's latest masterpiece!  
The Nash Ambassador! Most beautiful cars of our time."*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1952 through 1957.

**Percentage of division's sales volume:** 27.52%.

**Primary competition:** Buick Super, Chrysler Windsor, DeSoto Powermaster, Hudson Super Wasp, Kaiser Manhattan, and Oldsmobile Super 88.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 7.10 × 15 BSW tires. Custom adds: Cloth two-tone upholstery, foam seat cushions, custom steering wheel, electric clock, turn signals, rocker panel moldings, and full wheel covers.

### Measurements

Wheelbase	121.3"
Length	209.3"
Width	78.0"
Height	62.3"
Legroom — front	41.5"
Legroom — rear	37.4"
Headroom — front	37.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Ambassador Super 2-Door Sedan, 6-p.	5366	\$2,521	0.00%	3410	1,273	-31.96%
Ambassador Super 4-Door Sedan, 6-p.	5365	\$2,557	0.00%	3430	12,489	-25.83%
Ambassador Custom 2-Door Sedan, 6-p.	5376	\$2,695	0.00%	3450	428	-63.67%
Ambassador Custom 2-Door Country Club Hardtop, 5-p.	5377	\$2,829	0.00%	3550	6,438	+424.27%
Ambassador Custom 4-Door Sedan, 6-p.	5375	\$2,716	0.00%	3480	12,222	-37.60%
TOTALS	<i>Avg. Price</i>	\$2,664	0.00%	<i>Production</i>	32,850	-19.29%

# OLDSMOBILE

*“Oldsmobile for 1953. The new ruling power of the road!”*

New features were the highlight of the '53 Oldsmobile. The general styling remained more or less consistent with the prior year, but that didn't mean there were not significant changes to the cars. A lot of effort was spent on developing the new features and creature comforts that the buying public would soon demand in their cars. To power this convenience, Oldsmobile was among the first American manufacturers to install 12-volt electrical systems in all of their cars. With the higher voltage more electrically operated equipment could be added without sacrificing power or safety. Items such as the new Autronic-Eye automatic headlamp dimmer and electrically powered (as opposed to hydraulically operated) windows, convertible tops and power seat adjustments were among the features to benefit from the higher voltage system.

Under the hood and trunk lid were other new features. The “Rocket” engine soldiered on for a final season with significant improvements, foremost being a new “Quadri-Jet” 4-barrel carburetor. Combined with a higher compression ratio, this boosted horsepower to 165 @ 3600 rpm, and the engine was standard on the Super 88 and Ninety-Eight series. Also under the hood was a newly available “Pedal Ease” power brake system, joining the highly popular power steering system introduced in 1952. A unique situation caused by a fire at the GM Hydra-Matic factory caused both Oldsmobile and Pontiac to temporarily offer Buick Dynaflow transmissions as an alternative automatic transmission.

Finding its way into both the engine compartment and the trunk area was the new “Frigidaire car conditioner” air conditioning system. This was one of the original, more complicated systems, which placed the condenser and compressor under the hood, and the cooling unit and fans in the trunk. From the trunk, clear plastic tubing with up to 1500 tiny perforations extended from rear to front just above the windows, releasing the cooled air evenly throughout the passenger compartment. This type of system, employed by many companies in the early years of automotive air conditioning systems, would quickly be replaced by units completely contained in the engine compartment and utilizing the heating ductwork to deliver the air.

Though styling did not change greatly, a new grille arrangement, updated bodyside trim, and a limited-pro-

duction version of the GM Motorama show car, the Fiesta, all gave a glimpse of the upcoming 1954 styling. The Fiesta, based on the 98 series, was a glamorous-looking convertible, sharing some of the exclusive features found on the limited edition 1953 Buick Skylark and Cadillac Eldorado convertibles, such as a wraparound windshield and a lowered beltline. Unlike the Fiesta's siblings, it would be a one-year-only model, and the rarest of the three 1953 models.

The new grille used the same style of upper bar, but the center horizontal bar was again slightly enlarged, and now imprinted with the name Oldsmobile in block letters across it. At the ends of the center bar were modified bumper guards, which tilted slightly inward and were capped with a large oval pod on top, which also marked each end of the center bar. Parking lights were now round units that appeared to be separate from the headlight bezel, but were actually still a part of it. Bodyside trim was toned down considerably. Front fender and door moldings continued as before, but the trim on the leading edge of the rear quarter was changed. The DeLuxe 88 used a basic forward slanting chrome gravel guard, topped with a trim piece running straight to the back, ending just short of the backup lights mounted directly below the taillights. Super 88 models added a piece of trim which curved up from the back edge of the gravel shield and ended at the dip in the beltline crease. Ninety-Eight models had a similar piece, but the top piece did not connect with the gravel shield as on the Super 88. The upper trim piece and the top of the gravel shield created a “V” shaped area which contained the series designations for each series — “88” for the Super 88, and “Ninety Eight,” written in script, for the 98. Ninety-Eight series cars also carried a gravel shield extension that covered the bottom edge of the rear fender skirts, and a full-length rocker panel molding.

Inside the cars an all-new instrument panel design featured two round pods, one ahead of the driver containing the circular speedometer surrounded by gauges, and another on the passenger side containing the clock and radio speaker. A “Safety-Padded” instrument panel was available on 98 series models, consisting of foam rubber padding covered with vinyl to provide extra safety and reduce sun glare. New fabrics, colors and patterns completed the new look.





98 2-Door Convertible



98 2-Door Holiday Hardtop



DeLuxe 88 4-Door Sedan



Super 88 2-Door Holiday Hardtop

**Model year production:** 334,462, up 56.72% from 1952.

**Domestic market share:** 5.49% (6th place).

**Base price range:** \$2,262 to \$5,715.

**Oldsmobile average base price:** \$2,972, up 13.57%.

**Introduction date:** December 1952.

**Assembly plants:** Atlanta, GA (A); Framingham, MA (B); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); Lansing, MI (M); and Wilmington, DE (W).

**Serial number identification:** Located on left front door hinge pillar. Eight to nine digit code read as follows: 1st two digits indicate year: 53. Third digit indicates series as follows: 7 = DeLuxe 88, 8 = Super 88, and 9 = 98. Fourth digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning number of 1001, and ending number as follows in the chart below.

### Highest Serial Numbers by Assembly Plant and Series

Series	Atlanta	Framingham	Los Angeles	Kansas City	Linden	Lansing	Wilmington
88	3184	3254	3028	4613	3317	19106	3298
Super 88	13333	11410	17946	24976	15787	107336	16346
98	7826	6610	9887	13956	10234	49567	9034

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission				
				DeLuxe 88	Super 88	98	98 Fiesta
303.7 CID Rocket, 2-bbl., OHV, V8	8.0:1	150	3-speed manual	S	-	-	-
			Dynaflow Drive	\$193	-	-	-
			Hydra-Matic Drive	\$178	-	-	-
303.7 CID Rocket, 4-bbl., OHV, V8	8.0:1	165	3-speed manual	-	S	S	-
			Dynaflow Drive	-	\$193	\$193	-
			Hydra-Matic Drive	-	\$178	\$178	S

### Major Options

	DeLuxe 88	Super 88	98	98 Fiesta
DeLuxe condition-air heater and defroster	\$79	\$79	\$79	S
Frigidaire air conditioning*	\$550	\$550	\$550	-
DeLuxe radio	\$100	\$100	\$100	-
Signal seeking radio	\$129	\$129	\$129	S
Autronic-Eye headlamp dimmer	\$50	\$50	\$50	S
Power window and front seat controls	\$131	\$131	\$131	S
Tinted glass	\$30	\$30	\$30	S
Safety padded instrument panel	-	-	\$15	S
Power steering	\$177	\$177	\$177	S



	<i>DeLuxe 88</i>	<i>Super 88</i>	<i>98</i>	<i>98 Fiesta</i>
Power brakes	\$33	\$33	\$33	S
Rear fender skirts	-	S	S	S
DeLuxe wheel trim rings	\$12	\$12	S	S
Whitewall tires	\$36	\$36	\$36	S

\*Not available on convertibles.

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Black	10	Mist Gray Metallic	50
Agate Red	20	Black over Mist Gray Metallic	50-10
Black over Agate Red	20-10	Glade Green Metallic over Mist Gray Metallic	50-32
Polar White over Agate Red	20-60	Baltic Blue Metallic over Mist Gray Metallic	50-42
Etna Maroon Metallic	21	Pearl Gray Metallic over Mist Gray Metallic	50-51
Fern Green Metallic	30	Pearl Gray Metallic	51
Black over Fern Green Metallic	30-10	Black over Pearl Gray Metallic	51-10
Cove Green Metallic over Fern Green Metallic	30-31	Mist Gray Metallic over Pearl Gray Metallic	51-50
Glade Green Metallic over Fern Green Metallic	30-32	Polar White over Pearl Gray Metallic	51-60
Polar White over Fern Green Metallic	30-60	Polar White	60
Cove Green Metallic	31	Fern Green Metallic over Polar White	60-30
Black over Cove Green Metallic	31-10	Cove Green Metallic over Polar White	60-31
Fern Green Metallic over Cove Green Metallic	31-30	Glade Green Metallic over Polar White	60-32
Glade Green Metallic over Cove Green Metallic	31-32	Acacia Blue Metallic over Polar White	60-40
Polar White over Cove Green Metallic	31-60	Cadet Blue Metallic over Polar White	60-41
Glade Green Metallic	32	Baltic Blue Metallic over Polar White	60-42
Fern Green Metallic over Glade Green Metallic	32-30	Pearl Gray Metallic over Polar White	60-51
Cove Green Metallic over Glade Green Metallic	32-31	Burma Brown Metallic over Polar White	60-63
Polar White over Glade Green Metallic	32-60	Royal Marine over Polar White	60-70
Acacia Blue	40	Regal Turquoise Metallic over Polar White	60-71
Black over Acacia Blue Metallic	40-10	Lotus Cream	61
Cadet Blue Metallic over Acacia Blue Metallic	40-41	Burma Brown Metallic over Lotus Cream	61-63
Baltic Blue Metallic over Acacia Blue Metallic	40-42	Monica Tan	62
Polar White over Acacia Blue Metallic	40-60	Black over Monica Tan	62-10
Cadet Blue Metallic	41	Burma Brown Metallic over Monica Tan	62-63
Black over Cadet Blue Metallic	41-10	Royal Marine	70
Acacia Blue Metallic over Cadet Blue Metallic	41-40	Mist Gray Metallic over Royal Marine	70-50
Baltic Blue Metallic over Cadet Blue Metallic	41-42	Polar White over Royal Marine	70-60
Polar White over Cadet Blue Metallic	41-60	Regal Turquoise Metallic	71
Baltic Blue Metallic	42	Black over Regal Turquoise Metallic	71-10
Acacia Blue Metallic over Baltic Blue Metallic	42-40	Polar White over Regal Turquoise Metallic	71-60
Cadet Blue Metallic over Baltic Blue Metallic	42-41	Royal Marine over Regal Turquoise Metallic	71-70
Polar White over Baltic Blue Metallic	42-60		

## DeLuxe 88

*“Practical—economical—fashionable.”*

**Nameplate year of origin:** 1952 (88 series started 1949).

**Current bodystyle lifespan:** 1952 through 1953.

**Percentage of division's sales volume:** 9.81%.

**Primary competition:** Buick Special, Hudson Wasp, Kaiser Carolina, Mercury Custom, Nash Statesman, Pontiac Chieftain, and Studebaker Commander.

**Notable changes:** Trim and detail changes.

## Measurements

Wheelbase	120.0"
Length	204.0"
Width	76.7"
Height	63.7"
Legroom — front	42.5"
Legroom — rear	41.8"

**Major standard equipment:** Two-tone cloth upholstery, rubber floor mats, electric clock, lined luggage compartment, front and rear fender stainless trim, chrome rear fender gravel shield, and 7.60 × 15 BSW tires.

### Measurements (cont.)

Headroom — front	35.5"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
DeLuxe 88 2-Door Sedan, 6-p.	3611	\$2,262	+0.71%	3603	12,400	+93.69%
DeLuxe 88 4-Door Sedan, 6-p.	3669	\$2,327	+0.69%	3642	20,400	+67.01%
TOTALS	<i>Avg. price</i>	\$2,295	+0.70%	<i>Production</i>	32,800	+76.18%

## Super 88

*"The 'Big Feature' car — the power car — of the year!"*

**Nameplate year of origin:** 1951 (88 series started 1949).

**Current bodystyle lifespan:** 1951 through 1953.

**Percentage of division's sales volume:** 60.20%.

**Primary competition:** DeSoto Powermaster, Hudson Super Wasp, Kaiser DeLuxe, and Nash Ambassador.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Nylon cloth upholstery (leather trim also offered), rubber floor mats, dual rear courtesy lights, electric clock, lined luggage compartment, front and rear fender stainless trim, chrome rear fender gravel shield, and 7.60 × 15 BSW tires. Convertible adds: Leather interior, power front seat, power windows, and power top.

### Measurements

Wheelbase	120.0"
Length	204.0"
Width	76.7"
Height	63.7"
Legroom — front	42.5"
Legroom — rear	41.8"
Headroom — front	35.5"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 88 2-Door Sedan, 6-p.	3611D	\$2,395	+0.67%	3628	36,824	+47.51%
Super 88 2-Door Holiday Hardtop, 6-p.	3637D	\$2,673	+0.68%	3661	36,881	+133.76%
Super 88 2-Door Convertible, 6-p.	3667DX	\$2,853	+0.71%	3905	8,310	+60.98%
Super 88 4-Door Sedan, 6-p.	3669D	\$2,462	+0.70%	3673	119,317	+68.99%
TOTALS	<i>Avg. price</i>	\$2,596	+2.67%	<i>Production</i>	201,332	+69.82%

## 98

*"Here is the finest Oldsmobile ever built — a true Classic for 1953!"*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1950 through 1953.

**Percentage of division's sales volume:** 30.00%.

**Primary competition:** Buick Super, Chrysler Windsor DeLuxe, Hudson Hornet, Kaiser Manhattan, and Packard Clipper DeLuxe.

**Notable changes:** Trim and detail changes. New Fiesta sub-series.

### Measurements

Wheelbase	124.0"
Length	215.0"
Width	76.7"
Height	63.7"
Legroom — front	42.5"

**Major standard equipment:** Broadcloth, gabardine or leather upholstery, front and rear seat center armrest, full floor carpeting, electric clock, rear fender stainless trim, rear fender gravel guard, rear fender skirts, lined luggage compartment, and 7.60 × 15 BSW tires. Holiday adds: Power windows and front seat adjustment. Convertible adds: Leather interior, power top, and 8.00 × 15 BSW tires. Fiesta adds: Specific interior trim, padded instrument panel, power steering, power brakes, signal seeking radio, Autronic-Eye headlamp dimmer, tinted glass, full wheel covers, and 8.00 × 15 WSW tires.

### Measurements (cont.)

Legroom — rear	42.8"
Headroom — front	35.6"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
98 2-Door Holiday Hardtop, 6-p.	3037DX	\$3,022	+0.70%	3893	27,920	+97.31%
98 2-Door Convertible, 6-p.	3067DX	\$3,229	+0.69%	4119	7,521	+112.22%
98 4-Door Sedan, 6-p.	3069D	\$2,786	+0.69%	3779	64,431	+10.04%
98 Fiesta 2-Door Convertible, 6-p.	3067SDX	\$5,715	NEW	4453	458	NEW
TOTALS	<i>Avg. price</i>	\$3,688	+23.28%	<i>Production</i>	100,330	+31.59%

# PACKARD

*"America's most exciting car! Packard. Ask the Man who owns one!"*

Trim and styling updates graced the new 26th series Packards for 1953, still utilizing the 1951 body design. Engine and transmission choices continued as before, with upgrades in horsepower in all series. The top line engine added a 4-barrel carburetor for improved performance, a feature that was somewhat unusual on a straight-eight engine.

New series designations were put in place for 1953, beginning with the re-instated Clipper series replacing the Series 200. The newly christened Cavalier replaced both the Series 250 and 300, although it kept the 2-door models of the old 250 series within a separate sub-series, known as simply the Packard line. The Patrician 400 dropped the 400 suffix, and also added a sub-series of Executive sedan and limousine models. Packard made a concerted effort to separate the Clipper models from the rest of the Packard line, hoping to put the Clipper into the Buick and Chrysler price range, while getting the regular Packard line back into competition with Cadillac, Imperial and Lincoln. The average base price of a 1953 Packard jumped nearly \$1,100 over 1952, with nearly all of the upward movement caused by the new specialty models, including the Caribbean and Executive sedans.

New models included a Clipper Special sub-series consisting of a 2-Door Sportster coupe. In the mid-range Cavalier series, a new specialty convertible named the "Caribbean" bore special sheetmetal without the rear fender bulge, but with a beltline dip at the rear side window and an overall lower stance. The sporty convertible, based on the popular Pan American show car of 1952, was a worthy competitor for the equally new Buick Skylark and Cadillac Eldorado, both of which were based on recent GM Motorama show cars. The Patrician series added a formal sedan and two limousines in what was called the "Executive" sub-series. The limousines carried bodies built by Henney coachbuilders.

As for the trim updates, the new grille consisted of a top bar similar to the previous design with traces of the old "ox-yoke" design still remaining. Within this opening was a thinner bar which paralleled the top bar, extended fully across the front and wrapped around the front fenders, ending at the front wheel opening. Within each end of the grille opening, on the center bar, was mounted a round parking lamp. A small vertical bar connected the top bar with the bar below, and a Packard crest was placed on the top bar at the junction of the vertical bar. A jet style hood

ornament returned on lower priced Clipper series, and a swan type ornament on higher priced Packard models. The clear exception was the Caribbean, which used a wide slot, or “hood scoop,” air inlet for a sportier look.

Exterior trim changes helped create a new look along the bodysides. Clippers continued to use the barbed tip front fender and door trim that ended midway through the door, as seen on '51 and '52 models. However, for '53, a rear quarter panel molding, set at a slightly lower level and ending at the apex of the curved feature line created by the front edge of the rear fender, was added. On Clipper DeLuxe models, the two trim pieces were connected, with a wider chrome piece bearing the Packard crest. The DeLuxe also added a small chrome fin-type ornament to the top of the rear quarter panel, which Packard called the “fishtail.”

The Series 2631 models, consisting of the convertible and Mayfair hardtop, used trim similar to the Clipper DeLuxe, but added the three “Ventiports” below the rear trim. The Caribbean convertible, which was technically in the same 2631 series, wore only wheel opening and rocker panel moldings, with no other body side trim. The Cavalier Sedan and Patrician series bodyside trim had a short trim piece over the front wheel opening, ending at the back edge of the front fender. From the middle of this trim a wider piece angled down a foot or so, where it met a molding that ran from that point straight back to the rear bumper. The Cavalier and Patrician also used the “fishtail” trim.



Caribbean 2-Door Convertible



Clipper DeLuxe 4-Door Touring Sedan



Clipper DeLuxe 2-Door Club Sedan interior

**Model year production:** 89,730, up 28.92% from 1952.  
**Domestic market share:** 1.47% (14th place).  
**Base price range:** \$2,544 to \$7,100.  
**Packard average base price:** \$4,067, up 36.11%.  
**Introduction date:** November 1952; Caribbean introduced January 1953, and Executive limousine introduced March 1953.

**Assembly plants:** Detroit, MI.  
**Serial number identification:** Seven-digit code located on left side of cowl under hood, and read as follows: First digit is L. Second through seventh digits are engine/serial numbers as follow in chart below.

### Serial Numbers by Series

Series	Beginning	Ending
Clipper	200000	233778
Clipper Special and DeLuxe	300000	330920
Cavalier and Series 2631	400000	418552
Patrician and Series 2626	600000	607829

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Series 2601	Series 2611	Series 2602, 2631 & 2626	Patrician
288 CID, 2-bbl., L-head, 8-cyl.	7.7:1	150	3-speed manual	S	-	-	-
			Overdrive	\$110	-	-	-
			Ultramatic Drive	\$199	-	-	-
327 CID Thunderbolt, 2-bbl., L-head, 8-cyl.	8.0:1	160	3-speed manual	-	S	-	-
			Overdrive	-	\$110	-	-
			Ultramatic Drive	-	\$199	-	-
327 CID Thunderbolt, 4-bbl., L-head, 8-cyl.	8.0:1	180	3-speed manual	-	-	S	-
			Overdrive	-	-	\$110	-
			Ultramatic Drive	-	-	\$199	S

## Major Options

	Clipper	Clipper DeLuxe	Clipper Special	Cavalier	Series 2631	Caribbean	Patrician	Executive sedans
Heater and defroster	\$80	\$80	\$80	\$80	\$80	S	\$80	\$80
Air conditioning	-	-	-	-	-	-	\$625	\$625
Radio with antenna	\$97	\$97	\$97	\$97	\$97	S	\$97	\$97
Signal-seeking radio	\$118	\$118	\$118	\$118	\$118	\$21	\$118	\$118
Solex tinted glass	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45
Full-leather interior	\$153	\$153	\$153	\$153	\$153	S	\$153	-
Power windows and front seat	\$153	\$153	\$153	\$153	\$153	S	\$153	\$153
Power steering	\$195	\$195	\$195	\$195	\$195	S	\$195	\$195
"Easomatic" power brakes	\$39	\$39	\$39	\$39	\$39	S	\$39	\$39
Fender skirts	\$21	\$21	\$21	S	\$21	S	S	S
Pelican hood ornament	\$13	\$13	\$13	S	\$13	S	S	S
Wheel trim rings	\$16	S	S	-	-	-	-	-
Full wheel covers	\$	\$	\$	S	S	*	S	S
White sidewall tires	\$30	\$30	\$30	\$33	\$33	S	\$33	\$33

\*Chrome wire wheels are standard.

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code
Regimental Gray Metallic	A	Turquoise Blue	S
Meridian Blue Metallic	B	Packard Ivory	T
Polaris Blue	C	Black	X
Carolina Cream	D	Regimental Gray Metallic over Dresden Gray Metallic	AF*
Dresden Gray Metallic	F	Meridian Blue Metallic over Yosemite Blue Metallic	BH*
Yosemite Blue Metallic	H	Yosemite Blue Metallic over Packard Ivory	HT*
Galahad Green Metallic	K	Galahad Green Metallic over Orchard Green	KO*
Sunset Red Metallic	L	Sunset Red Metallic over Topeka Tan	LM*
Topeka Tan	M	Sunset Red Metallic over Packard Ivory	LT*
Orchard Green	O	Packard Ivory over Polaris Blue	TC*

\*Two-tone color combinations available at \$20 extra.

## Clipper

"Big car value at medium car cost!"

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1951 through 1954.

Percentage of division's sales volume: 71.19%.

Primary competition: Buick Super, Chrysler Windsor DeLuxe, DeSoto Firedome, Hudson Hornet, Kaiser Manhattan, Nash Ambassador, and Oldsmobile 98.

Notable changes: Trim and detail changes.

Major standard equipment: Broadcloth interior trim, full floor covering, stainless front fender, front door, and beltline molding, front and rear window surround moldings, hood ornament, front and rear bumper guards, rear fender skirts, small hubcaps, and 7.60 × 15 BSW tires. Special adds: Electric clock, glove box light, and turn signals. DeLuxe adds: Additional interior trim appointments, full-length body side molding, rear fender tip molding, and wheel trim rings.

## Measurements

Wheelbase	122.0"
Length	213.1"
Width	77.8"
Height	62.8"
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Clipper 2-Door Club Sedan, 6-p.	2695	\$2,544	+2.79%	3700	6,370	NA*
Clipper 4-Door Touring Sedan, 6-p.	2692	\$2,598	+2.77%	3730	23,126	NA*
Clipper 2-Door Sportster Coupe, 6-p.	2697	\$2,805	NEW	3720	3,671	NEW
Clipper DeLuxe 2-Door Club Sedan, 6-p.	2665	\$2,691	+2.63%	3720	4,678	NA*
Clipper DeLuxe 4-Door Sedan, 6-p.	2662	\$2,745	+2.62%	3760	26,037	NA*
TOTALS	<i>Avg. Price</i>	\$2,677	+3.95%	<i>Production</i>	63,882	+18.92%

\*Change from LY is not available due to production not being kept by model in 1952.

## Cavalier

*"Ask the man who owns one!"*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 12.03%.

**Primary competition:** Buick Roadmaster and Chrysler New Yorker.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Leather and cloth interior trim, full floor covering, electric clock, stainless full-length bodyside molding, front and rear window surround moldings, hood ornament, rear quarter panel tip chrome trim, rear fender skirts, full wheel covers, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	127.0"
Length	218.2"
Width	77.8"
Height	62.9"
Legroom — front	43.8"
Legroom — rear	46.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Cavalier 4-Door Sedan, 6-p.	2672	\$3,244	+4.85%	3975	10,799	+61.06%
TOTALS	<i>Avg. Price</i>	\$3,244	+4.85%	<i>Production</i>	10,799	+61.06%

## Packard Series 2631

*"Modern styling and far more eager power than you will ever use!"*

*and*

## Caribbean

*"Introducing ... America's Smartest Sports Car!"*

**Nameplate year of origin:** 1953 (Mayfair and Caribbean).

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 8.27%.

### Measurements

Wheelbase	122.0"
Length	213.1"



**Primary competition:** Buick Roadmaster, and Chrysler New Yorker.

Caribbean competition: Buick Skylark and Oldsmobile Fiesta.

**Notable changes:** Trim and detail changes. Caribbean is all-new model.

**Major standard equipment:** Leather and cloth interior trim, full floor covering, electric clock, stainless full-length bodyside molding, front and rear window surround moldings, hood ornament, rear quarter panel tip chrome trim, rear fender skirts, full wheel covers, and 8.00 × 15 BSW tires. Convertible adds: Leather and synthetic cloth upholstery, and power top. Caribbean adds: Leather interior, heater and defroster, power seat and windows, radio, wheel opening moldings, rocker panel molding, power steering, power brakes, and 8.00 × 15 WSW tires.

### Measurements (cont.)

Width	77.8"
Height	62.3"
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Packard 2-Door Mayfair Hardtop Coupe, 6-p.	2677	\$3,278	-0.46%	3905	5,150	NA*
Packard 2-Door Convertible, 6-p.	2679	\$3,486	+1.04%	4125	1,518	NA*
Packard 2-Door Caribbean Convertible, 6-p.	2678	\$5,210	NEW	4265	750	NEW
TOTALS	<i>Avg. Price</i>	\$3,991	+18.38%	<i>Production</i>	7,418	+42.63%

\*Change from LY is not available due to production not being kept by model in 1952.

## Patrician and Executive Sedans

*"Here is everything you ever wanted in a motor car!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 8.50%.

**Primary competition:** Cadillac Series 60 Special and Series 75 Fleetwood, Chrysler Imperial and Crown Imperial, Kaiser Hardtop Dragon, and Lincoln Capri.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Two-tone Bedford cord, or cloth and leather interior trim, "Wilton" full floor carpeting, electric clock, non-glare inside rear view mirror, stainless steel side window and beltline moldings, front fender and door bodyside molding, lower rear quarter panel molding, three round "Ventiport" decorations on rear quarter panel, chrome rear quarter gravel shield, "Pelican" hood ornament, full wheel covers, and 8.00 × 15 BSW tires. Eight-passenger sedans add: Chauffeur divider window in limousine, 8.20 × 15 BSW tires.

### Measurements

	<i>Patrician sedans</i>	<i>Executive Sub-series</i>
Wheelbase	127.0"	149.0"
Length	218.2"	240.2"
Width	77.9"	77.9"
Height	62.9"	NA
Legroom — front	43.8"	NA
Legroom — rear	46.5"	NA
Headroom — front	36.0"	NA
Headroom — rear	35.2"	NA
Cargo capacity (cu. ft.)	30.5	30.5
Fuel capacity (gals.)	20.0	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Patrician 4-Door Sedan, 6-p.	2652	\$3,740	-0.72%	4190	7,465	+87.57%
Patrician 4-Door Derham Formal Sedan, 6-p.	2653	\$6,531	NEW	4335	25	NEW
Packard Corporate Executive 4-Door Sedan, 8-p.	2651	\$6,900	NEW	4650	100	NEW

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Packard Corporate Executive 4-Door Limousine, 8-p.	2650	\$7,100	NEW	4720	50	NEW
TOTALS	<i>Avg. Price</i>	\$6,068	+61.08%	<i>Production</i>	7,631	+91.97%

# PLYMOUTH

*“The brilliant new Plymouth for 1953 ... the finest car in the low price field!”*

Plymouth celebrated its 25th anniversary with an all-new car. Based on a four inch shorter wheelbase (three inches longer for the station wagons), the new car finally gained flush rear quarters, which gave the car a longer overall appearance though it was actually shorter overall. Under the hood, a slight horsepower increase to 100 was created through a slight compression increase. Also, a new Hy-Drive semi-automatic transmission became available midyear.

A lowered hood and fender line and a large horizontal grille bar led the new appearance. The actual grille opening was lined with a chrome surround. The large horizontal bar drew attention to the grille area with nine vertical chrome strips, and rectangular parking lamps as the bar passed under the headlights. Between the five center strips was stainless covering on the bar. The bumped out protrusion continued from the parking lamps along the fender topping the wheel opening, and ending at the back edge of the fender. A similar body bump was found at the rear

crossing the bottom of the trunk lid, under the taillight, and extending along the rear fender up to a few inches in front of the rear wheel opening. On Cranbrook models, the protrusions on both front and rear fenders were trimmed in stainless steel.

Greenhouse area features included new one-piece curved windshields, thinner pillars, and a reverse-canted rear side window on all closed models. Another feature of the closed models was a wraparound rear window. Sedans and coupes used a one-piece design, while the Belvedere hardtop used a three-piece style. Interiors were upgraded with nicer fabrics and more color choices, continuing Plymouth's tradition of using two-tone combinations.

Model changes included the entry-priced Concord being discontinued. It was essentially folded into the Cambridge line, with the Concord 2-Door Sedan body style becoming a casualty. Also, the Savoy station wagon was moved to the Cranbrook series.



Cranbrook 2-Door Belvedere Hardtop



Cranbrook 2-Door Convertible



Cranbrook 2-Door Savoy Station Wagon

**Model year production:** 649,608, up 58.08% from 1952.

**Domestic market share:** 10.66% (3rd place).

**Base price range:** \$1,618 to \$2,220.

**Plymouth average base price:** \$1,931, down 1.65%.

**Introduction date:** November 20, 1952.

**Assembly plants:** Detroit, MI; Evansville, IN; Los Angeles, CA; and San Leandro, CA.

**Serial number identification:** Located on left front door hinge pillar. P-24 series: Eight digit code as follows — Detroit, 13070001 to 13505308; Evansville, 20520001 to 20657000; Los Angeles, 25136001 to 25161846; San Leandro, 25560001 to 25588345.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
217.8 CID, 1-bbl., L-head, 6-cyl.	7.1:1	100	3-speed manual	S
			Automatic overdrive	\$98
			Hy-Drive semi-automatic	\$146

## Major Options

	<i>Cambridge</i>	<i>Cranbrook</i>
Heater and defroster	\$45	\$45
Radio	\$100	\$100
Electric clock	\$	S
Solex tinted glass	\$35	\$35
Windshield washers	\$11	\$11
Full wheel covers	\$	\$
Wire wheel covers	\$99	\$99
Chrome wire wheels	\$293	\$293
White sidewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Black	601
Valencia Blue	605
Coronado Blue Metallic	607
Monterey Green	620
Cactus Green Metallic	622
Cortez Gray	635
Pecos Gray	636
Suede	645
Sonora Bronze Metallic	646
Toreador Red	661
Plaza Maroon Metallic	662
Patio Cream	665
Black over Pecos Gray	670
Valencia Blue over Cortez Gray	671
Coronado Blue Metallic over Cortez Gray	672
Monterey Green over Cactus Green Metallic	673
Cactus Green Metallic over Monterey Green	674
Cortez Gray over Valencia Blue	675
Cortez Gray over Coronado Blue Metallic	676
Cortez Gray over Plaza Maroon Metallic	677
Pecos Gray over Black	678
Suede over Sonora Bronze Metallic	679
Sonora Bronze Metallic over Suede	680
Plaza Maroon Metallic over Cortez Gray	681

## Cambridge

*"Value far beyond the price."*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 31.09%.

**Primary competition:** Chevrolet 210 DeLuxe, Ford Mainline and Studebaker Champion Custom.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl interior trim, rubber floor

## Measurements

Wheelbase	114.0"
Length	189.2"
Width	73.4"
Height	61.8"
Legroom — front	44.5"
Legroom — rear	42.6"

covering, electric clock, black rubber windshield surround, small hubcaps, and 6.70 × 15 BSW tires.

### Measurements (cont.)

Headroom — front	37.4"
Headroom — rear	36.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Cambridge 2-Door Business Coupe, 3-p.	P24	\$1,618	NEW	2888	6,975	NEW
Cambridge 2-Door Club Sedan, 6-p.	P24	\$1,727	NEW	2943	57,850	NEW
Cambridge 4-Door Sedan, 6-p.	P24	\$1,765	-2.54%	2983	93,585	NA*
Cambridge 2-Door Suburban Station Wagon, 6-p.	P24	\$2,064	NEW	3129	43,545	NEW
TOTALS	<i>Avg. Price</i>	\$1,794	+0.06%	<i>Production</i>	201,955	+61.83%

\*Comparison not available due to model year production totals for 1951–1952 being combined.

## Cranbrook

*“The most truly balanced car in the low price field.”*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 68.91%.

**Primary competition:** Chevrolet Bel Air, Ford Customline, Hudson Jet, and Studebaker Champion DeLuxe.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl interior trim, rubber floor covering, electric clock, stainless steel windshield and rear window surround, stainless steel front and rear fender and beltline moldings, chrome rear fender gravel shield, small hubcaps, and 6.70 × 15 BSW tires. Convertible adds: Vinyl interior trim and power top.

### Measurements

Wheelbase	114.0"
Length	189.2"
Width	73.4"
Height	61.8"
Legroom — front	44.5"
Legroom — rear	42.6"
Headroom — front	37.4"
Headroom — rear	36.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Cranbrook 2-Door Club Coupe, 6-p.	P24	\$1,843	-1.44%	2971	92,102	NA*
Cranbrook 2-Door Belvedere Hardtop, 6-p.	P24	\$2,064	-6.22%	3027	35,945	NA*
Cranbrook 2-Door Convertible, 6-p.	P24	\$2,220	-4.02%	3193	6,301	NA*
Cranbrook 4-Door Sedan, 6-p.	P24	\$1,873	-1.47%	3023	301,216	NA*
Cranbrook 2-Door Savoy Station Wagon, 6-p.	P24	\$2,207	NEW	3170	12,089	NEW
TOTALS	<i>Avg. Price</i>	\$2,041	-1.44%	<i>Production</i>	447,653	+88.44%

\*Comparison not available due to model year production totals for 1951–1952 being combined.

# PONTIAC

*“The new 1953 Dual-Streak Pontiac! Dollar for dollar you can’t beat a Pontiac!”*

All-new Pontiacs arrived in showrooms for 1953. While still bearing some resemblance to their immediate predecessors, they had changed in nearly every respect. Most obvious were the increased size, new rooflines, and the first hints of a tailfin. As in the past few years, the new design GM A-body was shared with Chevrolet, as was most apparent in the roofline.

Under the new cars, the wheelbase grew by 2 inches, allowing for an equivalent amount of additional rear seating space. Although the car was still the same overall length as the prior year, the raised rear quarter and decklid lines allowed usable trunk space to remain similar despite the greater wheelbase. Styling at the front featured a grille similar to that of the 1952 models, though the slanting bars from the center horizontal grille bar now were canted in the opposite directions. Also the simulated slots on the top grille bar in '52 were moved to the bottom grille bar for '53. Parking lamps were now a fully enclosed part of the lower grille ends, and oversized headlamp bezels capped off the new look.

The “Dual-Streak” name in the slogan referred to two different styling characteristics. Foremost were the new “dual” Silver Streaks, smaller streaks made up of three chrome strips apiece with black between them, set just off center on each side of the hood and decklid giving the effect of “Dual Streaks.” The second feature was side trim on the DeLuxe and the newly named Custom which began as front fender trim and ran about a foot onto the front door. Aft of the front wheel opening, a larger piece slanted rearward and down a few inches to the primary molding, which then ran the length of the car to the end of the rear fender. The portion of the front fender and door where two pieces of stainless ran parallel for a few feet was also known as a “Dual Streak.” The side trim of the base Chieftain Special

consisted of a short front fender molding with “Pontiac” script above it.

Interiors were given a big upgrade with all-new instrument panels and more upholstery color choices. The instrument panel was somewhat similar to the outgoing design in that the round radio speaker with clock inset design was still used, but now it was moved to a position just right of center, giving a slightly lopsided look to the dashboard. The effect was exaggerated somewhat by a large area of chrome surrounding the speedometer and gauges, and then carrying over to the round grille. But the passenger side had no chrome, and seemed incomplete.

Power steering was a new optional feature, and Pontiac was among the first in its price class to offer it. Otherwise, few changes were seen in the powertrain again this year. Another slight increase in horsepower was given to the 6-cylinder, as its sales were waning, and its days were numbered. As mentioned in the 1953 introduction, a fire in the GM Hydra-Matic plant caused the supply of automatic transmissions for Pontiac and its sister divisions to be quickly depleted. To prevent lost production time and lost sales, Chevy’s proven Powerglide was quickly adapted for use with the Pontiac engines. By the time the plant was back in operation, however, fewer than 5 percent of 1953 Pontiacs had been equipped with a Powerglide transmission.

The Chieftain continued to be the only series of Pontiac, and was still broken into three sub-series with slight name changes. The base Chieftain was now the Chieftain Special, and the former Chieftain Super DeLuxe Catalina was now the Chieftain Custom Catalina. The only other model change was the addition of a Chieftain Special 6-passenger wagon.



Chieftain DeLuxe 2-Door Catalina Hardtop



Chieftain DeLuxe 4-Door Sedan





Chieftain Special 2-Door Sedan



Pontiac instrument panel

**Model year production:** 418,619, up 54.26% from 1952.

**Domestic market share:** 6.88% (5th place).

**Base price range:** \$1,956 to \$2,590.

**Pontiac average base price:** \$2,273, down 0.62%.

**Introduction date:** December 1952.

**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Framingham, MA (F); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); and Wilmington, DE (W).

**Serial number identification:** Eight to ten digit code located

on left front door hinge pillar and read as follows: First digit indicates assembly plant code from above. The second digit indicates engine installation: 6 for 6-cylinder Series 25 and 8 for 8-cylinder Series 27. The third digit is a year code: × = 1953. Fourth digit indicates transmission attachment: S = Synchronesh 3-speed manual, P = Powerglide, H = Hydra-Matic. Remaining digits are sequential number by engine and transmission installation with beginning number of 1001 and ending number as follows in the chart below. Style number is located on body tag on cowl under hood.

### Highest Serial Numbers by Assembly Plant and Series

Series	Atlanta	Los Angeles	Framingham	Kansas City	Linden	Pontiac	Wilmington
25 6-cyl. w/3-speed	2888	3115	2691	4543	3799	18925	3496
25 6-cyl. w/Powerglide	1031	1050	1024	1406	1063	1384	1048
25 6-cyl. w/Hydra-Matic	1138	1227	1058	1969	1163	3672	1180
27 8-cyl. w/3-speed	6391	4469	5014	9013	8264	35914	6368
27 8-cyl. w/Powerglide	1892	2782	1990	2993	2680	9950	2463
27 8-cyl. w/Hydra-Matic	25799	28700	19391	48580	30873	117860	28720

### Model Year Production by Engine and Transmission

Series/Powerplant	Production
25 6-cyl. w/3-speed	33,705
25 6-cyl. w/Powerglide	702
25 6-cyl. w/Hydra-Matic	4,507
27 8-cyl. w/3-speed	68,565
27 8-cyl. w/Powerglide	17,797
27 8-cyl. w/Hydra-Matic	293,343
<i>Total</i>	418,619

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Chieftain*
239.2 CID, 1-bbl., L-head, 6-cyl.	7.0:1	115	3-speed manual	S
	7.7:1 <sup>†</sup>	118	Powerglide	\$178
248.9 CID, 2-bbl., L-head, 8-cyl.	6.8:1	118	Dual-Range Hydra-Matic	\$178
			3-speed manual	\$75
	7.7:1 <sup>†</sup>	122	Powerglide	\$253
			Dual-Range Hydra-Matic	\$253

\*Six-cylinder models are Series 25. When 8-cylinder is ordered, it becomes Series 27. <sup>†</sup>Optionally available compression ratio for 3-speed manual equipped cars.



## Major Options

	<i>Chieftain</i>
Heater and defroster	\$81
Windshield washer	\$
Seven-tube radio	\$80
Electric clock	\$
Rear fender skirts	\$
Power steering	\$177
Di-Noc exterior wood trim (Station wagons)	\$80
Hubcaps	\$
Wheel trim rings	\$
White sidewall tires	\$

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Black	5300
Caravan Blue Metallic	5301
Continental Maroon	5303
Marathon Gray Metallic	5304
Milano Ivory	5305
Santa Fe Red	5306
Linden Green	5307
Stardust Blue	5308
Cirro Gray	5309
Spruce Green Metallic	5310
Winona Green Metallic	5311
Laurel Green	5312
Marathon Gray Metallic over Cirro Gray	5314
Laurel Green over Milano Ivory	5315
Spruce Green Metallic over Linden Green	5317
Caravan Blue Metallic over Stardust Blue	5318
Stardust Blue over Cirro Gray	5319
Milano Ivory over Laurel Green	5322

# Chieftain

*"It's new! The Most Beautiful thing on Wheels!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 100%.

**Primary competition:** Buick Special, Dodge Coronet, Hudson Pace-maker Custom, Kaiser Virginian Special, Mercury Custom, Nash Statesman, Oldsmobile 88, and Studebaker Commander.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Two-tone grey cloth button-back upholstery, front and rear rubber floor mat, automatic interior lighting, stainless steel front and rear window trim, beltline molding, front fender stainless molding, rubber rear fender gravel shield, hubcaps, and 7.10 × 15 BSW tires. 6-passenger station wagon adds: Leatherette (vinyl) upholstery and 3-passenger center seat. 8-passenger station wagon adds: 2-passenger rear center row and 3-passenger rear seating. DeLuxe models add: Color-coordinated cloth upholstery, carpeting, DeLuxe steering wheel, full-length body side stainless and wheel trim rings, belt line molding with dip, and chrome gravel guard with rear fender extension. DeLuxe station wagon adds: 3-passenger rear seating. Convertible adds: Cloth and leather upholstery, power top. Custom adds: Color-coordinated cloth and leather upholstery, deep-pile carpeting.

## Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	122.0"	122.0"
Length	202.6"	202.6"
Width	76.6"	76.6"
Height	63.3"	65.5"
Legroom — front	42.8"	42.8"
Legroom — rear	42.7"	NA
Headroom — front	36.0"	36.0"
Headroom — rear	35.8"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY</i>
Chieftain Special 2-Door Sedan, 5-p.	2511W	\$1,956	0.00%	3341	NA	NA
Chieftain Special 4-Door Sedan, 5-p.	2569W	\$2,015	0.00%	3381	NA	NA
Chieftain Special 4-Door Station Wagon, 6-p.	2562F	\$2,450	NEW	3588	NA	NA
Chieftain Special 4-Door Station Wagon, 8-p.	2562	\$2,505	-0.96%	3666	NA	NA

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Chieftain DeLuxe 2-Door Sedan, 5-p.	2511WD	\$2,060	0.00%	3356	NA	NA
Chieftain DeLuxe 2-Door Catalina Hardtop, 5-p.	2537D	\$2,304	0.00%	3421	NA	NA
Chieftain DeLuxe 2-Door Convertible Coupe, 5-p.	2567DTX	\$2,444	0.00%	3571	NA	NA
Chieftain DeLuxe 4-Door Sedan, 5-p.	2569WD	\$2,119	0.00%	3396	NA	NA
Chieftain DeLuxe 4-Door Station Wagon, 6-p.	2563DF	\$2,590	-4.04%	3626	NA	NA
Chieftain Custom 2-Door Catalina Hardtop, 5-p.	2537SD	\$2,370	0.00%	3421	NA	NA
TOTALS	<i>Avg. price</i>	\$2,273	-0.62%	<i>Production</i>	NA	NA

\*Production figures kept by series and transmission attachment, not body style.

# STUDEBAKER

*"New flight into the future ... New flair for today!"*

Studebaker started its second century with a completely new car design. Styled by Robert Bourke of Raymond Loewy's famed design studio, the cars from 1953 are among the most stylish postwar Studebakers and a high point of automotive design.

Most obvious to anyone seeing a '53 Studebaker for the first time were the low, sleek lines "with the European look," as ads read. As an example the Starliner hardtop and Starlight coupes were fully five inches lower than their immediate predecessors. The front end of all Studebakers was lower than any of their contemporaries, giving a modern wedge shape in profile. Headlights extended outward from the front fender edge and were housed in a hooded chrome bezel, except on the Champion Custom which used a painted bezel. Twin grilles were split by the slightly domed hood that nearly met the slender front bumper. The grilles themselves were a simple chrome lined opening, with a single chrome horizontal bar through the center. The outer end housed the turn signal/parking lamps.

A single line flowed from headlight to taillight, accentuating the long and low look. On the bodysides, a single feature line began at the side of the headlight, ran straight back and then turned sharply downward to sweep back forward a few inches. On sedans it turned forward below the rear side window, and on 2-door coupes and hardtops it turned forward near the back edge of the door. Sedans carried a lower rear quarter panel trim piece, running horizontally between the taillight and quarter panel leading edge. Starliner and Starlight two-doors used a chrome strip atop the rear quarter panel running from the taillight forward to the rear side window. The rear quarter panel on all models

formed a small tailfin housing vertical taillamps that were divided into three small sections by a bezel. A large combination trunk ornament and lift handle, bearing the Studebaker name, was used on most models.

Interiors were as modern as the exterior, as evidenced most notably by the new instrument panel. A lower panel that swept back away from the passenger, giving a more open feel, met a flat, hooded top section. A chrome trim piece on DeLuxe and Regal models was placed horizontally under the top and housed the optional radio in the center of the dash. The three round gauges were grouped in a recessed rectangular panel directly in front of the driver, this year using "perimeter" lighting. As an added convenience for rear seat passengers of two-door models, the passenger side of the front seat was wider and folded forward farther than the typical seat, aiding access. Upholstery included new nylon and vinyl choices in new patterns and colors.

A convertible model was conspicuously absent from the Studebaker line for 1953. Given the low sales volume of the body style in recent years, it was probably a wise decision not to invest the additional development funds, especially in view of the pending financial woes. A convertible would return to the Studebaker line in 1959. The Commander sub-series designations returned to being the DeLuxe and Regal, in place of last year's Regal and State nomenclature. Also, the Commander State (now Regal) 2-Door sedan was discontinued. Despite all the styling changes, sales and production continued to decline. It was becoming clear that something would have to change for Studebaker to survive. The solution would come about within the next year.



Champion DeLuxe 4-Door Sedan



Commander DeLuxe 2-Door Sedan



Commander Regal 2-Door Starliner Hardtop

**Model year production:** 169,599, down 8.93% from 1952.

**Domestic market share:** 2.78% (10th place).

**Base price range:** \$1,735 to \$2,374.

**Studebaker average base price:** \$2,028, down 2.05%.

**Introduction date:** January 1953.

**Assembly plants:** Los Angeles, CA, and South Bend, IN.

**Serial number identification:** Seven to eight digit code located on left front door lock pillar and read as follows: First digit indicates series (Champion = G; Commander = 8) followed by six to seven digit sequential serial number by series and assembly plant as in chart that follows.

### Serial Numbers by Assembly Plant and Series

<i>Assembly Plant</i>	<i>Beginning</i>	<i>Ending</i>
Los Angeles, CA — Champion	917701	927156
Los Angeles, CA — Commander	826801	836505
South Bend, IN — Champion	1197501	1270324
South Bend, IN — Commander	290001	353332

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Champion</i>	<i>Commander</i>
169.6 CID, 1-bbl., L-head, 6-cyl.	7.0:1*	85	3-speed manual	S	-
			Overdrive	\$105	-
			Automatic Drive	\$231	-
232.6 CID, 2-bbl., valve-in-head, V8	7.0:1*	120	3-speed manual	-	S
			Overdrive	-	\$118
			Automatic Drive	-	\$243

\*7.5:1 compression ratio is optional.

### Major Options

	<i>Champion</i>	<i>Commander</i>
Heater	\$63	\$63
Windshield washer	\$	\$
Electric clock	\$	\$
Starline 6-tube radio	\$67	\$67
Stratoline 8-tube radio	\$	\$
Tinted glass	\$	\$
Power steering	-	\$161
Hill-Holder	\$	\$
Hubcaps	\$	\$
Full wheel covers	\$	\$
Whitewall tires	\$	\$

Options common to most models. (— = Not Available) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code		Code
Velvet Black	W-ND	Lombard Green over Chippewa Green	P-2469-C
Maui Blue	W-VZ	Coral Red over Ivory Mist	P-2470-C
Nocturne Blue	W-WE	Nocturne Blue over Ivory Mist	P-2471-C
Tahoe Green	W-WF	Maui Blue over Ivory Mist	P-2472-C
Ivory Mist	W-XI	Manchester Maroon over Olympic Gray	P-2473-C
Coral Red	W-XJ	Monterey Beige over Coral Red	P-2474-C
Manchester Maroon	W-XK	Nocturne Blue over Maui Blue	P-2491-C
Monterey Beige	W-XL	Ivory Mist over Maui Blue	P-2492-C
Olympic Gray	W-XM	Olympic Gray over Tahoe Green	P-2493-C
Chippewa Green	W-XO	Chippewa Green over Lombard Green	P-2494-C
Lombard Green	W-XP	Lombard Green over Chippewa Green	P-2495-C
Tacoma Gray	W-XS	Coral Red over Ivory Mist	P-2496-C
Bombay Red	W-XZ	Maui Blue over Ivory Mist	P-2498-C
Salem White	W-YA	Nocturne Blue over Ivory Mist	P-2497-C
Nocturne Blue over Maui Blue	P-2465-C	Manchester Maroon over Olympic Gray	P-2499-C
Ivory Mist over Maui Blue	P-2466-C	Monterey Beige over Coral Red	P-2500-C
Olympic Gray over Tahoe Green	P-2467-C	Salem White over Bombay Red	P-2501-C
Chippewa Green over Lombard Green	P-2468-C	Salem White over Bombay Red	P-2504-C

Two-tones not available on Champion Custom models.

## Champion

*"The new American car with the European look.  
The 1953 Studebaker Champion in the lowest price field!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1953 through 1958 (Coupe continued to 1961).

**Percentage of division's sales volume:** 55.21%.

**Primary competition:** Chevrolet Two-Ten, Ford Customline, and Plymouth Cambridge.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth upholstery, rubber floor mats, left front door armrest, driver's sunvisor, and 6.40 × 15 BSW tires. DeLuxe adds: Full floor rubber mat, deluxe steering wheel, front and rear armrests, dual sunvisors, automatic dome light switch, trunk mat, front and rear window stainless trim, and rear quarter panel stainless trim. Regal adds: Wool cloth upholstery, rear seat center armrests, full floor carpeting, and stainless steel side window moldings. Starliner adds: Nylon and vinyl upholstery.

### Measurements

	Coupes & HT	Sedans
Wheelbase	120.5"	116.5"
Length	201.9"	198.6"
Width	71.0"	69.5"
Height	56.3"	60.5"
Legroom — front	NA	42.5"
Legroom — rear	NA	40.0"
Headroom — front	NA	36.0"
Headroom — rear	NA	34.5"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	18.0	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Champion Custom 2-Door Sedan, 6-p.	14G-F1	\$1,735	0.00%	2690	3,983	-7.59%
Champion Custom 4-Door Sedan, 6-p.	14G-W1	\$1,767	-0.11%	2710	5,496	-14.13%
Champion DeLuxe 2-Door Starlight Coupe, 5-p.	14G-C3	\$1,868	+0.65%	2695	9,422	+55.09%
Champion DeLuxe 2-Door Sedan, 6-p.	14G-F3	\$1,831	+0.16%	2700	7,564	-41.77%
Champion DeLuxe 4-Door Sedan, 6-p.	14G-W3	\$1,863	+0.05%	2735	17,180	-30.00%
Champion Regal 2-Door Starlight Coupe, 5-p.	14G-C5	\$1,955	+0.72%	2700	16,066	+159.84%
Champion Regal 2-Door Sedan, 6-p.	14G-F5	\$1,917	+0.21%	2715	2,968	-46.37%

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Champion Regal 2-Door Starliner Hardtop, 5-p.	14G-K5	\$2,116	-4.68%	2760	13,058	+7.75%
Champion Regal 4-Door Sedan, 6-p.	14G-W5	\$1,949	+0.15%	2745	17,897	-12.98%
TOTALS	<i>Avg. price</i>	\$1,889	-1.55%	<i>Production</i>	93,634	-7.65%

## Commander

*"The new American car with the European look.  
The 1953 Studebaker Commander V8!"*

**Nameplate year of origin:** 1927.

**Current bodystyle lifespan:** 1953 through 1958  
(Coupe continued to 1961).

**Percentage of division's sales volume:** 44.79%.

**Primary competition:** Chevrolet Bel Air, Ford Crestline, and Plymouth Cranbrook.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth upholstery, full floor rubber mat, deluxe steering wheel, front and rear armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights, rear quarter panel stainless trim, and 7.10 × 15 BSW tires. Regal adds: Nylon upholstery, rear seat center armrests, color-keyed rubber full-floor carpeting, and stainless steel side window moldings. Starliner adds: Nylon and vinyl upholstery. Land Cruiser adds: Broadcloth upholstery, full floor carpeting, and luggage compartment carpet and light.

### Measurements

	Coupes & HT	Sedans	Land Cruiser
Wheelbase	120.5"	116.5"	120.5"
Length	201.9"	198.6"	202.7"
Width	71.0"	69.5"	69.5"
Height	56.3"	60.5"	60.5"
Legroom — front	NA	42.5"	42.5"
Legroom — rear	NA	40.0"	42.0"
Headroom — front	NA	36.0"	36.0"
Headroom — rear	NA	34.5"	34.5"
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	18.0	18.0	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commander DeLuxe 2-Door Starlight Coupe, 5-p.	4H-C3	\$2,127	+0.57%	3040	6,106	+19.09%
Commander DeLuxe 2-Door Sedan, 6-p.	4H-F3	\$2,089	+0.14%	3055	2,371	-60.45%
Commander DeLuxe 4-Door Sedan, 6-p.	4H-W3	\$2,121	0.00%	3075	10,065	-54.33%
Commander Regal 2-Door Starlight Coupe, 5-p.	4H-C5	\$2,213	+0.50%	3040	14,752	+289.85%
Commander Regal 2-Door Starliner Hardtop, 5-p.	4H-K2	\$2,374	-4.58%	3120	19,236	+32.22%
Commander Regal 4-Door Sedan, 6-p.	4H-W5	\$2,208	0.00%	3095	7,454	-25.45%
Commander Land Cruiser 4-Door Sedan, 6-p.	4H-Y5	\$2,316	-2.07%	3180	15,981	-20.56%
TOTALS	<i>Avg. price</i>	\$2,207	-2.18%	<i>Production</i>	75,965	-10.47%



# WILLYS

*“The shape of cars to come!”*

A four-door sedan was added to the Aero line for 1953, and it quickly became the most popular Aero body style. Carrying on the modern look and appeal of the first year design, Willys made only a few changes to the looks and design of the Aero for its sophomore year. By year's end, the proof of its success would be found in a model year production increase of more than 30 percent over 1952. This success was helped by an extended 17-month model year.

The new four-door models were additions in the Lark, Ace and the new Falcon line. The Falcon “Super DeLuxe” replaced the Ace Wing series as the second-level Aero model. All of the former two-door models returned for the new year. Design changes included the addition of a curved, one-piece windshield for the Ace and Eagle lines and sub-

tle things such as red-painted wheel cover centers and a gold-plated “W” emblem in the grille in recognition of the 50th anniversary of the Overland Motor Car Company. While there were no longer cars built with the Overland name, at least it survived in the company name for the first 50 years.

The year would bring several important dates for Willys-Overland, besides the company's 50th anniversary, which was officially on February 12, 1953. The long-awaited merger between Kaiser-Frazer and Willys-Overland was completed on April 28, 1953. On July 29, the corporate name was officially changed to the Kaiser-Willys Sales division of Willys Motors, Inc., relegating the Overland name to the history books.



Aero Ace Custom 4-Door Sedan



Aero Eagle 2-Door Hardtop



Aero Eagle interior



Aero Lark 2-Door Sedan



**Model year production:** 41,518, up 32.38% from 1952.

**Domestic market share:** 0.68% (17th place).

**Base price range:** \$1,646 to \$2,157.

**Willys average base price:** \$1,880, down 5.42%.

**Introduction date:** October 1952.

**Assembly plants:** Toledo, OH.

**Serial number identification:** Eleven-digit code on plate located on left front door hinge pillar. First digit is series code: 6 = Aero. Second and third digits denote year: 53 = 1953. Fourth through sixth digits are body style codes from series model number chart. Remaining five digits are sequential serial numbers as follow in chart below.

### Serial Numbers by Series

Series	Code	Beginning	Ending
Aero (heavy-duty)*	RB1	10001	10187
Lark 2-door	KA1	10001	18205
Lark 4-door	KB1	10001	17691
Falcon 2-door	MA1	10001	14988
Falcon 4-door	MB1	10001	17475
Ace 2-door	PA1	10001	13054
Ace 4-door	PB1	10001	13117
Eagle	MC1	10001	17018

\*Sold mostly for taxi and business use. Not included in production totals.

### Powertrains

Engine	Compression		Transmission	Aero Lark & Falcon	Aero Ace & Eagle
	Ratio	Gross HP			
161 CID Lightning, 1-bbl., L-head, 6-cyl.	6.9:1	75	3-speed manual Overdrive	S \$86	- -
161 CID Hurricane, 1-bbl., F-head, 6-cyl.	7.6:1	90	3-speed manual Overdrive	- -	S \$86

### Major Options

	Lark	Falcon	Ace	Eagle
Heater and defroster	\$68	\$68	\$68	\$68
Radio	\$77	\$77	\$77	\$77
Directional signals	\$17	\$17	\$17	\$17
Fender skirts	\$25	\$25	\$25	\$25
Continental spare tire carrier	\$150	\$150	\$150	\$150
Full wheel covers	\$16	\$16	S	S
White sidewall tires	\$19	\$19	\$19	\$19

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

Raven Black  
 Woodstock Green Metallic  
 Admiral Blue Metallic  
 Cadet Gray Metallic  
 Willow Green Metallic  
 Campus Red  
 Riviera Gray  
 Saber Rouge  
 Swan Gray  
 Jasper Green  
 Mediterranean Blue Metallic  
 Universal Beige  
 Hermosa Red  
 Coronado Sand  
 Pacific Glow  
 Woodstock Green Metallic over Jasper Green  
 Raven Black over Mediterranean Blue Metallic  
 Hermosa Red over Coronado Sand  
 Riviera Gray over Mediterranean Blue Metallic  
 Jasper Green over Willow Green Metallic  
 Coronado Sand over Pacific Glow

Two-tone paint combinations available for \$17 extra.  
 Paint codes are not available.

# Aero

*"Everything you want in a car! And styled to stay new!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1955.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** Allstate, Henry J, and Nash Rambler.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth upholstery, rubber floor mats, two-spoke steering wheel, stainless steel front and rear window surrounds, small hubcaps, and 5.90 × 15 BSW tires. Falcon Super DeLuxe adds: Two-tone fabric upholstery, front and rear armrests, dual sun visors, dome light, locking glove box, stainless steel side window trim, stainless steel full-length body side trim, wraparound three-piece rear window, hood ornament, and 6.40 × 15 BSW tires. Ace Custom and Eagle add: Upgraded interior upholstery, additional chrome interior trim, cigar lighter, and full wheel covers.

## Measurements

Wheelbase	108.0"
Length	180.8"
Width	72.0"
Height	60.0"
Legroom — front	42.5"
Legroom — rear	36.3"
Headroom — front	35.5"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	24.0
Fuel capacity (gals.)	18.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY</i>
Aero Lark DeLuxe 2-Door Sedan, 5-p.	675-KA1	\$1,646	-4.91%	2487	8,205	+9.78%
Aero Lark DeLuxe 4-Door Sedan, 5-p.	675-KB1	\$1,732	NEW	2509	7,692	NEW
Aero Falcon Super DeLuxe 2-Door Sedan, 5-p.	675-PA1	\$1,760	NEW	2507	3,054	NEW
Aero Falcon Super DeLuxe 4-Door Sedan, 5-p.	675-PB1	\$1,861	NEW	2529	3,116	NEW
Aero Ace Custom 2-Door Sedan, 5-p.	685-MA1	\$1,963	-5.35%	2584	4,958	-43.05%
Aero Ace Custom 4-Door Sedan, 5-p.	685-MB1	\$2,038	NEW	2735	7,475	NEW
Aero Eagle 2-Door Hardtop, 5-p.	685-MC1	\$2,157	+0.09%	2575	7,018	+196.87%
TOTALS	<i>Avg. Price</i>	\$1,987	-5.42%	<i>Production</i>	41,518	+32.38%

# 1954

Nineteen-fifty-four could be called “the year of the merger.” By year’s end, six automobile manufacturers would have merged into three companies, each hoping to be stronger than they were standing on their own. American Motors was formed from Nash and Hudson merging, Kaiser-Willys from Kaiser-Frazer and Willys merging, and finally Studebaker-Packard from Packard buying Studebaker. All of this merger news overshadowed anything that the Big Three might have done, but they were too busy working on all-new designs for 1955.

When Hudson Motors and Nash-Kelvinator merged to form American Motors Corporation, it was the largest corporate merger in history, valued at nearly \$200 million. The original plan was for Nash and Hudson to merge with Studebaker and Packard, joining four of the remaining independents into what might become a formidable force against the current Big Three of the automobile industry. George W. Mason, chairman of the Nash-Kelvinator organization, had wanted to merge the independents after World War II, foreseeing a domination of the market by General Motors, Ford and Chrysler. Sales in the immediate postwar period (1946–1950), however, were so strong that there was little incentive for the other companies to merge. By the early 1950s, the Korean War and an economic recession combined to slow auto sales and spark renewed interest of merger talks. In the end, only Nash and Hudson could agree to a merger, while Packard worked up an arrangement to purchase Studebaker. The long list of companies that came together to make what became AMC includes Jeffery (1913–1917), Nash (1918–1957), Ajax (1925–1926), LaFayette (1934–1939), Hudson (1909–1957), Essex (1919–1932), Terraplane (1933–1938), Metropolitan (1954–1962), Nash-Healey (1951–1954), Hudson Railton (1933–1938), and Hudson Italia (1954). American Motors ultimately was the strongest of the three merged companies.

Because of the merger, this would be the last year for Hudson’s “Step-Down” design and for the unique double

automatic braking system, with a mechanical linkage below the hydraulic pedal to be used as a backup if the hydraulic system failed. This feature had been introduced on 1936 Hudson models. Nash automobiles were only slightly revised, but their body shell would form the basis for both Hudson and Nash models in 1955. This was also the first year for the compact import Metropolitan and the last year for the Nash-Healey sports car to be in production, although it had not been officially listed as a Nash model since the 1952 season. Hudson produced 25 copies of its Italia show car, but it was never recognized by most in the industry as an actual production car, and is therefore included herein only in Appendix IV.

Briggs Manufacturing, which built Packard bodies, was bought by Chrysler Corporation late in 1953. This was a major blow to Packard, as it then had to come up with a different body manufacturer or build its own bodies in-house. Chrysler agreed to continue building Packard bodies through 1954. In an almost miraculous feat, Packard converted its Conner Avenue assembly plant to build Packard bodies within several months. A few hundred miles away, in South Bend, Indiana, Studebaker was still stumbling, and was strained financially trying to compete with Chevrolet, Ford and Plymouth in price. The problem was that Studebaker’s lower sales and limited resources caused their cost per unit to be far greater than those of the Big Three. James Nance at Packard saw the problems American Motors was having with marketing and car lines that were ill defined, as well as the financial problems of merging such large companies, and found that a merger with AMC looked less attractive. Somewhere along the line a report was presented by Lehman Brothers consultants, regarding a possible merger of Studebaker and Packard. In theory, it made sense as Studebaker and Packard lines were not in competition; however, the ideas of greater financial resources and depth of management were not sound proposals, because neither company was in good shape on those

points. In May 1954, the Lehman report was amended, and now suggested that Packard “acquire” the Studebaker assets. In reality they were using Packard assets to buy Studebaker’s indebtedness. On June 22, an agreement was made pending stockholder approval. On October 1, approval by the stockholders was announced, and immediately the corporate name was changed to Studebaker-Packard Corporation. Many feared this was a big mistake, since Studebaker had previously done in Pierce Arrow in the 1930s, and Packard loyalists saw a similar fate. As it turned out, they were right, and the “merger” would have a more immediate effect on Packard, and later take down Studebaker as well. As for the cars themselves, there were no major changes for 1954.

The remaining independents of Kaiser-Frazer and Willys-Overland of Toledo, Ohio, also merged this year, with much less hubbub, creating the Kaiser-Willys Corporation. All automobile assembly was swiftly moved to the Toledo plant after the merger. Kaiser introduced the Darrin sports car this year, letting Kaiser-Frazer designer Howard Darrin express some of his more advanced design ideas. His abilities in design created a car that looked more sleek and modern than anything currently on the market. It would end up being a one-year-only model. Also new from Kaiser was a supercharged 6-cylinder engine, available on the Manhattan series. Unfortunately, it was too little, too late; underpowered against its V8 powered competitors, it sold only about 17,000 units for 1954 and an additional 1,000 in 1955. Willys Aero had only minor changes this year and continued to lose sales. Ironically, the new Kaiser-Willys Corporation would have more success with its truck products, namely the Jeep, and would drop all car lines in 1955. American Motors would eventually purchase Jeep.

Chrysler Corporation made few changes to its line for 1954 with most models being carry-over designs with new trim and color options. A significant change was the new offering of the popular PowerFlite automatic transmission in the Plymouth line, putting the low-price division on an even keel with Chevrolet and Ford. As new cars were in the works for next season, this would be the last year for the 7-passenger DeSoto and Chrysler sedans and limousines. For the first time ever, a Dodge was selected as the official pace car for the Indianapolis 500 mile race. That car was a Royal 500 Convertible.

At General Motors, the larger C-bodied cars were completely new, and offered a glimpse of what was to come with the A- and B-bodied 1955 models. Their most promi-

nent design feature was a wraparound windshield, first seen on GM Motorama show cars and put into production on the 1953 Cadillac Eldorado and Olds Fiesta. This year also saw Cadillac become the first auto company to provide automatic transmission, power steering and automatic windshield washers as standard equipment on all of its vehicles.

Ford Motor Company retired the tried-and-true “flat-head” V8 engine and introduced a new overhead-valve V8 engine. An interesting new body style was introduced as an all-weather alternative to top-down convertibles for fun in the sun, the “glass top” Ford Crown Victoria and Mercury Sun Valley 2-Door Hardtops. These two models were essentially two-door hardtops, with the front half of the roof made of tinted Plexiglas.

On the truck side of the market, the Pontiac sedan delivery was discontinued in the U.S., although it did carry on through 1958 in Canada. Ford, Chevrolet, GMC, Studebaker and International light-duty trucks continued with only detail changes and increased power for some models. However, Dodge had an all-new truck ready for 1954, known as the C-series. The C-Series trucks featured all-new modern styling and Dodge’s first V8 offering in a light-duty truck. The dependable Dodge L-head 218 CID, 100 horsepower six-cylinder engine continued as standard equipment for ½ and ¾ ton models, but a thoroughly modern lightweight, compact 241 cubic inch Power-Dome V-8 engine, featuring overhead valves, 145 horsepower and 215 lb. ft. gross torque at only 2,400 rpm, was optional equipment for all light-duty trucks. This V8 engine gave Dodge a distinct advantage over Chevrolet, which did not yet have a V8 engine in its light-duty trucks. A single piece curved windshield was a modern styling touch not seen on any of the competition.

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## 1954 Overview and Changes from Prior Year

- **Total industry production:** 4,832,688, down 20.71%.
- **Number of manufacturers for model year:** 19, down from 20.
- **Number of models and body types offered:** 229, up from 205.
- **Industry average base price:** \$2,745, down 2.90%.
- **Industry base price range:** \$1,404 for the Henry J Corsair 2-Door Sedan, to \$7,044 for the Chrysler Crown Imperial 4-Door, 8-passenger Limousine.

# BUICK

*“The Beautiful Buy. When better automobiles are built Buick will build them.”*

For 1954, all Buicks were redesigned, riding on a new X-braced chassis, while still carrying familiar Buick styling. Noticeable changes included a flatter hood that was nearly level with the front fender tops and a grille with more vertical bars. In the greenhouse area, a new wraparound windshield and forward slanting vent windows were apparent as well as curved rear windows on all closed models. At the base of the windshield was new “High-Air” intake for ventilation, with air entering through the cowl, rather than through the front grille, providing cooler and cleaner air. At the rear quarter panels, all 2-Door models gained a rounded rear wheel opening, which created a sportier look. Out back, vertically stacked twin “bullet” style taillamps (on all but the Skylark) were housed in a minimally raised rear fin.

Inside, instrument panels continued to differ between the smaller-bodied Special (and new Century) and the larger Super and Roadmaster. Special and Century models used a gauge cluster with twin round housings, while the Super and Roadmaster sported a new “Redliner” speedometer, which indicated speed with a horizontally gliding red bar. The speedometer was placed above four recessed dials for other gauges, and new aircraft-type controls for ventilation were mounted to the right of the steering column.

Buick loyalists took note of the return of the Century, the original “muscle car.” After its introduction in 1936, the Century was known as one of the most powerful medium-priced cars on the road. Using the same formula as was later copied in the muscle cars of the 1960s, a larger car’s powerful engine was placed into a smaller-bodied car. In this case, it was a Roadmaster engine fitted to a Special body to create the Century, a car that would easily reach 100 mph,

the “century” mark. After World War II, the Century was dropped, but finally returned for 1954. The new Century picked up where the old one left off, employing the same formula, and proved its popularity, being known as the “banker’s hot-rod” by many enthusiasts. Much of the new Century’s sales success came at the expense of the Special and Super.

As for other 1954 news, station wagon bodies were now built in-house and no longer had wood veneer panels. These were Buick’s first wagons without any type of exterior wood trim, real or otherwise, and were newly available in Special and Century lines, but were no longer offered in Super and Roadmaster variations. For motivation, all series now included a standard Fireball V8 engine. For the Special, this meant a de-bored version of the 322 CID V8 found in all other Buicks, and the addition of a 12-volt electrical system. Despite gaining the new Fireball V8 engine, Special prices were only up \$10 from 1953.

Finally, the luxury sport Skylark returned, but it was built on the shorter Special/Century 122 inch chassis for 1954, which meant the overall size of the convertible stayed in line with the original 1953 model that was on a 121.5 inch Roadmaster chassis. Its styling featured a tapered rear deck with two lines simulating straps, and tapered rear fenders capped with chrome fins housing the taillights, providing a unique rear view—“the corsair-sweep of a finned rear deck,” ads read. Another eye-catching styling feature was the swept-back rear wheel opening, which exposed much of the inner fender. Being a limited edition car, and with sales under 1,000 units this year, the Skylark was discontinued at the end of the model year.



Century 4-Door Estate Wagon



Roadmaster 4-Door Sedan



Roadmaster 2-Door Convertible





Skylark 2-Door Convertible



Special 2-Door Riviera Hardtop

**Model year production:** 442,903, down 9.12% from 1953.

**Domestic market share:** 9.16% (4th place).

**Base price range:** \$2,207 to \$4,483.

**Buick average base price:** \$2,934, down 5.11%.

**Introduction date:** January 1954.

**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4); Wilmington, DE (5); Atlanta, GA (6); Framingham, MA (7); and Arlington, TX (8).

**Serial number identification:** Nine digit code read as follows: 1st digit indicates series (e.g., 4 = Series 40 Special), 2nd

digit A identifies the year as 1954, 3rd digit indicates assembly plant code from above, followed by 6-digit sequential number by assembly plant — Flint, #A1001001 to #A1186698; Southgate, #A2001001 to #A2036857; Linden, #A3001001 to #A3055955; Fairfax, #A4001001 to #A4058370; Wilmington, #A5001001 to #A5038786; Atlanta, #A6001001 to #A6033160; Framingham, #A7001001 to #A7026345; Arlington, #A8001001 to #A8016437. Style number can be found on body identification plate. An X after the style number denotes hydraulic (power) seats, windows and convertible tops.

### Powertrains

Engine	Compression		Transmission	Roadmaster & Skylark		
	Ratio	Gross HP		Special	Century Super	Skylark
264 CID Fireball 2-bbl., valve-in-head, 8-cyl.	7.2:1	143	3-speed manual	S	-	-
	8.1:1	150	Twin-Turbine Dynaflo Drive	\$193	-	-
322 CID Fireball, 2-bbl., V8	8.0:1	177	3-speed manual	-	S	-
	8.5:1	182	Twin-Turbine Dynaflo Drive	-	\$193	-
322 CID Fireball, 4-bbl., V8	8.0:1	195	3-speed manual	-	-	S
	8.5:1	200	Twin-Turbine Dynaflo Drive	-	-	\$193 S

### Major Options

	Special	Century	Super	Roadmaster	Skylark
Weather-Warden venti-heater	\$62	\$62	\$62	\$62	S
Buick Air conditioner*	\$594	\$594	\$594	\$594	-
Power brakes	\$50	\$50	\$50	S	S
Power steering	\$134	\$134	\$134	S	S
Power windows	\$97 <sup>†</sup>	\$97 <sup>†</sup>	\$97 <sup>†</sup>	\$97 <sup>†</sup>	S
Power front seat adjustment	\$44	\$44	\$44	\$44	S
Sonomatic AM radio	\$98	\$98	\$98	\$98	-
Selectronic AM radio	\$123	\$123	\$123	\$123	S
Electric clock	\$	\$	\$	\$	S
Easy-Eye tinted glass	\$38	\$38	\$38	\$38	S
E-Z-I non-glare inside rear view mirror <sup>ffi</sup>	\$	\$	\$	\$	S
Outside LH rear view mirror <sup>ffi</sup>	\$ <sup>†</sup>	\$ <sup>†</sup>	\$ <sup>†</sup>	\$ <sup>†</sup>	-
Remote-control outside LH rear view mirror	\$	\$	\$	\$	S
Full wheel covers	\$18	\$18	\$18	S	-
15" × 6" chrome wire spoke wheels	-	\$317	\$317	\$317	S

### Paint Colors

	Two-tone	
	Code	code
Carlsbad Black	01	A
Arctic White	02	B
Casino Beige	03	C
Gull Gray Metallic	05	D
Jordan Gray	06	E
Tunis Blue	07	N
Cavalier Blue Metallic	08	F
Ranier Blue Metallic	09	G
Marlin Blue	10	H
Malibu Blue	11	P
Baffin Green Metallic	12	K
Willow Green	13	L
Ocean Mist Green	14	M
Aztec Green Metallic	15	-
Lido Green	16	R
Titian Red Metallic	17	-



### Major Options (cont.)

*\*Not available on convertibles or Special 2-Door Sedan. †Standard on all convertibles and Roadmaster Riviera Hardtop Model 76RX. ‡Available as part of Safety Group for \$34.*

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors (cont.)

	Code	Two-tone code
Matador Red	18	-
Gulf Turquoise	19	S
Condor Yellow	20	-

*Two-tone paint code example: 06-B is Arctic White over Jordan Gray. Two-tones available at \$15 extra.*

## Special

*“Thrifty-Priced Thriller with plenty of Zoom ... Buick Special.”*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 43.10%.

**Primary competition:** Dodge Royal, Hudson Super Wasp, Kaiser Manhattan, Mercury Monterey, Nash Ambassador, Oldsmobile Super 88, and Pontiac Star Chief.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Vinyl and nylon upholstery, front and rear side armrests, full floor covering, 3 Ventiports per side, “Sweepspear” stainless bodyside trim, front and rear bumper guards, and 7.60 × 15, 4-ply tires. Convertible adds: Leather upholstery and power convertible top, front seat, and windows.

### Measurements

Wheelbase	122.0"
Length	206.3"
Width	76.0"
Height	60.5"
Legroom — front	42.3"
Legroom — rear	41.8"
Headroom — front	35.6"
Headroom — rear	34.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special 2-Door Sedan, 6-p., Model 48D	4411D	\$2,207	+0.46%	3690	41,557	-22.75%
Special 2-Door Riviera Hardtop, 6-p., Model 46R	4437	\$2,305	+0.44%	3740	71,186	+21.11%
Special 2-Door Convertible, 6-p., Model 46C	4467X	\$2,563	+0.39%	3810	6,135	+43.27%
Special 4-Door Sedan, 6-p., Model 41D	4469D	\$2,265	+0.44%	3735	70,356	-29.86%
Special 4-Door Estate Wagon, 6-p., Model 49	4481	\$3,163	NEW	3905	1,650	NEW
TOTALS	<i>Avg. price</i>	\$2,501	+7.55%	<i>Production</i>	190,884	-12.10%

## Century

*“Back again — Dazzling Performer in Scintillating Dress.”*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 18.51%.

**Primary competition:** Chrysler Windsor Deluxe, DeSoto Power Master, Kaiser Manhattan, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** New model.

**Major standard equipment:** Vinyl and nylon interior trim, front rubber floor mats with rear floor carpet, rear seat center armrest, “Sweepspear” stainless bodyside trim, front and rear bumper guards, 3 Ventiports on front fenders, and 7.60 × 15, 4-ply tires. Convertible adds: Leather interior trim and power convertible top, front seat, and windows.

### Measurements

Wheelbase	122.0"
Length	206.3"
Width	76.0"
Height	60.5"
Legroom — front	42.3"
Legroom — rear	41.8"
Headroom — front	35.6"
Headroom — rear	34.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Century 2-Door Riviera Hardtop, 6-p., Model 66R	4637	\$2,534	NEW	3795	45,710	NEW
Century 2-Door Convertible, 6-p., Model 66C	4667X	\$2,963	NEW	3950	2,790	NEW
Century 4-Door Sedan, 6-p., Model 61	4669	\$2,520	NEW	3805	31,919	NEW
Century 4-Door Estate Wagon, 6-p., Model 69	4681	\$3,470	NEW	3975	1,563	NEW
TOTALS	<i>Avg. price</i>	\$2,872	NEW	<i>Production</i>	81,982	NEW

## Super

*"Sparkling style ... stunning value highlight Buick Super."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 26.78%.

**Primary competition:** Chrysler Windsor Deluxe, DeSoto Power Master, Kaiser Manhattan, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon and broadcloth interior trim, front rubber floor mats with rear floor carpet, rain deflecting roof rails on Sedan, "Sweepspear" stainless bodyside trim, 3 Ventiports on front fenders, and 7.60 × 15, 4-ply tires. Convertible adds: Leather interior trim and power convertible top, front seat, and windows.

### Measurements

Wheelbase	127.0"
Length	216.8"
Width	80.0"
Height	62.4"
Legroom — front	43.3"
Legroom — rear	45.2"
Headroom — front	36.6"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 2-Door Riviera Hardtop, 6-p., Model 56R	4537	\$2,626	+0.57%	4035	73,531	-19.46%
Super 2-Door Convertible, 6-p., Model 56C	4567X	\$2,964	-1.27%	4145	3,343	-50.11%
Super 4-Door Riviera Sedan, 6-p., Model 52	4519	\$2,711	+0.56%	4105	41,756	-53.95%
TOTALS	<i>Avg. price</i>	\$2,767	-5.72%	<i>Production</i>	118,630	-37.73%

## Roadmaster

*"More clearly than ever—Master car of the fine-car field ... Roadmaster, custom-built by Buick."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 11.42%.

**Primary competition:** Chrysler New Yorker, Lincoln Cosmopolitan, Oldsmobile 98 and Packard Series 250.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon, broadcloth and leather upholstery with double depth Foamtex cushions, full nylon carpeting, rear seat center armrests and rain deflecting roof rails on Sedan, "Sweepspear" stainless bodyside trim, 4 Ventiports on each front fender, power steering, power brakes, full wheel discs, and 8.00 × 15, 4-ply tires. Riviera Hardtop adds: Power front seat with chrome bands around seat and backrest, LH outside rear view mirror and power windows. Convertible adds: Leather interior trim and power convertible top.

### Measurements

Wheelbase	127.0"
Length	216.8"
Width	80.0"
Height	62.6"
Legroom — front	43.4"
Legroom — rear	45.6"
Headroom — front	35.9"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Roadmaster 2-Door Riviera Hardtop, 6-p., Model 76R	4737X	\$3,373	+0.45%	4215	20,404	-11.00%
Roadmaster 2-Door Convertible, 6-p., Model 76C	4767X	\$3,521	+0.43%	4355	3,305	-0.39%
Roadmaster 4-Door Riviera Sedan, 6-p., Model 72R	4719	\$3,269	+0.46%	4250	26,862	-46.83%
TOTALS	<i>Avg. price</i>	\$3,388	-4.23%	<i>Production</i>	50,571	-34.69%

## Skylark

*"For the sport of things ... and the joy of living ... bold-spirited Skylark."*

Nameplate year of origin: 1953.

Current bodystyle lifespan: 1954.

Percentage of division's sales volume: 0.19%.

Primary competition: Cadillac Eldorado and Packard Caribbean.

Notable changes: Completely redesigned.

Major standard equipment: Leather upholstery with double depth foam cushions, full carpeting, Weather Warden heater and defroster, 4-way power front seat, power windows, power convertible top, Selectronic radio with power antenna, "Sweep Spear" stainless bodyside trim, power steering, power brakes, 40 spoke wire wheels, and 8.00 × 15, 4-ply whitewall tires.

### Measurements

Wheelbase	122.0"
Length	206.3"
Width	76.0"
Height	59.2"
Legroom — front	42.3"
Legroom — rear	39.8"
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Skylark 2-Door Convertible, 6-p., Model 100	4767X	\$4,483	-10.34%	4260	836	-50.53%
TOTALS	<i>Avg. price</i>	\$4,483	-10.34%	<i>Production</i>	836	-50.53%

# CADILLAC

*"The greatest year in the history of A Great American Motor Car!"*

Cadillac received a big styling makeover for 1954. Longer, lower and sleeker in design, the new models were of an all-new design, while still readily identifiable as Cadillacs. Wraparound windows front and rear and fully integrated fender designs distinguished the new Cadillacs. The bullet-style or "Dagmar" bumper guards and egg-crate

grille continued at the front, while the rear bumper was redesigned with exhaust outlets in the vertical extensions. The egg-crate grille was now of a more intricate design that was a single unit, rather than being made up of several larger grille bars, and parking lights were repositioned from under the headlight to a spot just inside the grille ends. In-

teriors became more modern and luxurious, with plush surfaces and sleek chrome trimmed instrument panels. Inside the Series 75 Fleetwood models, the headroom was still massive, thanks to retention of its tall profile.

Model lines continued to be defined on the outside by their trim. All models still used the vertical faux air intakes at the leading edge of the rear quarters (this would be the last year on all but the 75 Fleetwood), with rocker panel molding running forward to the front wheel opening. The 60 Special added the traditional fender louvers on the lower part of the rear quarter in front of the wheel opening. Both the Series 60 Special and the 75 Fleetwood series used a lower rear quarter panel molding. The Eldorado carried a wide, fluted molding that was made of extruded aluminum, with gold Cadillac crest emblems.

Motivation was provided by the dependable 331 CID V8 and Hydra-Matic combination, but with yet another horsepower boost of 20, to a total 230 horsepower @ 4400

rpm. The Hydra-Matic also received improvements, including two distinct driving ranges, Hi and Lo, as well as greater kick-down acceleration and smoothness. This powertrain continued to be among the most powerful in the industry, with only the Chrysler Hemi V8 having a higher rated output of 235 hp @ 4400 rpm. The horsepower race was on!

Other points of interest for the 1954 season include addition of an interior ventilation air intake at the base of the windshield, behind the hood. This type of cowl intake would become commonplace on most cars within a few years. A windshield “visor” was incorporated into the upper windshield molding on sedans. Tailfins, while still relatively small, became more accentuated this year, partially due to the new rear quarter panel and bumper design. To top off the new year, the standard equipment list was expanded to include automatic windshield washers and power steering on all models.



Series 60 Special



Series 60 Special 4-Door Sedan



Series 75 Fleetwood 4 Door, 8-passenger Sedan



Series 75 Fleetwood interior



Series 62 2-Door Convertible



Series 62 2-Door Hardtop

**Model year production:** 94,635, down 11.82% from 1953.  
**Domestic market share:** 1.96% (10th place).  
**Base price range:** \$3,838 to \$6,090.  
**Cadillac average base price:** \$4,853, up 0.94%.  
**Introduction date:** January 1954.  
**Assembly plants:** Detroit, MI (1).  
**Engine and serial number identification:** Nine-digit code

for engine number (used as serial number). For all cars the number is stamped on front right side of the crankcase above the water pump. Motors numbered by series as follows: 62 — 546200000 and up; 60 Special — 546000000 and up; 75 — 547500000 and up. Ending engine number for all series: 096680.

## Powertrains

Engine	Compression		Transmission	Series 62, 60 Special	Series 75 Fleetwood
	Ratio	Gross HP		& Eldorado	
331 CID, 4-bbl., V8 Hydra-Matic automatic	8.25:1 S	\$230 \$186	3-speed synchromesh manual	-	S

## Major Options

	62	Eldorado	60 Special	75 Fleetwood
Air conditioning (except convertibles)	\$620	-	\$620	\$620
Automatic heating system	\$119	S	\$119	\$119
Pushbutton radio	\$100	-	\$100	\$100
Signal seeking radio	\$120	S	\$120	\$120
Power windows and 2-way front seat	\$125*	S	S	S
Power brakes	\$48	S	\$48	\$48
Power steering	S	S	S	S
Autronic Eye headlight dimmer	\$55	S	\$55	\$55
Windshield washers	S	S	S	S
Full-wheel covers	\$28	-	\$28	S
Chrome wire spoke wheels	\$325	S	\$325	\$325
White sidewall tires	\$49	S	\$49	\$49

\*Standard on Series 62 Convertible and Coupe de Ville.

Options common to most models. (—= Not Available, S = Standard equipment)  
Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Black	1
Newport Blue Metallic	2
Viking Blue Metallic over Newport Blue Metallic	2C
Viking Blue Metallic	3
Alpine White over Viking Blue Metallic	3S
Iris	4
Alpine White over Iris	4S
Cobalt Blue Metallic	6
Shoal Green	7
Arlington Green Metallic over Shoal Green	7J
Biscay Green	8
Cabot Gray over Biscay Green	8K
Arlington Green Metallic	9
Cabot Gray	10
Norman Gray Metallic over Cabot Gray	10Y
Gander Gray Metallic	12
Russet Metallic	13
Driftwood	14
Copper Metallic over Driftwood	14Z
Apollo Gold*	16
Black over Apollo Gold	16A
Aztec Red*	17
Alpine White*	18
Azure Blue*	19

\*Special Eldorado colors.

## Series 62

*"An achievement in automotive quality ...  
and a revelation in practicality."*

Nameplate year of origin: 1940.

Current bodystyle lifespan: 1954 through 1956.

Percentage of division's sales volume: 79.02%.

Primary competition: Chrysler Imperial, Lincoln Capri, and Packard Series 250.

Notable changes: Completely redesigned.

Major standard equipment: Two-tone tufted interior trim with gabardine bolsters and gabardine or nylon inserts, rear seat center armrest, carpeting, rocker panel moldings, rear fender skirts, small hubcaps and trim rings, and 8.00 × 15 BSW tires. Coupe de Ville adds: Leather and nylon interior trim and power front seat and windows. Convertible adds: Power top.

## Measurements

	2-Door	4-Door
Wheelbase	129.0"	129.0"
Length	223.5"	216.5"
Width	79.6"	79.6"
Height	NA	62.1"
Legroom — front	43.2"	43.2"
Legroom — rear	41.4"	41.4"
Headroom — front	35.8"	35.8"
Headroom — rear	35.6"	35.6"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0



## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 62 2-Door Hardtop, 6-p.	6237	\$3,838	+7.48%	4365	17,460	+21.65%
Series 62 2-Door Hardtop Coupe de Ville, 6-p.	6237D	\$4,261	+6.66%	4405	17,170	+18.01%
Series 62 2-Door Convertible, 6-p.	6267	\$4,404	+6.27%	4610	6,310	-24.58%
Series 62 4-Door Sedan, 6-p.	6219	\$3,933	+7.28%	4370	33,845	-28.47%
TOTALS	<i>Avg. Price</i>	\$4,109	+6.89%	<i>Production</i>	74,785	-11.59%

## Eldorado

*"Eldorado blends the beauty and excitement of contemporary sports design with the basic soundness and excellence of the industry's finest engineering."*

Nameplate year of origin: 1953.

Current bodystyle lifespan: 1954 through 1956.

Percentage of division's sales volume: 2.27%.

Primary competition: Buick Skylark and Packard Caribbean.

Notable changes: Completely redesigned.

Major standard equipment: Leather interior, color-keyed carpeting, signal seeking radio, windshield washers, power front seat adjustment, power windows, power convertible top, automatic heating system, LH outside rear view mirror, chrome wire spoke wheels and 8.20 × 15 WSW tires.

### Measurements

Wheelbase	129.0"
Length	223.5"
Width	79.6"
Height	NA
Legroom — front	43.2"
Legroom — rear	40.0"
Headroom — front	35.5"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 62 Eldorado 2-Door Convertible, 6-p.	6267S	\$5,738	-25.96%	4815	2,150	+304.14%
TOTALS	<i>Avg. Price</i>	\$5,738	-25.96%	<i>Production</i>	2,150	+304.14%

## Series 60 Special

*"This magnificent motor car is longer and lower than ever before, more graceful and trim, and far more beautiful."*

Nameplate year of origin: 1938.

Current bodystyle lifespan: 1954 through 1956.

Percentage of division's sales volume: 17.12%.

Primary competition: Chrysler Custom Imperial and Packard Patrician.

Notable changes: Completely redesigned.

Major standard equipment: Two-tone nylon, all-wool broadcloth or V-Crest pattern nylon interior trim, carpeting, power front seat, power windows, extra-wide rear quarter rocker panel moldings, eight vertical chrome fender louvers in front of rear wheel opening, rear fender skirts, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	133.0"
Length	227.5"
Width	79.6"
Height	62.1"
Legroom — front	43.3"
Legroom — rear	45.8"
Headroom — front	35.8"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0



### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 60 Special 4-Door Sedan, 6-p.	6019	\$4,683	+8.78%	4500	16,200	-19.00%
TOTALS	<i>Avg. Price</i>	\$4,683	+8.78%	<i>Production</i>	16,200	-19.00%

## Series 75 Fleetwood

*"Biggest and roomiest of all Cadillacs.  
Vastly more responsive and powerful, far easier to handle."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 1.59%.

**Primary competition:** Chrysler Crown Imperial and Packard Executive Sedan and Limousines.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Bedford cord or broadcloth interior trim, folding rear seat foot rests, color-keyed carpeting, power front seat, power windows, auxiliary jump seats, full-length lower body trim molding, rear fender skirts, hubcaps, and 8.20 × 15 BSW tires. Imperial adds: glass division window.

### Measurements

Wheelbase	149.8"
Length	237.2"
Width	79.6"
Height	63.9"
Legroom — front	43.3"
Legroom — rear	NA
Headroom — front	36.7"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 75 Fleetwood 4-Door Sedan, 8-p.	7523	\$5,875	+8.64%	5055	889	-38.05%
Series 75 Fleetwood Imperial 4-Door Sedan, 8-p.	7533	\$6,090	+8.34%	5105	611	-20.13%
TOTALS	<i>Avg. Price</i>	\$5,983	+8.49%	<i>Production</i>	1,500	-31.82%

# CHEVROLET

*"Beautifully NEW! From every point of view!"*

While styling changes for 1954 Chevrolets were minimal, sales would continue at a respectable rate. Ford managed to edge out Chevy on a model year production basis, but on a calendar year sales basis Chevy still came out on top. Despite this situation Chevrolet increased market share to more than 23 percent.

The few changes made for 1954 resulted in a more modern appearance while still utilizing the same bodies. A nearly full-width grille with oblong, horizontally mounted

parking lights at each end made the cars visually wider. There were also now 5 vertical grille bars, which enhanced the bigger car look. New headlight rings, front bumper and bumper guards, hood emblem, and restyled hood ornament completed the revamped front-end styling.

Most other body trim was similar to the 1953 line, except that the new taillights were now divided into two sections, with the taillamp and brake light on the top half, and optional backup light on the bottom half. Interiors received

an update, and horsepower ratings were increased for the dependable in-line 6-cylinder engine. Three models were dropped for the new season, the Two-Ten 2-Door Hardtop, Two-Ten Convertible and the One-Fifty Club Coupe. The Townsman 4-Door, 8-passenger Station Wagon moved from the Two-Ten line to the Bel Air line, and would mark the last appearance of wood-grain exterior trim on a Chevrolet wagon until the Caprice Wagon appeared in 1966. Two models were renamed: the One-Fifty Business Coupe was now the Utility Coupe, and the Two-Ten Club Coupe was given the name Delray Coupe.

Initial popularity of the new-for-1953 Corvette carried on into the 1954 season but quickly waned as rumors spread of a 2-seat sports car coming from Ford. Three new color choices were added, Pennant Blue, Sportsman Red and Black, although the majority of Corvettes would be painted Polo White. By mid-year, a new camshaft was installed that added 5 more horsepower, but this would only be a temporary solution to the need for more power. All Corvettes were now built in St. Louis, Missouri.



One-Fifty 4-Door Sedan



Two-Ten 4-Door Station Wagon



Two-Ten 2-Door Delray Sport Coupe



Bel Air 4-Door Sedan



Corvette 2-Door Convertible

**Model year production:** 1,143,561, down 14.75% from 1953.  
**Domestic market share:** 23.66% (2nd place).  
**Base price range:** \$1,539 to \$3,523.  
**Chevrolet average base price:** \$2,002, up 1.54%.  
**Introduction date:** December 1953.  
**Assembly plants:** Atlanta, GA (A); Baltimore, MD (B); Flint, MI (F); Janesville, WI (J); Kansas City, MO (K); Los Angeles, CA (L); Norwood, OH (N); Oakland, CA (O); St. Louis, MO (S); and Tarrytown, NY (T).  
**Serial number identification:** Ten digit codes located on left

front door hinge pillar and read as follows: First letter is series designation — A for 150 Special, B for 210 DeLuxe, C for 240 Bel Air, and E for Corvette. Next two numbers designate model year; fourth digit indicates assembly plant from list above; remaining digits are consecutive serial number, 001001 through 174684. Sequential numbering for Corvette is 001001 through 004640. *Example:* A54F001001 is a 1954 150 Special built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	150, 210 & Bel Air	Corvette
235.5 CID Blue-Flame 115, 1-bbl., 6-cyl.	7.5:1	115	3-speed manual	S	-
235.5 CID Blue-Flame 125, 1-bbl., 6-cyl.	7.5:1	125	Powerglide Automatic	\$178	-
235.5 CID Blue-Flame, 3 × 1-bbl., 6-cyl.	8.0:1	150	Powerglide Automatic	-	S

## Major Options

	<i>Two-Ten &amp;</i>		
	<i>One-Fifty</i>	<i>Bel Air</i>	<i>Corvette</i>
Heater and defroster (under dash)	\$40	\$40	-
Air-Flow heater and defroster	\$90	\$90	\$92
Windshield washer	\$12	\$12	\$12
Autronic-Eye headlamp dimmer	-	\$49	-
Deluxe pushbutton radio	\$65	\$65	-
Signal seeking AM radio	-	\$145	\$145
Power front door windows	-	\$86	-
Power front seat adjustment	-	\$	-
Power steering	\$135	\$135	-
Power brakes	\$38	\$38	-
Full wheel covers	\$22	\$22	S
White sidewall tires	\$27	\$27	\$27

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Onyx Black	540
Surf Green	541
Bermuda Green Metallic	542
Horizon Blue	543
Biscayne Blue Metallic	544
Shoreline Beige	545 or 620
Saddle Brown Metallic	546 or 619
India Ivory	547
Shadow Gray Metallic	548
Morocco Red	549
Romany Red	550
Fiesta Cream	551
Turquoise	552
Pueblo Tan	553
Shoreline Beige over Bermuda Green Metallic	554
India Ivory over Surf Green	555
India Ivory over Horizon Blue	556
India Ivory over Biscayne Blue Metallic	557
Bermuda Green Metallic over Shoreline Beige	558
Shoreline Beige over Saddle Brown Metallic	559 or 622
India Ivory over Onyx Black	560
India Ivory over Romany Red	561
Bermuda Green Metallic over Fiesta Cream	562
India Ivory over Turquoise	563
Shoreline Beige over Pueblo Tan	564
Morocco Red over Shoreline Beige	565
Shoreline Beige over Morocco Red	566
Sungold	618
India Ivory over Sungold	621
Saddle Brown Metallic over Shoreline Beige	623
Polo White (Corvette only)	567
Pennant Blue (Corvette only)	570
Sportsman Red (Corvette only)	NA
Black (Corvette only)	NA

## One-Fifty

*“Good-looking! Smart! Thrifty!”*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 11.32%.

**Primary competition:** Ford Mainline and Plymouth Plaza.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Cloth upholstery, black rubber floor mat (rear compartment on business coupe), driver-side sun visor, three-spoke steering wheel, stainless steel beltline molding, black rubber rear fender gravel shield, and 6.70 × 15 BSW tires.

## Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	115.0"	115.0"
Length	196.5"	198.9"
Width	75.0"	75.0"
Height	63.1"	65.5"
Legroom — front	42.7"	42.7"
Legroom — rear	41.4"	NA
Headroom — front	35.8"	35.9"
Headroom — rear	35.1"	NA
Cargo capacity (cu. ft.)	22.0	NA
Fuel capacity (gals.)	16.0	16.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
One-Fifty Special 2-Door Utility Coupe, 3-p.	1504	\$1,539	+0.98%	3145	10,770	-20.55%
One-Fifty Special 2-Door Sedan, 6-p.	1502	\$1,623	+0.62%	3165	64,855	-18.34%
One-Fifty Special 4-Door Sedan, 6-p.	1503	\$1,680	+0.60%	3210	32,430	-40.17%
One-Fifty Special Handyman 4-Door Wagon, 6-p.	1509	\$2,020	+0.50%	3455	21,404	-4.48%
TOTALS	<i>Avg. price</i>	\$1,716	+1.67%	<i>Production</i>	129,459	-26.68%

## Two-Ten

*"Entirely new, through and through!"*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 45.84%.

**Primary competition:** Ford Customline, Plymouth Savoy, and Studebaker Champion.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Patterned cloth upholstery color-coordinated to exterior, black rubber floor mat with rear floor simulated carpet inserts, twin sun visors, two-spoke steering wheel, stainless steel full-length bodyside molding, stainless side window surround (except wagons), stainless windshield, beltline, rear gravel shield, and rocker panel trim, and 6.70 × 15 BSW tires. Delray Coupe adds: All-vinyl waffle pattern upholstery, two-tone door panels, and front floor mat carpeted inserts.

### Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	115.0"	115.0"
Length	196.5"	198.9"
Width	75.0"	75.0"
Height	63.1"	65.5"
Legroom — front	42.7"	42.7"
Legroom — rear	41.4"	NA
Headroom — front	35.8"	35.9"
Headroom — rear	35.1"	NA
Cargo capacity (cu. ft.)	22.0	NA
Fuel capacity (gals.)	16.0	16.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Two-Ten DeLuxe Delray 2-Door Club Coupe, 6-p.	2124	\$1,782	+3.24%	3185	66,403	+177.33%
Two-Ten DeLuxe 2-Door Sedan, 6-p.	2102	\$1,717	+0.59%	3185	195,498	-21.00%
Two-Ten DeLuxe 4-Door Sedan, 6-p.	2103	\$1,771	+0.57%	3230	235,146	-29.28%
Two-Ten DeLuxe Handyman 4-Door Station Wagon, 6-p.	2109	\$2,133	+0.47%	3470	27,175	+48.84%
TOTALS	<i>Avg. price</i>	\$1,851	-5.09%	<i>Production</i>	524,222	-19.33%

## Bel Air

*"New beauty and luxury in the style-leading Bel Air!"*

**Nameplate year of origin:** 1953 (1950 as 2-door hardtop model designation).

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 42.52%.

**Primary competition:** Ford Crestline, Plymouth Belvedere and Studebaker Commander.

**Notable changes:** New grille and trim and detail changes.

### Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	115.0"	115.0"
Length	196.5"	198.9"
Width	75.0"	75.0"
Height	63.1"	65.5"

**Major standard equipment:** Two-tone cloth upholstery color-coordinated to exterior, black rubber luggage mat, front and rear floor carpet, twin sun visors, stem wind clock, deluxe steering wheel, stainless steel full-length bodyside molding with Bel Air specific rear fender trim, stainless side window surround (except convertible and wagons), stainless windshield, beltline, rear gravel shield, and rocker panel trim, rear fender skirts, and 6.70 × 15 BSW tires. Wagon adds: Di-Noc exterior wood-grain trim and second and third row removable seats. Convertible adds: Deep-buff leather upholstery, power top, and 7.10 × 15 BSW tires.

### Measurements (cont.)

	Cars	Wagons
Legroom — front	42.7"	42.7"
Legroom — rear	41.4"	NA
Headroom — front	35.8"	35.9"
Headroom — rear	35.1"	NA
Cargo capacity (cu. ft.)	22.0	NA
Fuel capacity (gals.)	16.0	16.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Bel Air 2-Door Sedan, 6-p.	2402	\$1,830	+0.55%	3220	143,573	-0.57%
Bel Air 2-Door Hardtop, 6-p.	2454	\$2,061	+0.49%	3300	66,378	-32.97%
Bel Air 2-Door Convertible, 5-p.	2434	\$2,185	+0.46%	3445	19,383	-19.40%
Bel Air 4-Door Sedan, 6-p.	2403	\$1,884	+0.53%	3255	248,750	+0.59%
Bel Air Townsman 4-Door Station Wagon, 8-p.	2419	\$2,283	+0.44%	3540	8,156	+2.10%
TOTALS	<i>Avg. price</i>	\$2,049	+3.46%	<i>Production</i>	486,240	-5.54%

## Corvette

*"The First All-American Sports Car!  
First of the dream cars to come true."*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953 through 1955.

**Percentage of division's sales volume:** 0.32%.

**Primary competition:** Kaiser Darrin.

**Notable changes:** No changes.

**Major standard equipment:** Simulated leather upholstered bucket seats, instrument panel with full gauges, floor mounted transmission shifter, black canvas manual folding top, lower bodyside chrome trim, dual exhaust, full wheel covers and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	102.0"
Length	167.3"
Width	69.8"
Height	51.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Corvette 2-Door Convertible, 2-p.	2934	\$3,523	+0.28%	2705	3,640	+1055.56%
TOTALS	<i>Avg. price</i>	\$3,523	+0.28%	<i>Production</i>	3,640	+1055.56%



# CHRYSLER

*“The Beautiful Chrysler! America’s first family of fine cars.”*

The first visual indications of an impending promotion for the Imperial to a stand-alone division of Chrysler appeared with the 1954 models in the form of a facelift for all Chrysler series.

A new grille for the Windsor DeLuxe featured three horizontal grille bars, the topmost of which arched up to meet the hoodline, the ends of which met the middle grille bar just inside the headlights. The middle bar ran straight across the full width of the front end. On the New Yorker series, the top bar was paralleled by a shorter grille bar directly below, which sat atop the middle bar. Between this bar and the bottom bar was a rectangular parking light at the far ends of the grille assembly. The Windsor DeLuxe and New Yorker models had their own distinctive emblems that were placed in the center of the middle bar. Headlights were located in an enlarged bezel, which also housed the directional signal that had an arrow etched in the lens. As was the tradition, the V8 New Yorkers had a “V” hood emblem just below the hood ornament, whereas the 6-cylinder Windsor had “Chrysler” in script.

The Imperial had a chrome upper grille bar that arched across the hood line and met a full width horizontal, bar at a point inside of the headlights. At the point where they met was a circular parking lamp and turn signal combination. The full width bar was of a heavy design and had five vertical ridges spaced across it. Imperials also carried a V-shaped hood emblem and hood ornament.

This was the first time in many years, if not ever, that the front appearance of the Imperial differed significantly from regular line Chrysler models. Other minor differences could be found in taillight design, where the Imperial received a unit of one-piece design incorporating stop lamp and turn signal directly above the back-up light lens.

Updates under the hood centered on Chrysler’s first fully automatic transmission. The PowerFlite was a fully automatic torque converter type unit. Experience gained with Fluid Drive helped make the PowerFlite an instant success. Interior changes included a highly revised instrument panel featuring two large round gauges directly in front of the driver, housing all of the important gauges, and the “Safety Crash” pad that now extended the full width of the dashboard. Exterior bodyside trim varied by line, but essentially consisted of a separate front and rear fender molding, rocker panel molding, and front and rear gravel guards of varying design.

The only model changes involved the elimination of the entry-level Windsor series. The Windsor Club Coupe and Town & Country station wagon were moved to the Windsor DeLuxe line. Worth noting is that this would be the last year for a Club Coupe in the Chrysler line, and that the 1954 Windsor DeLuxe would carry the last 6-cylinder engine offered in a Chrysler division product until 1977.



Custom Imperial 4-Door Sedan



New Yorker DeLuxe 4-Door Sedan



New Yorker DeLuxe 2-Door Newport Hardtop



Windsor DeLuxe 4-Door  
Town & Country Station Wagon



<p><b>Model year production:</b> 104,561, down 38.49% from 1953.  <b>Domestic market share:</b> 2.16% (9th place).  <b>Base price range:</b> \$2,541 to \$7,044.  <b>Chrysler average base price:</b> \$3,965, up 3.15%.  <b>Introduction date:</b> October 1953.  <b>Assembly plants:</b> Detroit, MI; and Los Angeles, CA.  <b>Serial number identification:</b> Located on left front door hinge pillar. C-62 series (Windsor DeLuxe): Eight digit</p>	<p>code, 70141001 to 70181908 (LA plant 65014001I to 65015815). C-63-1 series (New Yorker): Eight digit code, 76591001 to 76610490 (LA plant 66510001 to 66510937). C-63-2 series (New Yorker DeLuxe): Seven digit code, 7249001 to 7279807 (LA plant 69005001 to 69007248). C-64 series (Custom Imperial): Seven digit code, 7775001 to 7780767. C-66 series (Crown Imperial): Seven digit code, 7817001 to 7817100.</p>
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### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Windsor DeLuxe	New Yorker	New Yorker DeLuxe and Imperial
264.5 CID Spitfire, 1-bbl., L-head, 6-cyl.	7.0:1	119	3-speed manual PowerFlite automatic	S \$189	- -	- -
331.1 CID FirePower, 2-bbl., V8	7.5:1	195	PowerFlite automatic	-	S	-
331.1 CID FirePower, 4-bbl., V8	7.5:1	235	PowerFlite automatic	-	-	S

### Major Options

	Windsor DeLuxe	New Yorker	New Yorker DeLuxe	Custom Imperial	Crown Imperial
Heater and defroster	\$78	\$78	\$78	\$78	S
Air-Temp air conditioning <sup>ffi</sup>	-	\$595	\$595	\$595	\$595
Solex tinted windshield	\$20	\$20	\$20	\$20	\$20
Radio	\$101	\$101	\$101	S	S
Electric clock	\$18	S	S	S	S
Power windows	\$125	\$125	\$125	S	S
Power steering	\$140	\$140	\$140	\$140	S
Power brakes (disc on Crown Imperial)	\$*	S	S	S <sup>†</sup>	S
White sidewall tires	\$32	\$32	\$32	\$35	\$35

\*Standard on Windsor T&C wagon, and Windsor DeLuxe 8-passenger sedans. †Disc brakes optional at extra cost. <sup>ffi</sup>Not available on Convertibles or New Yorker Town & Country station wagon.

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code		Code
Black	01	West Point Gray over Flagship Blue	61
Alpine Blue	05	Alpine Blue over West Point Gray	62
Flagship Blue	06	West Point Gray over Alpine Blue	63
Commodore Blue Metallic	07	Flagship Blue over Alpine Blue	64
Glacier Blue	08	Alpine Blue over Flagship Blue	65
Turquoise Blue	09	Commodore Blue Metallic over Alpine Blue	66
Peacock Blue-Green Metallic	10	Alpine Blue over Commodore Blue Metallic	67
Seabreeze Blue	11	Ascot Gray over West Point Gray	68
Mint Green	15	West Point Gray over Ascot Gray	69
Sea Island Green Metallic	16	Everglades Green Metallic over Mint Green	70
Everglades Green Metallic	17	Mint Green over Everglades Green Metallic	71
West Point Gray	30	Mint Green over Sea Island Green Metallic	72
Ascot Gray	31	Sea Island Green Metallic over Mint Green	73
Pebble Beige	40	Topaz Tan Metallic over Pebble Beige	74
Topaz Tan Metallic	41	Pebble Beige over Topaz Tan Metallic	75
Cordovan Brown Metallic	42	Glacier Blue over Peacock Blue-Green Metallic	76
Tahitian Tan	43	Peacock Blue-Green Metallic over Glacier Blue	77
Torch Red	50	West Point Gray over Torch Red	78
Canary Yellow	55	Torch Red over West Point Gray	79
Flagship Blue over West Point Gray	60	Sea Island Green Metallic over Canary Yellow	80

1954

	Code		Code
Canary Yellow over Sea Island Green Metallic	81	Floral Green over Royal Palm Green Metallic	95
Tahitian Tan over Cordovan Brown Metallic	82	Royal Palm Green Metallic over Floral Green	96
Cordovan Brown Metallic over Tahitian Tan	83	Valley Green	151
Black over Turquoise Blue	84	Canyon Gray	301
Black over Torch Red	85	Flagship Blue over Canyon Gray	601
Torch Red over Black	86	Canyon Gray over Flagship Blue	611
Black over Canary Yellow	87	Alpine Blue over Canyon Gray	621
Canary Yellow over Black	88	Canyon Gray over Alpine Blue	631
Snow Crest over Scarlett Red	89	Ascot Gray over Canyon Gray	681
Steelhaze Gray over Bahama Blue	90	Canyon Gray over Ascot Gray	691
Steelhaze Gray over Gold	91	Valley Green over Sea Island Green Metallic	721
Black over Seabreeze Blue	92	Sea Island Green Metallic over Valley Green	731
Bahama Blue over Royal Crest Blue Metallic	93	Canyon Gray over Torch Red	781
Royal Crest Blue Metallic over Bahama Blue	94	Torch Red over Canyon Gray	791

## Windsor DeLuxe

*"The lowest-priced member of America's First Family of Fine Cars."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 42.58%.

**Primary competition:** Buick Super, Hudson Hornet, Kaiser Manhattan, Oldsmobile 98 and Packard Clipper.

**Notable changes:** Restyled front end and minor trim and detail changes.

**Major standard equipment:** Two-tone broadcloth interior trim, rear seat center folding armrest, color-keyed front floor mat and rear carpeted floors, directional signals, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 7.60 × 15 BSW tires. Convertible adds: Power top. Town & Country station wagon adds: Simulated leather interior. Eight-passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires.

### Measurements

	Coupe, HT, Conv. & Sedan	8-pass. Sedan	Station Wagon
Wheelbase	125.5"	139.5"	125.5"
Length	215.6"	229.6"	215.6"
Width	77.5"	77.5"	77.5"
Height	62.5"	63.0"	64.5"
Legroom — front	43.5"	43.5"	43.5"
Legroom — rear	41.5"	NA	NA
Headroom — front	36.5"	NA	NA
Headroom — rear	36.0"	NA	NA
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	17.0	17.0	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Windsor DeLuxe 2-Door Club Coupe, 6-p.	C-62	\$2,541	+2.79%*	3565	5,659	-51.41%*
Windsor DeLuxe Newport 2-Door Hardtop, 6-p.	C-62	\$2,831	-6.41%	3685	3,655	-35.22%
Windsor DeLuxe 2-Door Convertible, 6-p.	C-62	\$3,046	-6.19%	3915	500	-60.00%
Windsor DeLuxe 4-Door Sedan, 6-p.	C-62	\$2,562	+2.81%	3655	33,563	-26.05%
Windsor DeLuxe 4-Door Sedan, 8-p.	C-62	\$3,492	+1.72%*	4185	500	+17.65%*
Windsor DeLuxe Town & Country 4-Door Station Wagon, 6-p.	C-62	\$3,321	+0.97%*	3955	650	-47.67%*
<b>TOTALS</b>	<i>Avg. Price</i>	\$2,966	-1.07%	<i>Production</i>	44,527	-14.82%

\*Comparison made to 1953 Windsor base models.

# New Yorker

*"Powered by the famous FirePower V-8 engine."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 19.10%.

**Primary competition:** Buick Roadmaster, Lincoln Cosmopolitan, and Packard Series 250.

**Notable changes:** Restyled front end and minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, rear seat center armrest, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.00 × 15 BSW tires. Town & Country station wagon adds: Simulated leather interior. Eight-passenger sedan adds: Two rear compartment jump seats, reverse-hinged rear doors, and 8.20 × 15 BSW tires.

## Measurements

	<i>Coupe, HT and Sedan</i>	<i>8-pass. Sedan</i>	<i>Station Wagon</i>
Wheelbase	125.5"	139.5"	125.5"
Length	215.6"	229.6"	215.6"
Width	77.5"	77.5"	77.5"
Height	62.5"	63.0"	64.5"
Legroom — front	43.5"	43.5"	43.5"
Legroom — rear	41.5"	NA	NA
Headroom — front	36.5"	NA	NA
Headroom — rear	36.0"	NA	NA
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	20.0	20.0	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
New Yorker 2-Door Club Coupe, 6-p.	C-63-1	\$3,202	+1.46%	3910	2,079	-73.17%
New Yorker Newport 2-Door Hardtop, 6-p.	C-63-1	\$3,503	-0.54%	4005	1,312	-48.04%
New Yorker 4-Door Sedan, 6-p.	C-63-1	\$3,229	+1.38%	3970	15,788	-57.94%
New Yorker 4-Door Sedan, 8-p.	C-63-1	\$4,368	-0.02%	4450	140	+40.00%
New Yorker Town & Country 4-Door Station Wagon, 6-p.	C-63-1	\$4,024	+2.31%	4245	650	-53.54%
<b>TOTALS</b>	<i>Avg. Price</i>	\$3,665	+0.89%	<i>Production</i>	19,969	-59.51%

# New Yorker DeLuxe

*"The power of leadership is yours."*

**Nameplate year of origin:** 1939 (altered from 1938 New York Special model).

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 32.81%.

**Primary competition:** Buick Roadmaster, Lincoln Cosmopolitan, and Packard Series 250.

**Notable changes:** Restyled front end and minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, front and rear seat center pull-down armrest, full floor carpeting, directional signals, electric clock, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.00 × 15 BSW tires. Convertible adds: Leather and nylon interior, power top, and outside rear view mirror.

## Measurements

Wheelbase	125.5"
Length	215.6"
Width	77.5"
Height	62.5"
Legroom — front	43.5"
Legroom — rear	41.5"
Headroom — front	36.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
New Yorker DeLuxe 2-Door Club Coupe, 6-p.	C-63-2	\$3,406	+3.24%	4005	1,861	-3.77%
New Yorker DeLuxe Newport 2-Door Hardtop, 6-p.	C-63-2	\$3,707	+0.52%	4095	4,814	+29.58%
New Yorker DeLuxe 2-Door Convertible, 6-p.	C-63-2	\$3,938	-1.06%	4265	724	-23.79%
New Yorker DeLuxe 4-Door Sedan, 6-p.	C-63-2	\$3,433	+3.16%	4065	26,907	+30.71%
TOTALS	<i>Avg. Price</i>	\$3,621	+1.32%	<i>Production</i>	34,306	+26.20%

## Custom Imperial

*“Enjoy the pride of ownership of the finest car money can buy.”*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 5.41%.

**Primary competition:** Cadillac Series 62, Lincoln Capri, and Packard Series 400.

**Notable changes:** Restyled front end and minor trim and detail changes.

**Major standard equipment:** Leather and broadcloth interior trim, front and rear seat center pull-down armrest, full floor carpeting, electric clock, 2-speed electric windshield wipers, power windows, luggage compartment light, full wheel covers, and 8.20 × 15 BSW tires.

### Measurements

	<i>Newport</i>	<i>Sedans</i>
Wheelbase	131.5"	133.5"
Length	221.6"	223.8"
Width	77.5"	77.8"
Height	62.8"	63.0"
Legroom — front	44.3"	44.5"
Legroom — rear	41.8"	43.8"
Headroom — front	36.3"	36.5"
Headroom — rear	35.3"	35.9"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom Imperial Newport 2-Door Hardtop, 6-p.	C-64	\$4,560	0.00%	4345	1,249	+51.76%
Custom Imperial 4-Door Sedan, 6-p.	C-64	\$4,260	0.00%	4355	4,324	-44.51%
Custom Imperial 4-Door Town Limousine, 6-p.	C-64	\$4,797	0.00%	4465	85	-65.02%
TOTALS	<i>Avg. Price</i>	\$4,539	0.00%	<i>Production</i>	5,659	-36.12%

## Crown Imperial

*“Custom-built for those who demand the absolute finest.”*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 0.10%.

**Primary competition:** Cadillac Series Fleetwood 75.

**Notable changes:** Restyled front end and minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, front and rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, directional signals, electric clock, heater and defroster, two-speed electric windshield wipers, power windows, luggage compartment light, reverse-hinged rear doors, full wheel covers, and 8.90 × 15 BSW tires. Limousine adds: Leather upholstery in chauffeur's compartment and divider window.

### Measurements

Wheelbase	145.5"
Length	236.2"
Width	81.1"
Height	68.7"
Legroom — front	46.0"
Legroom — rear	NA
Headroom — front	39.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Crown Imperial 4-Door Sedan, 8-p.	C-66	\$6,922	0.00%	5220	23	-52.08%
Crown Imperial 4-Door Limousine, 8-p.	C-66	\$7,044	0.00%	5295	77	-30.63%
TOTALS	<i>Avg. Price</i>	\$6,882	0.00%	<i>Production</i>	100	-37.11%

# DESOTO

*“Presenting the new 1954 DeSoto.”*

Though little about the 1954 DeSoto appeared new, it is surprising how many new features were engineered into the car in its last year of a body cycle. The big news for the year was the introduction of the PowerFlite 3-speed transmission, DeSoto's first fully automatic transmission. Available with either the 6-cylinder or V8 engine, the clutchless transmission eliminated the need of offering Fluid Drive, so it was discontinued as an option in all of its variations. Also new for 1954 was the DeSoto Airtemp air conditioner. Unlike other early automotive air conditioning systems, the Airtemp system was fully contained under the hood and was a powerful and reliable unit.

Inside the car buyers were greeted with restyled interiors. A redesigned instrument panel was most obvious, with a horizontal layout and a full complement of round gauges placed directly in front of the driver. Dashboards were painted in harmonizing colors with other interior moldings. New upholstery offerings included luxury fabrics and leathers in a wide choice of colors.

Exterior sheetmetal remained basically the same as in 1953, with many trim changes providing a new look. The

grille now consisted of a floating horizontal bar with nine vertical bars, and was surrounded by a chrome trim bar. New round parking lamps were mounted at each end of the horizontal bar, and slightly larger bumper guards were utilized. On the bodysides, new front fender and door trim was of a step-down design with the model name in between the two levels at a point just behind the front wheel opening.

Other changes worth noting include an increase in compression ratio for the V8 engine, which raised the horsepower to 170 @ 4400 rpm. The Sportsman 2-Door Hardtop, now offered only in the Firedome series, featured a one-piece rear window design. A special spring model introduction was the Firedome Coronado 4-Door Sedan. It featured special interior and exterior trim, but for this year, it was considered an option package and not a separate model. Finally, this would be the last season for the Powermaster 6-cylinder engine (and the entire Powermaster line), as well as the 2-Door Club coupe and 8-passenger, 4-Door sedan body styles in both series.



Firedome 2-Door Club Coupe



Firedome 4-Door Sedan



Powermaster 4-Door,  
8 passenger Sedan



Powermaster 4-Door Station Wagon

**Model year production:** 76,579, down 41.28% from 1953.  
**Domestic market share:** 1.58% (13th place).  
**Base price range:** \$2,364 to \$3,559.  
**DeSoto average base price:** \$2,947, up 0.98%.  
**Introduction date:** November 1953.  
**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. Powermaster S-20 series: Eight digit code, 50306001 to 50322514 (LA plant, 62043001 to 62043897). Firedome S-19 series: Eight digit code, 55130001 to 55182504 (LA plant, 64017001 to 64020704).

### Powertrains

Engine	Compression		Transmission	Powermaster	Firedome
	Ratio	Gross HP			
250.5 CID, Powermaster 1-bbl., L-head, 6-cyl.	7.0:1	116	3-speed manual	S	-
			Overdrive	\$98	-
			PowerFlite automatic	\$189	-
276.1 CID, Firedome 2-bbl., V8	7.5:1	170	3-speed manual	-	S
			Overdrive	-	\$98
			PowerFlite automatic	-	\$189

### Major Options

	Powermaster	Firedome
Heater and defroster	\$78	\$78
Airtemp air conditioning	\$643	\$643
AM radio	\$85	\$85
Power windows	\$101	\$101
Tinted glass	\$33	\$33
Electric clock	\$33	\$33
Power steering	\$140	\$140
Power brakes	\$37	\$37
White sidewall tires	\$33	\$33

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code		Code
Black	301	Colonial Gray	330
Huron Blue	305	Slate Gray Metallic	331
Azure Blue Metallic	306	Arizona Beige	340
Ensign Blue Metallic	307	Burma Tan Metallic	341
Fountain Blue	308	Cherokee Red	350
Tropic Blue Metallic	309	Aztec Yellow	355
Kerry Green	315	Azure Blue Metallic over Huron Blue	360
Forest Green Metallic	316	Huron Blue over Azure Blue Metallic	361
Pinehurst Green Metallic	317	Pinehurst Green Metallic over Kerry Green	362
June Green	318	Kerry Green over Pinehurst Green Metallic	363
Fairway Green Metallic	319	Forest Green Metallic over Kerry Green	364



	<i>Code</i>		<i>Code</i>
Kerry Green over Forest Green Metallic	365	Cherokee Red over Colonial Gray	381
Slate Gray Metallic over Colonial Gray	366	Black over Kerry Green	382
Colonial Gray over Slate Gray Metallic	367	Sahara Beige over Cadiz Blue	383
Burma Tan Metallic over Arizona Beige	368	Cadiz Blue over Sahara Beige	384
Arizona Beige over Burma Tan Metallic	369	Tropic Blue Metallic over Fountain Blue	385
Black over Cherokee Red	370	Fountain Blue over Tropic Blue Metallic	386
Cherokee Red over Black	371	Pinehurst Green Metallic over June Green	387
Black over Aztec Yellow	372	June Green over Pinehurst Green Metallic	388
Colonial Gray over Azure Blue Metallic	374	Fairway Green Metallic over June Green	389
Azure Blue Metallic over Colonial Gray	375	June Green over Fairway Green Metallic	390
Huron Blue over Colonial Gray	376	Colonial Gray over Tropic Blue Metallic	391
Colonial Gray over Huron Blue	377	Tropic Blue Metallic over Colonial Gray	392
Black over Colonial Gray	378	Fountain Blue over Colonial Gray	393
Colonial Gray over Black	379	Colonial Gray over Fountain Blue	394
Colonial Gray over Cherokee Red	380	Black over June Green	395

## Powermaster

*“The Powermaster Six provides big-car advantages  
as well as the exciting new DeSoto look.”*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 25.08%.

**Primary competition:** Buick Special, Hudson Super Wasp, Kaiser Special, and Nash Ambassador.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Color-keyed fabric and leather interior trim (vinyl on station wagon), full floor carpeting, stainless instrument panel trim, chrome trim surround on windshield, vent windows and beltline, chrome rear fender guard, rocker panel molding, full wheel covers, and 7.60 × 15 BSW tires. Eight passenger sedan adds: Cloth upholstery, reverse-hinged rear doors, two rear compartment jump seats, and 8.20 × 15 BSW tires.

### Measurements

	<i>All but 8-passenger Sedan</i>	<i>8-passenger Sedan</i>
Wheelbase	125.5"	139.5"
Length	214.5"	223.8"
Width	77.7"	77.7"
Height	62.5"	NA
Legroom — front	44.0"	44.0"
Legroom — rear	41.8"	NA
Headroom — front	36.3"	NA
Headroom — rear	35.3"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

*\*Station Wagon, 214.2".*

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Powermaster 2-Door Club Coupe, 6-p.	S20	\$2,364	+0.00%	3505	3,749	-53.50%
Powermaster 4-Door Sedan, 6-p.	S20	\$2,386	+0.00%	3570	14,967	-55.51%
Powermaster 4-Door Station Wagon, 6-p.	S20	\$3,108	+0.00%	3855	225	-55.00%
Powermaster 4-Door Sedan, 8-p.	S20	\$3,281	+0.00%	4100	263	+16.89%
TOTALS	<i>Avg. Price</i>	\$2,785	+1.09%	<i>Production</i>	19,204	-56.26%

# Firedome

*"The new, mighty 170 horsepower Firedome V8 series."*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 74.92%.

**Primary competition:** Buick Century, Chrysler Windsor, Hudson Hornet, Kaiser Manhattan, Mercury Monterey, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Color-keyed fabric and leather interior trim (vinyl on station wagon), full floor carpeting, stainless instrument panel trim, chrome trim surround on windshield, vent windows and beltline, chrome rear fender guard, rocker panel molding, full wheel covers, and 7.60 × 15 BSW tires. Eight passenger sedan adds: Cloth upholstery, reverse-hinged rear doors, two rear compartment jump seats, and 8.20 × 15 BSW tires.

## Measurements

	<i>All but 8-passenger Sedan</i>	<i>8-passenger Sedan</i>
Wheelbase	125.5"	139.5"
Length	214.5"*	223.8"
Width	77.7"	77.7"
Height	62.5"	NA
Legroom — front	44.0"	44.0"
Legroom — rear	41.8"	NA
Headroom — front	36.3"	NA
Headroom — rear	35.3"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

\*Station Wagon, 214.2".

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Firedome 2-Door Club Coupe, 6-p.	S19	\$2,652	+0.00%	3735	5,762	-60.51%
Firedome Sportsman 2-Door Hardtop, 6-p.	S19	\$2,923	+0.00%	3815	4,382	-6.77%
Firedome 2-Door Convertible, 6-p.	S19	\$3,144	+0.00%	4015	1,025	-39.71%
Firedome 4-Door Sedan, 6-p.	S19	\$2,673	+0.00%	3790	45,095	-29.77%
Firedome 4-Door Station Wagon, 6-p.	S19	\$3,381	+0.00%	4045	946	-14.00%
Firedome 4-Door Sedan, 8-p.	S19	\$3,559	+0.00%	4305	165	-17.50%
TOTALS	<i>Avg. Price</i>	\$3,055	+0.00%	<i>Production</i>	57,375	-33.67%

# DODGE

*"Presenting the New '54 Dodge. Elegance in Action!"*

There were many reasons for Dodge to celebrate this year. First off, Dodge was entering its 40th anniversary year, hot off the heels of its second best postwar sales season. Then there was the popular Red Ram V8 engine entering its second year with an increased compression ratio that gave it another 10 horsepower. Not to be left out, the in-line 6-cylinder engine received its first enhancement in

over 10 years, with a compression ratio boost to 7.25 to 1, resulting in 110 horsepower, a 7 hp increase. To top off all this new engineering was the new corporate PowerFlite automatic transmission, newly available power steering and power brakes, and Chrysler Airtemp air conditioning.

Then there were the new models. The most exciting was probably the announcement of a specially equipped

1954 Dodge Royal Convertible being selected to be the pace car for the Indianapolis 500 race on May 31, 1954. At least a few pace car replicas were offered for sale to the public, the second time this had ever happened. Also new for the year was a Coronet Sierra 4-Door Station Wagon, available in 2-seat and 3-seat versions. The former Coronet Sierra 2-Door Station Wagon was renamed the Coronet Suburban.

A realignment of the regular series made room for a new top-of-the-line Dodge, the Royal. Billed as a new luxury level Dodge, it really just replaced the Coronet as top-of-the-line Dodge. Dodge may have hoped to build its luxury image by naming it after the Chrysler Royal, which had been discontinued just a few years earlier. In the end it may have been luxurious for a Dodge but certainly did not offer the level of luxury found in an Imperial. The Coronet moved down to become the mid-range Dodge, combining the Coronet and Meadowbrook series of the previous year. The Meadowbrook series continued another

year, with the name used on the Meadowbrook Special models from 1953. It was discontinued at mid-year.

Styling changes were mostly confined to a new grille and trim changes, with an assortment of new paint colors offered. The grille eliminated the vertical bars in the center portion, except for one larger bar in the middle, giving a lighter and sportier overall appearance. At the back, the new Royal series received a small chrome fin atop the rear fenders. On the bodyside, new trim gave an effect that was opposite the trim used the prior season. This year the chrome trim began above the front wheel opening, ran straight back to a point just below the rear side window, and then dipped down and ran straight back over the top of the rear wheel opening. With all the changes, Dodge must have expected a good year, but in fact various outside factors contributed to a 50 percent decline.



Coronet 4-Door Sedan



Coronet 4-Door,  
8 passenger Sierra Station Wagon



Royal 2-Door Convertible



Royal 2-Door Convertible,  
Indianapolis 500 Pace Car



Royal 2-Door Sport Coupe Hardtop

**Model year production:** 154,647, down 50.69% from 1953.  
**Domestic market share:** 3.20% (8th place).  
**Base price range:** \$1,983 to \$2,790.  
**Dodge average base price:** \$2,365, up 8.00%.  
**Introduction date:** October 8, 1953.  
**Assembly plants:** Detroit, MI; and San Leandro, CA.  
**Serial number identification:** Eight digit codes located on left front door hinge pillar. Meadowbrook V8 D-50-1 series: Detroit, 34635801 to 34739536; San Leandro, 42508001 to 42516879. Coronet V8 D-50-2 and Royal V8

D-50-3 series: Detroit, 34642001 to 34739536; San Leandro, 42510001 to 42516879. Meadowbrook 6 D-51-1 series: Detroit, 32152901 to 32189926; San Leandro, 45105801 to 45110883. Coronet 6 D-51-2 series: Detroit, 32160001 to 32189926; San Leandro, 45110001 to 45110883. Coronet 6 D-52 series: Detroit, 37227001 to 37233332; San Leandro, 48015001 to 48015369. Coronet V8 D-53-2 and Royal V8 D-53-3 series: Detroit, 38525001 to 38534205; San Leandro, 47003001 to 47003887.

### Powertrains

Engine	Compression		Transmission	Coronet Sedans/ Royal & Coronet		
	Ratio	Gross HP		Meadowbrook	Wagons	HT/Convertible
230.2 CID Get-Away, 2-bbl., L-head, 6-cyl.	7.25:1	110	3-speed manual Automatic overdrive	S \$98	S \$98	- -

Engine	Compression		Transmission	Coronet Sedans/ Royal & Coronet		
	Ratio	Gross HP		Meadowbrook	Wagons	HT/Convertible
			Gyro-Matic Fluid Drive	\$130	NA	
			PowerFlite Drive	\$189	\$189	-
241.4 CID Red Ram, 2-bbl., Hemi, V8	7.5:1	150	3-speed manual	\$151-\$171*	\$109-\$241*	S
			Automatic overdrive	\$249-\$269*	\$207-\$339*	\$98
			PowerFlite Drive	\$340-\$360*	\$298-\$430*	\$189

*\*Additional cost of V8 varies depending upon model. Sedan is lowest price listed. Coupe is the highest price on Meadowbrook, and 4-Door Wagons are the highest price on Coronets. The Coronet Coupe is \$5 higher than the sedan, and the 2-Door Suburban prices are another \$45 higher than the 4-Door Wagon.*

### Major Options

	Meadowbrook	Coronet	Royal	
Heater and defroster	\$78	\$78	\$78	
Airtemp air conditioning	-	\$643	\$643	
Radio	\$83	\$83	\$83	
Solex tinted windshield	\$22	\$22	\$22	
Electric windshield wipers	\$4	S	S	
Power steering	-	\$134	\$134	
Power brakes	\$37	\$37	\$37	
Full wheel covers	\$15	\$15	\$15	
Chrome wire wheels	\$280	\$280	\$280	
White sidewall tires	\$30	\$30	\$30	

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code		Code
Jewell Black	501	Dawn Gray over Lancaster Blue Metallic	560
Bermuda Blue	505	Sunsand over Bedford Blue	561
Bedford Blue	506	Bedford Blue over Bermuda Blue	562
Lancaster Blue Metallic	507	Dawn Gray over Wing Gray	563
Bimini Blue*	508	Bedford Blue over Dawn Gray	564
Willow Green	515	Bedford Blue over Sunsand	565
Berkshire Green	516	Willow Green over Cumberland Green Metallic	566
Cumberland Green Metallic	517	Willow Green over Berkshire Green	567
Seamist Green*	520	Sunsand over Berkshire Green	568
Dawn Gray	530	Cumberland Green Metallic over Willow Green	569
Wing Gray	531	Cumberland Green Metallic over Sunsand	570
Heron Gray*	535	Sunsand over Esquire Red	571
Dover Gray*	536	Esquire Red over Sunsand	572
Sunsand	540	Esquire Red over Dawn Gray	573
Esquire Red	550		
Shoreham Ivory*	555		
Pace Car Yellow	556		

*\*1953 colors carried into early 1954 production. Two-tone paint combinations are \$13 extra.*

## Meadowbrook

*“Smooth, comfortable motoring at its best.”*

**Nameplate year of origin:** 1949.  
**Current bodystyle lifespan:** 1953 through 1954.  
**Percentage of division’s sales volume:** 9.99%.  
**Primary competition:** Hudson Jet Liner, Pontiac Chieftain, and Studebaker Champion Regal.  
**Notable changes:** Revised trim and detail changes.

### Measurements

Wheelbase	119.0"
Length	205.5"
Width	73.5"
Height	62.0"
Legroom — front	44.0"

**Major standard equipment:** Broadcloth interior trim, full floor rubber covering, black rubber window trim, and 6.70 × 15 BSW tires.

### Measurements (cont.)

Legroom — rear	40.5"
Headroom — front	36.4"
Headroom — rear	36.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i> (6-cyl./V8)	<i>Base FADP</i>	<i>Change from</i> <i>LY</i>	<i>Shipping</i> <i>Wt. (lbs.)</i>	<i>Model Year</i> <i>Production</i>	<i>Change from</i> <i>LY</i>
Meadowbrook 2-Door Club Coupe, 6-p.	D-51-1/D-50-1	\$1,983	0.00%	3120	4,251	-88.44%
Meadowbrook 4-Door Sedan, 6-p.	D-51-1/D-50-1	\$2,025	0.00%	3195	11,193	-86.70%
TOTALS	<i>Avg. Price</i>	\$2,004	-3.17%	<i>Production</i>	15,444	-88.70%

## Coronet

*"The popular Dodge Coronet in a wide range of smart new body styles."*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 48.11%.

**Primary competition:** Hudson Wasp, Nash Statesman, Pontiac Chieftain DeLuxe, and Studebaker Commander DeLuxe.

**Notable changes:** Revised trim and detail changes.

**Major standard equipment:** Cloth interior trim, rear floor carpeting with front floor rubber covering, two-speed electric windshield wipers, windshield, rear window and vent window stainless trim, rear fender gravel shields, small hubcaps, and 7.10 × 15 BSW tires (6.70 × 15 BSW tires on Suburban Wagon). Suburban and Sierra wagons add: Vinyl interior trim. Convertible adds: Power top.

### Measurements

	<i>Coupe &amp;</i> <i>Sedan</i>	<i>Hardtop &amp;</i> <i>Convertible</i>	<i>Suburban</i> <i>Wagon</i>	<i>Sierra</i> <i>Wagon</i>
Wheelbase	119.0"	114.0"	114.0"	119.0"
Length	205.5"	196.0"	190.8"	195.8"
Width	73.5"	73.5"	73.2"	73.2"
Height	62.0"	61.0"	62.2"	62.3"
Legroom — front	44.0"	43.8"	43.8"	44.0"
Legroom — rear	40.5"	41.4"	41.4"	40.5"
Headroom — front	36.4"	35.5"	36.0"	36.4"
Headroom — rear	36.4"	35.0"	35.2"	36.4"
Cargo capacity (cu. ft.)	NA	NA	NA	NA
Fuel capacity (gals.)	17.0	17.0	17.0	17.0

### Models Available

	<i>Model No.</i> (6-cyl./V8)	<i>Base FADP</i>	<i>Change from</i> <i>LY</i>	<i>Shipping</i> <i>Wt. (lbs.)</i>	<i>Model Year</i> <i>Production</i>	<i>Change from</i> <i>LY</i>
Coronet 2-Door Club Coupe, 6-p.	D-51-2/D-50-2	\$2,109	0.00%	3165	12,499	-17.23%
Coronet 2-Door Sport Coupe Hardtop, 6-p.	D-53-2	\$2,380	-0.25%	3310	100	-99.42%
Coronet 2-Door Convertible, 6-p.	D-53-2	\$2,514	-0.20%	3505	50	-98.78%
Coronet 4-Door Sedan, 6-p.	D-51-2/D-50-2	\$2,136	0.00%	3235	50,963	-62.25%
Coronet 2-Door Suburban Station Wagon, 6-p.	D-52/D53-2	\$2,229	NEW	3185	9,489	NEW
Coronet 4-Door Sierra Station Wagon, 6-p.	D-52/D53-2	\$2,719	+7.56%	3430	988	-81.70%
Coronet 4-Door Sierra Station Wagon, 9-p.	D-52/D53-2	\$2,528	NEW	3435	312	NEW
TOTALS	<i>Avg. Price</i>	\$2,336	+3.23%	<i>Production</i>	74,401	-57.95%

# Royal

*"A superb achievement in fine car luxury and performance is the elegant new Dodge Royal V8."*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1954.

**Percentage of division's sales volume:** 41.90%.

**Primary competition:** Buick Special, DeSoto Powermaster, Hudson Super Wasp, Kaiser Virginian Special, Mercury Monterey, Nash Ambassador, Oldsmobile 88, Pontiac Star Chief, and Studebaker Commander Land Cruiser.

**Notable changes:** Revised trim and detail changes.

**Major standard equipment:** Jacquard fabric interior trim, full floor carpeting, two-speed electric windshield wipers, windshield, rear window and vent window stainless trim, rear fender gravel shields, small hubcaps, and 7.10 × 15 BSW tires. Sport

Coupe adds: Vinyl interior trim. Convertible adds: Power top.

## Measurements

	<i>Coupe &amp; Sedan</i>	<i>Hardtop &amp; Convertible</i>
Wheelbase	119.0"	114.0"
Length	205.5"	196.0"
Width	73.5"	73.5"
Height	62.0"	61.0"
Legroom — front	44.0"	43.8"
Legroom — rear	40.5"	41.4"
Headroom — front	36.4"	35.5"
Headroom — rear	36.4"	35.0"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Royal 2-Door Club Coupe, 6-p.	D-50-3	\$2,349	NEW	3365	8,900	NEW
Royal 2-Door Sport Coupe Hardtop, 6-p.	D-53-3	\$2,503	NEW	3355	3,852	NEW
Royal 2-Door Convertible, 6-p.	D-53-3	\$2,632	NEW	3575	2,000	NEW
Royal 4-Door Sedan, 6-p.	D-50-3	\$2,373	NEW	3425	50,050	NEW
TOTALS	<i>Avg. Price</i>	\$2,464	NEW	<i>Production</i>	64,802	NEW

# FORD

*"Worth more when you buy it. Worth more when you sell it!"*

Entering the third year of a three-year styling cycle, one would think that Ford would have been content to leave well enough alone. After all, the 50th Anniversary year had been a successful one, and new models were in the works for 1955, so why mess with a winning formula? Yet that is exactly what Ford did, and obviously they knew what they were doing as they regained first place in model year production, edging out Chevrolet by fewer than 20,000 units.

From the outside, the new season brought few exte-

rior changes. Up front, yet another variation on the "spinner" grille was seen, this time with the center grille bar split through the center, with the bottom section having three ribs on each side of the spinner. Round parking lamps were again seen, placed at the outer ends of the center grille bar, directly below the headlamps. A redesigned hood ornament and slightly larger round taillamps rounded out the changes front and rear. Bodysides had the embossments removed, leaving a forward sloping body feature line, and series designations were now placed in the corner as it swept rear-



ward. Customline and Crestline models now used a full-length body side stainless steel molding.

The big changes were out of sight at the front of the car. All Fords received a new ball-joint front suspension which greatly improved ride and handling, the first of its type in the low-price field. The new suspension accounted for a minute increase in wheelbase length to 115.5 inches. Engines were also new, with two high-compression powerplants being introduced. Most importantly was Ford's first modern, overhead valve V8 engine. Known as the Y-block, it was touted as "the newest, most modern 'eight' in any car today," featuring smoother, quieter operation, and better fuel mileage. Also improved was the I-block 6-cylinder engine, which boasted nearly a 15 percent improvement in horsepower. In a change from usual Ford practice, both engines were available in all models. Power steering and power brakes rounded out the modern features available under the hood.

Two new features were highly visible, though. Most obvious was the introduction of the new Crestline Skyliner 2-door hardtop. The Skyliner used a tinted Plexiglas roof section over the front seat, providing the feel of a convertible, while still having a roof overhead. Also featuring a transparent plastic hood was the speedometer on the new "Astra-Dial Control panel." Set in a half-moon pod atop

the instrument panel, the speedometer was illuminated by the transparent hood for "even easier" reading. A new stainless trimmed rectangular center section of the dash contained most other controls, including two warning lights that replaced the oil pressure and voltage gauges. Both transparent top features were ultimately short lived, but they definitely showed that Ford was looking to the future.

Interiors received the requisite updates, along with two new optional "luxury car" features. First were power-lift windows, a feature that beat Plymouth and Chevrolet to market. Chevrolet actually had power windows available, but only for the front door, whereas Ford's were on all four windows. The other optional feature was a 4-way power adjustable front seat.

Aside from the previously mentioned Skyliner 2-Door Hardtop, the only other model change was the addition of a 2-Door Ranch Wagon to the Customline series. Another addition technically counts as a 1955 model, the all-new Thunderbird. First shown at the Detroit Auto Show on February 20, 1954, just 45 days after the public introduction of the regular 1954 Ford line, the sporty, two-seat Thunderbird was Ford's answer to the Chevrolet Corvette. As it is a 1955 model, the T-Bird is covered herein under the 1955 Ford section.



Crestline 2-Door Skyliner Hardtop



Crestline 2-Door Sunliner Convertible



Crestline 4-Door Sedan interior



Customline 4-Door Country  
Sedan Station Wagon



Customline 4-Door Sedan

**Model year production:** 1,165,942, down 6.54% from 1953.  
**Domestic market share:** 24.13% (1st place).  
**Base price range:** \$1,548 to \$2,339.  
**Ford average base price:** \$1,940, up 0.82%.  
**Introduction date:** January 6, 1954.  
**Assembly plants:** Atlanta, GA (A); Buffalo, NY (B); Chester, PA (C); Chicago, IL (G); Dallas, TX (D); Dearborn, MI (F); Edgewater, NJ (E); Kansas City, MO (K); Long Beach, CA (L); Louisville, KY (U); Memphis, TN (M); Norfolk, VA (N); Richmond, CA (R); Somerville, MA (S); and Twin Cities (St. Paul), MN (P).  
**Serial number identification:** Ten-digit number located on left front door pillar, and read as follows: First digit indicates engine installation, A for 6-cylinder, U for V8, and P for 256 CID V8, 160-hp, special engine installed for law enforcement agencies. The second digit indicates model year (4 = 1954). Third digit indicates assembly plant code from above. Fourth digit indicates the body type as follows: Sunliner (C); Mainline Ranch Wagon (W); Customline Ranch Wagon (R); Country Sedan (X); Country Squire (Y); Skyliner (F); Victoria (V); Crestline Fordor (T); all others (G). Remaining digits are sequential with beginning number of 100001 and ending number as follows in the chart below. The serial numbers are not duplicated between engine codes: as an example 165959 is the last serial number of a 6-cylinder car built in Atlanta, and 165958 is the last V8 model built in Atlanta.

### Highest Serial Numbers by Assembly Plant and Engine

<i>Assembly plant</i>	<i>6-cylinder (Code A)</i>	<i>V8 (Code B)</i>
Atlanta, GA (A)	165959	165958
Buffalo, NY (B)	161398	161399
Chester, PA (C)	165497	165506
Chicago, IL (G)	196269	196277
Dallas, TX (D)	202233	202232
Dearborn, MI (F)	235822	235821
Edgewater, NJ (E)	188571	188567
Kansas City, MO (K)	173157	173193
Long Beach, CA (L)	162069	162159
Louisville, KY (U)	166654	166655
Memphis, TN (M)	168505	168504
Norfolk, VA (N)	174160	174169
Richmond, CA (R)	149189	149162
Somerville, MA (S)	172860	172839
Twin Cities (St. Paul), MN (P)	178501	178596

### Powertrains

<i>Engine</i>	<i>Compression</i>		<i>Transmission</i>	<i>Mainline</i>	<i>Customline</i>	<i>Crestline</i>
	<i>Ratio</i>	<i>Gross HP</i>				
223 CID Mileage Maker, 1-bbl., 6-cyl.	7.2:1	115	3-speed manual	S	S	S
			Overdrive	\$110	\$110	\$110
			Ford-O-Matic Drive	\$184	\$184	\$184
239 CID, 2-bbl., V8	7.2:1	130	3-speed manual	\$76	\$76	\$76
			Overdrive	\$186	\$186	\$186
			Ford-O-Matic Drive	\$260	\$260	\$260

### Major Options

	<i>Mainline</i>	<i>Customline</i>	<i>Crestline</i>		<i>Mainline</i>	<i>Customline</i>	<i>Crestline</i>
Heater	\$44	\$44	\$44	Rear fender skirts	\$	\$	\$
Magic Air heater and def.	\$70	\$70	\$70	Wheel trim rings	\$	\$	\$
Electric clock	\$15	\$15	\$15	Full wheel covers	\$	\$	\$
Radio	\$88	\$88	\$88	White sidewall tires	\$28	\$28	\$28
I-rest tinted glass	\$	\$	\$				
Windshield washers	\$10	\$10	\$10				
Power windows	-	\$*	\$*				
Power seat	-	\$	\$				
Master-Guide power steering	\$134	\$134	\$134				
Swift Sure power brakes	\$45	\$45	\$45				

*\*Available on Customline Fordor, and all Crestline models except Country Squire.*

Options common to most models. (—= Not Available) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors\*

	Code		Code
Raven Black	A	Cadet Blue Metallic over Sandstone	
Sheridan Blue	B	White	CM
Cadet Blue Metallic	C	Sandstone White over Killarney Green	
Glacier Blue	D	Metallic	MG
Dovetone Gray	E	Sheridan Blue over Glacier Blue	BD
Highland Green Metallic	F	Sandstone White over Torch Red	MN
Killarney Green Metallic	G	Skyhaze Green (Blue) over Sandstone	
Sea Haze Green	H	White	TM
Lancer Maroon Metallic	J	Killarney Green Metallic over Sandstone	
Sandalwood Tan	L	White	GM
Sandstone White	M	Black over Sandstone White	AM
Torch Red	N	Sandstone White over Cameo Coral	MR
Cameo Coral	R	Cameo Coral over Sandstone White	RM
Skyhaze Green (Blue)	T	Sea Haze Green over Highland Green	
Goldenrod	V	Metallic	HF
Sierra Brown Metallic	Z	Lancer Maroon Metallic over Sandalwood	
Dovetone Gray over Cadet Blue Metallic	EC	Tan	JL
Killarney Green Metallic over Sea Haze Green	GH	Torch Red over Black	NA
Sandalwood Tan over Lancer Maroon Metallic	LJ	Goldenrod over Sandstone White	VM
Sandstone White over Cadet Blue Metallic	MC	Sierra Brown Metallic over Sandalwood Tan	ZL

*\*Not all colors are available on all models. Two-tones are not available on Mainline coupe or sedans, Crestline Sunliner or Crestline Country Squire wagon.*

## Mainline

*"Engineered to bring you a new kind of roadability!"*

Nameplate year of origin: 1952.

Current bodystyle lifespan: 1952 through 1954.

Percentage of division's sales volume: 20.04%.

Primary competition: Chevrolet 150 Special and Plymouth Plaza.

Notable changes: Trim and detail changes.

Major standard equipment: Craftcord fabric upholstery, black rubber floor covering, horn button, driver's side sun visor, rubber front and rear window moldings, chrome shield over lower part of body side embossments, and 6.70 × 15 BSW tires. Ranch Wagon adds: Tan vinyl upholstery, tan linoleum cargo floor, and 7.10 × 15 BSW tires.

## Measurements

	Cars	Wagon
Wheelbase	115.5"	115.5"
Length	198.3"	198.1"
Width	73.5"	73.2"
Height	62.3"	63.9"
Legroom — front	42.8"	42.8"
Legroom — rear	41.5"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Mainline 2-Door Business Coupe, 3-p.	72C	\$1,548	+0.72%	3021	10,665	-34.49%
Mainline 2-Door (Tudor) Sedan, 6-p.	70A	\$1,651	+0.55%	3086	123,329	-19.39%
Mainline 4-Door (Fordor) Sedan, 6-p.	73A	\$1,701	+0.65%	3142	55,371	-20.29%
Mainline 2-Door Ranch Wagon, 6-p.	59A	\$2,029	+0.50%	3338	44,315	-33.83%
TOTALS	<i>Avg. price</i>	\$1,732	+0.60%	<i>Production</i>	233,680	-23.56%

## Customline

*"More than ever, the standard for the American road!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 57.83%.

**Primary competition:** Chevrolet 210 DeLuxe, Plymouth Savoy, and Studebaker Champion.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Two-tone craftweave and craftcord upholstery, assist straps on 2-Doors and robe cord on 4-Doors, automatic interior courtesy lighting, black front mat and color-coordinated rear floor mat, horn ring, clock, stainless front, rear and side window surround moldings, front and rear body side stainless trim, chrome slash moldings on body side embossments, and 6.70 × 15 BSW tires. Station wagons add: Mahogany and Milan straw vinyl upholstery, tan linoleum cargo floor, and 7.10 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	115.5"	115.5"
Length	198.3"	198.1"
Width	73.5"	73.2"*
Height	62.3"	63.9"
Legroom — front	42.8"	42.8"
Legroom — rear	41.5"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

\*Country Sedan width is 73.5".

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Customline 2-Door Club Coupe, 5-p.	72B	\$1,753	+0.57%	3080	33,951	-22.84%
Customline 2-Door (Tudor) Sedan, 6-p.	70B	\$1,744	+0.58%	3099	293,375	-3.95%
Customline 4-Door (Fordor) Sedan, 6-p.	73B	\$1,793	+0.56%	3155	262,499	-29.90%
Customline 2-Door Ranch Wagon, 6-p.	59B	\$2,122	NEW	3344	36,086	NEW
Customline 4-Door Country Sedan Station Wagon, 8-p.	79B	\$2,202	-2.87%	3513	48,384	+28.19%
TOTALS	<i>Avg. price</i>	\$1,923	+2.18%	<i>Production</i>	674,295	-11.47%

## Crestline

*"You can pay more, but you can't buy better!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 22.13%.

**Primary competition:** Chevrolet Bel Air, Hudson Jet, Plymouth Belvedere, and Studebaker Commander.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Two-tone vinyl and vinyl pleated or Craftloom nylon and vinyl upholstery, front door armrests, automatic interior courtesy lighting, black front and color coordinated rear floor mat (with all-vinyl interiors), full floor color-coordinated carpeting (with nylon and vinyl interiors), stainless front, rear and side window surround moldings, front and rear body side stainless trim, chrome slash moldings on body side embossments, and 6.70 × 15 BSW tires. Victoria and Skyliner add: Two-tone vinyl upholstery, robe cords, and full-floor carpeting. Skyliner adds: Tinted Plexiglas top over front seat area. Sunliner adds: Black front mat and color-coordinated rear floor mat, and hydraulic power top. Station wagon adds: Mahogany and Milan straw vinyl upholstery, removable rear seat, simulated mahogany panels with birch or maple exterior wood trim, tan linoleum load floor and 7.10 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	115.5"	115.5"
Length	198.3"	198.1"
Width	73.5"	73.5"
Height	62.3"	63.9"
Legroom — front	42.8"	42.8"
Legroom — rear	41.5"	NA
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Crestline 2-Door Victoria Hardtop, 6-p.	60B	\$2,055	-3.07%	3184	95,464	-25.59%
Crestline 2-Door Skyliner Hardtop, 6-p.	60F	\$2,164	NEW	3204	13,344	NEW
Crestline 2-Door Sunliner Convertible, 6-p.	76B	\$2,164	-2.96%	3231	36,685	-10.22%
Crestline 4-Door (Fordor) Sedan, 6-p.	73C	\$1,898	NEW	3159	99,677	NEW
Crestline 4-Door Country Squire Station Wagon, 8-p.	79C	\$2,339	-2.66%	3563	12,797	+16.33%
<b>TOTALS</b>	<i>Avg. price</i>	\$2,124	-5.64%	<i>Production</i>	257,967	+43.18%

# HENRY J

*"Your new Henry J is here!"*

Nineteen-fifty-four would prove to be the last season for the Henry J. No changes were made for its final model year. The 1953 line simply carried on, with only serial numbers and motor numbers identifying the difference between the two years. The spartan compact was everything that Henry J. Kaiser wanted it to be, meaning low-cost, low-content, basic transportation with a touch of distinctive style. Unfortunately, not many consumers agreed with Kaiser's idea.

Kaiser learned that they had miscalculated typical car

buyers and their desire for this type of car. Consumers were now making more money and spending more of their disposable income on their cars. It was clear that they were willing to pay for more power, more features, and more luxury. With the post-World War II baby boom and the move toward suburban living well under way, larger cars and station wagons for all those young ones were becoming increasingly popular. It would take an economic recession to turn the consumers' attention back to the compact car.



Corsair 2-Door Sedan

**Model year production:** 1,125, down 93.57% from 1953.

**Domestic market share:** 0.02% (19th place).

**Base price range:** \$1,404 to \$1,566.

**Henry J average base price:** \$1,485, up 0.61%.

**Introduction date:** January 1954.

**Assembly plants:** Toledo, OH.

**Serial number identification:** Ten-digit code on plate located on left front door hinge pillar. First digit is K for Kaiser.

Next two digits denote year: 54 = 1954. Fifth digit is series number: 3 is Corsair and 4 is Corsair DeLuxe. Remaining digits are sequential serial numbers as follows in chart below.

## Serial Numbers by Series

<i>Series</i>	<i>Code</i>	<i>Beginning</i>	<i>Ending</i>
Corsair	K543	001001	NA
Corsair DeLuxe	K544	001001	NA

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Corsair</i>	<i>Corsair DeLuxe</i>
134.2 CID Supersonic, 1-bbl., L-head, 4-cyl.	7.0:1	68	3-speed manual Overdrive	S \$106	- -
161 CID Supersonic, 1-bbl., L-head, 6-cyl.	7.0:1	80	3-speed manual Overdrive	- -	S \$106

## Major Options

	<i>Corsair</i>	<i>Corsair DeLuxe</i>
Heater and defroster	\$	\$
Radio	\$	\$
Front bumper guards	\$	S
Rear bumper guards	\$	S
Stainless steel wheel trim rings	\$	-
Full wheel covers	\$	S
White sidewall tires	\$	\$

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Onyx Black	096, 140, 584
Cardinal Red	110, 597
Copper Dust Metallic	206, 647
Persian Gray Metallic	207, 648
Angora Gray	217, 657
Palm Beach Ivory	218, 658
Jade Tint	222, 662
Blue Comet Metallic	224, 664
Signal Green Metallic	226, 666
Island Green Metallic	227, 667
Powder Blue	229, 669

# Corsair

*“Easiest to look at ... inside and out!”*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** Nash Rambler and Willys Aero Lark.

**Notable changes:** No changes.

**Major standard equipment:** Vinyl plaid trimmed with “Dinosaur” pattern vinyl upholstery, rubber floor covering, padded instrument panel, automatic dome lights, two-spoke steering wheel, black rubber window surrounds, small hubcaps, and 5.90 × 15 BSW tires. DeLuxe adds: Pleated cloth upholstery with “Dinosaur” pattern vinyl trim, chrome windshield molding, full wheel covers, “DeLuxe” chrome fender script, and six-cylinder engine.

## Measurements

Wheelbase	100.0"
Length	178.0"*
Width	69.4"
Height	59.8"
Legroom — front	43.4"
Legroom — rear	37.2"
Headroom — front	35.4"
Headroom — rear	33.1"
Cargo capacity (cu. ft.)	21.0 <sup>†</sup>
Fuel capacity (gals.)	13.0

\*Corsair DeLuxe, 182.2". <sup>†</sup>58 cubic feet with optional, folded down rear seat.

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Corsair 2-Door Sedan, 5-p.	543	\$1,404	+0.93%	2405	800	-91.43%
Corsair DeLuxe 2-Door Sedan, 5-p.	544	\$1,566	+0.32%	2455	325	-96.02%
TOTALS	<i>Avg. Price</i>	\$1,485	+0.61%	<i>Production</i>	1,125	-93.57%



# HUDSON

*“Presenting Hudson for 1954!”*

A highly restyled line of large Hudson models appeared in dealer showrooms early in October 1953. Three short months later, a merger would be announced with the Nash-Kelvinator Corporation, creating American Motors Corporation. This would ultimately seal Hudson's fate and make the 1954 Hudson line the last representative models of a truly independent Hudson Motor Car Company. All Hudson models in 1955 would be based on a Nash design.

As previously mentioned the larger Hudson models were restyled for their final appearance, though they were still based on the now six-year-old 1948 “Step-Down” design. All body side panels were new, with a slab-sided look that resembled the smaller Jet series and raised rear quarter panels that housed round taillamps in the top end, creating Hudson's first small tailfin. Bodysides on all Wasp and Hornet models were adorned with a single full-length stainless steel molding. Hornet models added a rear quarter chrome gravel shield, which began at the side trim molding, slanted rearward to the lower front edge of the rear wheel opening, and then added a rearward sweeping piece of chrome which ran across the top of the rear wheel opening. At the front end, a low-set grille similar in design to that of the 1953 Jet was featured, using a simple full-width oval shaped grille opening with parking lamps at each end. Chrome lined fender and hood edges created a slightly smaller opening atop the lower section. A red Hudson badge was centered on the main bar, which was the top bar of the main grille opening. A revised “air scoop” hood ornament was used on all series this year.

Engines in the larger Hudsons were given a power boost of about 10 percent, while the Jet engine continued unchanged. The 232 CID 6-cylinder engine returned after a one-year absence to power the Hudson Wasp. Hudson six-cylinder engines would be the lone surviving item that was truly Hudson after the formation of the new American Motors Corporation. Inside the restyled cars were new colors and fabrics, which helped freshen them up. Expanded use of nylons and vinyls was part of the new look.

The only model change to the larger Hudsons was the return of the Model 6 series, previously known as the Commodore Six, but for 1954 named the Hornet Special. The new series was based on the Hornet in all aspects, but it used the Super Wasp interior, placing it in between the Super Wasp and Hornet series in price and market. Models in the new line

consisted of a 2- and 4-door sedan, and a 2-door club coupe. The Hornet Special holds the distinction of being the last new Hudson series introduced, appearing on March 19, 1954, twenty-six days before the official merger announcement.

There were modest changes made to the compact Jet for 1954. Outside, the grille was modified with the addition of four ribs to each side of the main bar. Inside, new colors and fabrics were added to the Super Jet line. And finally, a new top of the line Jet-Liner was added featuring “luxuries” such as vinyl headliner, foam seat cushions, rear fender skirts, and additional exterior chrome trim. The new Jet-Liner sub-series consisted of both a 2-door and 4-door sedan. The base Jet series added a 2-Door Utility Sedan, and in April 1954 added a 2-Door Family Sedan as a “bare-bones” entry. All other Jet models returned for 1954.

An interesting addition to the Hudson line, designed as an image-builder, came in the form of the Hudson Italia, introduced on January 14, 1954. Designed and sketched by Hudson, specifically Frank Spring, the sporty Italia four-passenger coupe was styled and built in Italy by Carrozzeria Touring and meant to grab attention away from the Chevrolet Corvette and Chrysler Ghia show cars. Only 25 production cars were built at a suggested retail price of \$4,800. Distinctive features included functional front fender scoops for brake cooling, wraparound windshield, wire spoke wheels, and back-up lights, turn signals and taillamps placed within tubes tunneled into the rear quarters. Inside were such luxuries as radio, leather bucket seats, and deep pile floor coverings. A “Twin-H” power package version of the Jet 6-cylinder engine with a rating of 114 horsepower provided motivation. All of this sat on a wheelbase of 105 inches. Being of such limited production, the Italia is not included in the listings that follow but is described further in Appendix IV.

Another addition to the Hudson showroom arrived immediately after the merger deal with Nash was completed: a true “badge-engineered” Metropolitan. Hudson dealers were immediately given access to sell the Metropolitan with the only difference being a Hudson “H” grille emblem replacing the “M” on Metropolitans sold through Nash dealerships. Like the Italia, the Metropolitan was technically a captive import, and is not covered fully herein. For further information on the Metropolitan, refer to the 1954 Nash section.

The timeline for the transition of Hudson into the new American Motors Corporation was brisk. Hudson's Board of Directors approved the merger on January 14, 1954, with stockholder approval coming on March 24. On May 1, Hudson officially became part of the new AMC. By May 27, Hudson employees were notified that all production would be moving to Nash facilities in Kenosha, Wis-

consin, and on October 2, 1954, the last Hudson model was built in the Hudson assembly plant in Detroit, Michigan. By October 13, 1954, the first Hudson-badged 1955 Rambler was built at Kenosha, and the first 1955 Hudson Wasp was built in Kenosha on December 28, 1954. Sadly, it was the end of an era for the Hudson Motor Car Company.



Hornet Special 2-Door Club Sedan



Jet 4-Door Sedan



Jet-Liner 2-Door Club Sedan

**Model year production:** 50,660 down 23.41% from 1953.

**Domestic market share:** 1.05% (14th place).

**Base price range:** \$1,621 to \$3,288.

**Hudson average base price:** \$2,394, down 4.95%.

**Introduction date:** October 1953. Hornet Special introduced March 19, 1954. Jet Family sedan introduced April 12, 1954.

**Assembly plants:** Detroit, MI.

**Serial number identification:** Seven-digit code on plate located on right front door hinge pillar. First digit is number in series code as in chart below. Remaining digits are sequential serial numbers beginning with 269060 (Hudson Hornet begins at 295720) and ending with 319719. *Example:* 4269060 is a 1954 Hudson Wasp, serial number 269060.

### Series Codes

<i>Series</i>	<i>Code</i>
Jet	1D
Super Jet	2D
Jet-Liner	3D
Wasp	4D
Super Wasp	5D
Hornet Special	6D
Hornet	7D

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>				
				<i>Jet</i>	<i>Wasp</i>	<i>Super Wasp</i>	<i>Hornet</i>
202 CID, 1-bbl., L-head, 6-cyl.	7.5:1	104	3-speed manual	S	-	-	-
			Overdrive	\$102	-	-	-
			Hydra-Matic automatic	\$178	-	-	-
232 CID, 1-bbl., L-head, 6-cyl.*	7.0:1	126	3-speed manual	-	S	-	-
			Overdrive	-	\$111	-	-
			Hydra-Matic automatic	-	\$178	-	-
262 CID, 2-bbl., L-head, 6-cyl.	7.0:1	140	3-speed manual	-	-	S	-
			Overdrive	-	-	\$111	-
			Hydra-Matic automatic	-	-	\$178	-
308 CID, 2-bbl., L-head, 6-cyl.	7.5:1	160	3-speed manual	-	-	-	S
			Overdrive	-	-	-	\$111
			Hydra-Matic automatic	-	-	-	\$178

\*Twin-H dual carburetion and manifold system available at extra cost.

## Major Options

	<i>Jet</i>	<i>Wasp</i>	<i>Hornet</i>
“Weather Control” heater	\$73	\$74	\$74
Radio and antenna	\$82	\$100	\$100
Electric clock	\$22	\$19*	S
Solex tinted glass	\$33	\$33	\$33
Power windows (convertible only)	-	\$67	S
Power steering	-	\$177	\$177
Power brakes	-	\$43	\$43
Rear fender skirts	\$15	S	S
Wheel trim rings	\$15	\$15	S
Large hubcaps	\$11	\$11	S
Full wheel covers	\$20	\$20*	\$18
White sidewall tires	\$22	\$22	\$41

Options common to most models. (—= Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

\*Standard on Super Wasp.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Beret Blue Metallic	B-158	Pacific Blue Green over Palm Beach Green	RQ-174
Palm Beach Green	CC-163	Ebony Black over Royal Red	RH-175
Algerian Blue Metallic	G-168	Royal Red over St. Clair Gray	RJ-176
Roman Bronze	H-165	Pasture Green Metallic over Coronation Cream	RT-177
Silver Blue	J-159	Pasture Green Metallic over Spring Green	RU-178
Ebony Black	K-5	Coronation Cream over Roman Bronze	RF-179
Royal Red	M-167	Ebony Black over Roman Bronze	RO-180
Lipstick	M-182	Lipstick over St. Clair Gray	RJ-183
Coronation Cream	N-166	Ebony Black over Lipstick	RH-184
Pacific Blue Green	P-162	Coronation Cream over Lipstick	RC-185
Green Gold	P-181	Green Gold over Coronation Cream	RT-186
Spring Green	Q-161	Green Gold over Roman Bronze	RX-187
St. Clair Gray	RR-160	Green Gold over Pasture Green Metallic	RQ-188
Pasture Green Metallic	S-164	St. Clair Gray over Green Gold	RM-189
Beret Blue Metallic over Silver Blue	RX-169	Ebony Black over Green Gold	RQ-190
Coronation Cream over Silver Blue	RC-170	Lipstick over Coronation Cream	RX-191
Beret Blue Metallic over Algerian Blue Metallic	RP-171	Coronation Cream over Beret Blue Metallic	RA-192
Coronation Cream over Palm Beach Green	RM-172		
Ebony Black over Palm Beach Green	RW-173		

*Two-tone combinations available at extra cost.*

## Jet

*“Greatest utility and economy in the lowest priced field!”*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division’s sales volume:** 28.08%.

**Primary competition:** Henry J, Nash Rambler, and Willys Aero.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Striped weave upholstery with vinyl trim, front seatback pockets, robe cord, front and rear rubber floor mats, courtesy lights, dual sun visors, dual windshield wiper, manual latch front door vent windows, stainless steel front, rear and side window surrounds, fake air scoop hood ornament, small hubcaps, and 5.90 × 15 BSW tires. Super Jet adds: Woven wool upholstery, rear quarter

## Measurements

Wheelbase	105.0"
Length	180.7"
Width	67.1"
Height	60.8"
Legroom — front	41.8"
Legroom — rear	40.3"
Headroom — front	36.4"
Headroom — rear	34.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	15.0

vent windows, front fender stainless steel trim, and 6.40 × 15 BSW tires. Jet-Liner adds: Two-tone worsted fabric upholstery, vinyl headliner, chrome gravel shield and rear quarter panel molding, chrome taillight trim, and rear fender skirts. Family Club Sedan deletes from Jet series: courtesy lights, seatback pockets, robe cord, hood ornament, and ribs on grille, and replaces striped upholstery with gray vinyl, and chrome window surrounds with black rubber surrounds.

### Models Available

	<i>Model No.</i>	<i>Base FADP*</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Jet 2-Door Family Club Sedan, 6-p.	1D	\$1,621	NEW	2635	NA*	NEW
Jet 2-Door Utility Sedan, 6-p.	1D	\$1,837	NEW	2715	NA*	NEW
Jet 4-Door Sedan, 6-p.	1D	\$1,858	0.00%	2675	14,224*	NA*
Super Jet 2-Door Club Sedan, 6-p.	2D	\$1,933	0.00%	2710	NA*	NA*
Super Jet 4-Door Sedan, 6-p.	2D	\$1,954	0.00%	2725	NA*	NA*
Jet-Liner 2-Door Club Sedan, 6-p.	3D	\$2,046	NEW	2740	NA*	NEW
Jet-Liner 4-Door Sedan, 6-p.	3D	\$2,057	NEW	2760	NA*	NEW
TOTALS	<i>Avg. Price</i>	\$1,901	-0.74%	<i>Production</i>	14,224	-32.72%

\*Production records not kept by body style.

## Wasp

*“Lower-priced running mate to the Hornet.”*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 22.90%.

**Primary competition:** Buick Special, DeSoto Powermaster, Dodge Royal, Kaiser Special, Mercury Monterey, Nash Statesman, and Oldsmobile Super 88.

**Notable changes:** Restyled, and trim and detail changes.

**Major standard equipment:** Patterned cloth upholstery with “Plasti-Hide” vinyl trim, front rubber simulated carpet floor mat with rear seat carpeting, front seat-back pockets, robe cord, front dome lamp, stainless steel front, rear and side window surrounds, front and rear bumper guards, air scoop-style hood ornament, fender skirts, small hubcaps, and 7.10 × 15 BSW tires. Super Wasp adds: Checked pattern tweed upholstery with “Plasti-Hide” vinyl trim, foam front seat cushion, passenger assist straps, custom steering wheel, courtesy door lights, and large hubcaps. Hollywood adds: Brown, blue or green nylon cord cloth with snowflake pattern upholstery. Convertible adds: Blue, maroon or green all-leather upholstery, and power top.

### Measurements

Wheelbase	119.0"
Length	201.5"*
Width	77.1"*
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

\*Super Wasp, length, 202.5"; width, 77.3".

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Wasp 2-Door Club Coupe, 6-p.	4D	\$2,256	-2.38%	3360	11,603*	-34.79%*
Wasp 2-Door Club Sedan, 6-p.	4D	\$2,209	-2.43%	3375	NA*	NA*
Wasp 4-Door Sedan, 6-p.	4D	\$2,256	-2.38%	3440	NA*	NA*
Super Wasp 2-Door Club Coupe, 6-p.	5D	\$2,466	0.00%	3475	NA*	NA*
Super Wasp 2-Door Club Sedan, 6-p.	5D	\$2,413	0.00%	3490	NA*	NA*
Super Wasp 2-Door Hollywood Hardtop, 6-p.	5D	\$2,704	-3.84%	3570	NA*	NA*

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super Wasp 2-Door Brougham Convertible, 6-p.	5D	\$3,004	-1.44%	3680	NA*	NA*
Super Wasp 4-Door Sedan, 6-p.	5D	\$2,466	0.00%	3525	NA*	NA*
TOTALS		<i>Avg. Price</i> \$2,472	-1.56%	<i>Production</i>	11,603	-34.79%

\*Production records not kept by body style.

## Hornet

*"Presenting an all-new Hudson Hornet featuring Instant Action Engines with super induction!"*

Nameplate year of origin: 1951.

Current bodystyle lifespan: 1951 through 1954.

Percentage of division's sales volume: 49.02%.

Primary competition: Buick Super, Chrysler Windsor DeLuxe, DeSoto Firedome, Kaiser Manhattan, Nash Ambassador, Oldsmobile 98, and Packard Series 200.

Notable changes: Restyled, and trim and detail changes.

Major standard equipment: Checked pattern tweed upholstery with "Plasti-Hide" vinyl trim, foam front seat cushion, two-tone rubber front floor covering with carpet-like inserts and rear floor pile carpet, rear seat center armrest, front seat-back pockets, robe cord, front dome lamp, wind-up clock, three-spoke steering wheel, friction-type front door vent windows, wing-type rear quarter ventilation windows (sedans only), stainless steel front, side and rear window surrounds, rear end trim panel, chrome air scoop-style hood ornament, bumper guards, fender skirts, large hubcaps, and 7.10 × 15 BSW tires. Hornet (model 7D) adds: Nylon worsted Bedford cloth with broadcloth bolsters and "Plasti-Hide" vinyl trim, additional interior trim, full-floor carpeting, and electric clock. Hollywood adds: Brown, blue or green nylon cord cloth with snowflake pattern upholstery. Convertible adds: Blue, maroon or green all-leather upholstery, power windows, power top, and 7.60 × 15 BSW tires.

### Measurements

Wheelbase	124.0"
Length	208.5"
Width	77.3"
Height	60.4"
Legroom — front	43.3"
Legroom — rear	38.0"
Headroom — front	36.5"
Headroom — rear	35.3"
Cargo capacity (cu. ft.)	23.8
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Hornet Special 2-Door Club Coupe, 6-p.	6D	\$2,619	NEW	3505	NA*	NEW
Hornet Special 2-Door Club Sedan, 6-p.	6D	\$2,571	NEW	3515	NA*	NEW
Hornet Special 4-Door Sedan, 6-p.	6D	\$2,619	NEW	3560	NA*	NEW
Hornet 2-Door Club Coupe, 6-p.	7D	\$2,742	0.00%	3570	24,833*	-8.73%*
Hornet 2-Door Hollywood Hardtop, 6-p.	7D	\$2,988	-3.46%	3655	NA*	NA*
Hornet 2-Door Brougham Convertible, 6-p.	7D	\$3,288	-1.62%	3800	NA*	NA*
Hornet 4-Door Sedan, 6-p.	7D	\$2,769	0.00%	3620	NA*	NA*
TOTALS		<i>Avg. Price</i> \$2,799	-6.29%	<i>Production</i>	24,833	-8.73%

\*Production records not kept by body style.



# KAISER

*“New Super-powered ’54 Kaiser. The new car with the big change!”*

Kaiser managed to pull off a sharp looking facelift for the aging 1951 bodies. Inspired by General Motors’ 1952 XP-300 concept car, the new Kaisers wore a new face that looked much like a Buick, with a chrome encircled vertical bar grille and a headlamp bezel that encompassed the headlight as well as a small round parking lamp below it. More impressive though, was the new sports model that Kaiser developed in cooperation with Howard “Dutch” Darrin — the Kaiser-Darrin 161 roadster.

The Darrin was touted as an alternative to spartan foreign roadsters, such as MGs and Austin Healeys, that had become popular with the younger crowd. It also would be a competitor for the Chevrolet Corvette that had come on the market in 1953. The lightweight, fiberglass bodied 2-seat roadster was powered by a new 161 CID F-Head, 6-cylinder engine, putting out 90 horsepower. Some of the early cars used an L-head version of this engine. After Kaiser dropped the model, “Dutch” Darrin would buy about 50 cars and install other engines, including a Cadillac V8 in a few cars.

Interior features included color-keyed bucket-seat style seating, carpeted floor, and easy to read gauges. The unique doors slid into the front fenders when opened. This was a design that Darrin had conceived thirty years earlier. Also unique was a three-piece Deauville Plexiglas and vinyl top that adjusted to three positions. It could be in a full up or down position, or it could be positioned halfway down giving an elegant open coach look to the car.

The regular Kaiser line’s remarkable facelift incorporated a concave vertical bar grille encased in a chrome surround. Similarly, an elongated headlamp bezel held the headlamp at the top and a small round parking lamp/turn signal unit below it. Around back a chrome bar atop the rear fender held an oversized taillamp, which ran from atop the fender down the back of the fender. Between the taillamp and bumper were the backup lights.

Both series were trimmed similarly this year on the outside, so the main differences were inside and under the hood, with the Manhattan having the finer trim and higher output engine. The Manhattan engine owed its greater power to a McCulloch supercharger that added 22 more horsepower to the Supersonic Six of the Special series at a similar RPM range. This unique feature kept Kaiser in the news even as sales were slipping away.

The model lineup was down to the Manhattan and a returning Special line, which actually replaced the former DeLuxe series. Only a 2-door and 4-door sedan were offered in each line, with the Traveler sedan being relegated to the history books. Finally, approximately 3,500 1953 Kaisers received new serial numbers to become 1954 Kaisers between January and March 1954, when all ’53s were finally sold. The real 1954 models were introduced in March. The renumbered 1953 cars are included in the 1953 model year production.



Darrin 161 2-Door Roadster



Manhattan 2-Door Sedan





Manhattan 4-Door Sedan interior



Special 2-Door Sedan

**Model year production:** 5,689, down 86.92% from 1953.  
**Domestic market share:** 0.12% (18th place).  
**Base price range:** \$2,334 to \$3,668.  
**Kaiser average base price:** \$2,736, up 1.72%.  
**Introduction date:** March 1954. Kaiser-Darrin 161 introduced January 1954.  
**Assembly plants:** Toledo, OH.  
**Serial number identification:** Ten-digit code on plate located

on left front door hinge pillar. First digit is K for Kaiser. Next two digits denote year: 54 = 1954. Fourth digit is series number: 5 is Special, and 2 is Manhattan. Remaining digits are sequential serial numbers beginning with 001001 and ending numbers as in chart below. Kaiser-Darrin 161: first three digits denote series number, and remaining digits are serial number beginning with 001001 (ending number is unknown).

### Highest Serial Numbers by Series

Series	Series code	Toledo
Special	K545	023114
Manhattan	K542	005440
Darrin 161	161	NA

### Powertrains

Engine	Compression		Transmission	Special	Manhattan	Darrin 161
	Ratio	Gross HP				
161 CID, 1-bbl., F-Head, 6-cyl.	7.6:1	90	3-speed manual	-	-	S
226.2 CID Supersonic, 2-bbl., L-head, 6-cyl.	7.3:1	118	3-speed manual	S	-	-
			Overdrive	\$106	-	-
226.2 CID Super Power, 2-bbl., L-head, 6-cyl.	7.3:1	140	Dual-Range Hydra-Matic automatic	\$178	-	-
			3-speed manual	-	S	-
			Overdrive	-	\$106	-
226.2 CID Super Power, 2-bbl., L-head, 6-cyl.	7.3:1	140	Dual-Range Hydra-Matic automatic	-	\$178	-
			3-speed manual	-	S	-

### Major Options

	Special	Manhattan	Darrin 161
Air conditioning	\$	\$	-
Heater and defroster	\$68	\$68	\$68
Radio	\$89	\$89	\$89
Electric clock	\$15	S	-
E-Z-Eye tinted glass	\$16	\$16	-
Power steering	\$131	\$131	-
Power brakes	\$	\$	-
Full wheel covers	S	S	-
Wire wheels	\$290	\$290	S
White sidewall tires	\$	\$	S

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Onyx Black	096, 140, 584
Cardinal Red	110, 597
Copper Dust Metallic	206, 647
Persian Gray Metallic	207, 648
Angora Gray	217, 657
Palm Beach Ivory	218, 658
Jade Tint	222, 662
Blue Comet Metallic	224, 664
Signal Green Metallic	226, 666
Island Green Metallic	227, 667
Powder Blue	229, 669
Persian Gray Metallic over Angora Gray	460, 724
Copper Dust Metallic over Persian Gray Metallic	461, 725
Signal Green Metallic over Jade Tint	462, 726

## Paint Colors (cont.)

	<i>Code</i>		<i>Code</i>
Island Green Metallic over Palm Beach Ivory	463, 727	Blue Comet Metallic over Angora Gray	464, 728
		Blue Comet Metallic over Powder Blue	465, 729

## Special

*"Here's special luxury at a special price!"*

**Nameplate year of origin:** 1949

**Current bodystyle lifespan:** 1951 through 1955.

**Percentage of division's sales volume:** 16.33%.

**Primary competition:** Buick Special, DeSoto Powermaster, Dodge Royal, Hudson Super Wasp, Mercury Monterey, Nash Statesman, Oldsmobile 88, Pontiac Star Chief, and Studebaker Commander.

**Notable changes:** New grille and trim and detail changes. Replaces 1953 DeLuxe series.

**Major standard equipment:** Cloth interior trim, full floor carpeting, two-spoke steering wheel, dual sun visors, automatic dome lights, stainless steel window surrounds, lower body side molding, hood emblem, full wheel covers, fender skirts, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	118.5"
Length	215.6"
Width	74.9"
Height	60.3"
Legroom — front	45.1"
Legroom — rear	39.5"
Headroom — front	35.7"
Headroom — rear	33.7"
Cargo capacity (cu. ft.)	18.7
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY*</i>
Special 2-Door Club Sedan, 6-p.	K5454	\$2,334	+0.91%	3265	180	-41.56%
Special 4-Door Sedan, 6-p.	K5451	\$2,389	+0.67%	3305	749	-34.07%
TOTALS	<i>Avg. Price</i>	\$2,362	+0.79%	<i>Production</i>	929	-35.66%

\*Model year production and change from LY compared to DeLuxe series, and K5451 is compared to all 1953 DeLuxe 4-Door models.

## Manhattan

*"Once again ... the world's most beautiful car!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1951 through 1955.

**Percentage of division's sales volume:** 76.02%.

**Primary competition:** Buick Super, Chrysler Windsor DeLuxe, DeSoto Firedome, Hudson Horner, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, full floor carpeting, color-keyed interior trim, padded dashboard, automatic dome lights, stainless steel exterior window trim, wide rocker panel molding, hood emblem, front and rear bumper guards, rear fender skirts, full wheel covers, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	118.5"
Length	215.6"
Width	74.9"
Height	60.3"
Legroom — front	45.1"
Legroom — rear	39.5"
Headroom — front	35.7"
Headroom — rear	33.7"
Cargo capacity (cu. ft.)	18.7
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY*
Manhattan 2-Door Club Sedan, 6-p.	K5424	\$2,617	+0.77%	3335	218	-90.69%
Manhattan 4-Door Sedan, 6-p.	K5421	\$2,670	+0.75%	3375	4,107	-77.92%
TOTALS	<i>Avg. Price</i>	\$2,644	-0.89%	<i>Production</i>	4,325	-79.35%

\*Model year production and change from LY compared to all 1953 4-Door models.

## Darrin 161

*“If most foreign sports cars seem a little spartan for your tastes —  
and most American convertibles a little dull ...  
it’s more than barely possible that this is the car for you!”*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1954.

**Percentage of division’s sales volume:** 7.65%.

**Primary competition:** Chevrolet Corvette.

**Notable changes:** New series.

**Major standard equipment:** Color-keyed vinyl upholstery, bucket seats, padded dashboard, sliding front doors, three-position Deauville Plexiglas and vinyl top, wire wheels, and 5.90 × 15 WSW tires.

### Measurements

Wheelbase	100.0"
Length	184.1"
Width	NA
Height	NA
Legroom — front	NA
Legroom — rear	-
Headroom — front	NA
Headroom — rear	-
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	NA

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Darrin 161 2-Door Sport Convertible, 2-p.	161	\$3,668	NEW	2175	435	NEW
TOTALS	<i>Avg. Price</i>	\$3,668	NEW	<i>Production</i>	435	NEW

# LINCOLN

*“Newly designed and powered for modern motoring!”*

The big emphasis this year was on safety and interior comfort and design. Basic body styling, model offerings, powertrain and chassis components remained unchanged. And, as in the past several years, Lincoln continued to prove its roadworthiness by taking the top two spots in the 1954 Pan American Road Race.

Styling changes included a revised bumper design

which now had both upper and lower sections straight across and the bumper guards canted slightly inwards at the bottom, as opposed to being vertical. In the open space between the upper and lower bumper sections were three vertical bars centered between the bumper guards. A jetlike hood ornament sat atop the hood, and a revised hood emblem consisted of the Lincoln crest within a larger V-shaped emblem.

Bodyside trim was changed by adopting a full-length stainless trim piece which sat higher along the side beginning above and forward of the front wheel opening. The forward slanting body side crease was no longer covered in chrome, being replaced by a lower chrome fender shield, with a strip of stainless steel trim running straight back over the rear wheel opening to the rear bumper. The Lincoln name in script was moved to the front edge of the front fender. Capris had their designation in script above the rear fender shield. Around back, minor trim changes were seen.

As mentioned earlier, most improvements centered on interior comfort, safety and color. As an example, new upholstery colors and designs gave a more luxurious look and feel, something Lincoln sorely needed in the face of increasing competitiveness in the luxury field. Tinted glass, increased amounts of insulation, larger brakes, and an improved Dual-Range Hydra-Matic transmission all helped to improve driving comfort and safety.



Capri 2-Door Convertible



Capri 2-Door Hardtop



Cosmopolitan 4-Door Sedan

**Model year production:** 36,993, down 9.25% from 1953.  
**Domestic market share:** 0.77% (15th place).  
**Base price range:** \$3,522 to \$4,031.  
**Lincoln average base price:** \$3,752, down 0.29%.  
**Introduction date:** November 1953.  
**Assembly plants:** Los Angeles, CA (LA); and Wayne, MI (WA).  
**Serial number identification:** Serial number consists of a

nine to ten digit code located on right side front door pillar, and read as follows: First two digits indicate year (54 = 1954); third and fourth letters indicate assembly plant from code above; the next four to five digits are sequential beginning with 5001 and ending with 9891 at the Los Angeles plant, 36840 at the Wayne, Michigan, plant. The last digit indicates series: H for Cosmopolitan and Capri.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
317.5 CID, 4-bbl., OHV V8	8.0:1	205	Dual-Range Hydra-Matic	S

### Major Options

	Cosmopolitan	Capri
Heater and defroster	\$120	\$120
Radio	\$110	\$110
Power windows	\$	*\$
4-way power front seat	\$	*\$
Power steering	\$156	\$156
Power brakes	\$	\$
Full wheel cover	S	S
Whitewall tires	\$	\$

\*Standard on Capri convertible.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code		Code
Regent Black	01	Wellington Gray over Cadet Gray Metallic	48
Ambassador Blue Metallic	02	Ambassador Blue Metallic over Columbia Blue	49
Majestic Maroon Metallic	04	Columbia Blue over Ambassador Blue Metallic	50
Wellington Gray	05	Colony Tan over Embassy Brown Metallic	51
Cadet Gray Metallic	07	Embassy Brown Metallic over Colony Tan	52
Colony Tan	08	Regent Black over Colony Tan	53
Columbia Blue	09	Regent Black over Columbia Blue	54
Embassy Brown Metallic	11	Regent Black over Canterbury Green	55
Viceroy Brown Metallic	11A	Regent Black over Empire Green Metallic	56
Canterbury Green	13	Regent Black over Wellington Gray	57
Empire Green Metallic	14	Colony Tan over Palace Green Metallic	58
Palace Green Metallic	16	Colony Tan over Ambassador Blue Metallic	59
Premier Yellow Green	19	Ermine White over Royal Red	72
Royal Red	20	Ermine White over Regal Red	72A
Regal Red	21	Ermine White over Embassy Brown Metallic	73
Ermine White	23	Ermine White over Viceroy Brown Metallic	73A
Regent Black over Premier Yellow Green	34	Embassy Brown Metallic over Ermine White	74
Regent Black over Royal Red	38	Viceroy Brown Metallic over Ermine White	74A
Regent Black over Regal Red	38A	Regent Black over Ermine White	75
Colony Tan over Royal Red	39	Ermine White over Palace Green Metallic	76
Colony Tan over Regal Red	39A	Ermine White over Ambassador Blue Metallic	77
Empire Green Metallic over Canterbury Green	42	Ambassador Blue Metallic over Ermine White	78
Canterbury Green over Empire Green Metallic	43	Palace Green Metallic over Ermine White	79
Palace Green Metallic over Canterbury Green	45	Royal Red over Ermine White	80
Canterbury Green over Palace Green Metallic	46	Regal Red over Ermine White	80A
Cadet Gray Metallic over Wellington Gray	47		

## Cosmopolitan

*"The luxury, convenience and versatility of Lincoln's modern living design ... for the modern family!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1952 through 1955.

**Percentage of division's sales volume:** 20.11%.

**Primary competition:** Buick Roadmaster, Chrysler New Yorker DeLuxe, and Packard Series 250.

**Notable changes:** Revised grille and trim and detail changes.

**Major standard equipment:** Cloth and leather upholstery, rear seat center armrest, full floor carpeting, electric clock, chrome window surround moldings, bodyside beltline trim, full-length bodyside stainless steel molding, rear fender skirts, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	123.0"
Length	214.8"
Width	77.4"
Height	62.6"
Legroom — front	44.3"
Legroom — rear	42.7"
Headroom — front	35.5"
Headroom — rear	34.7"
Cargo capacity (cu. ft.)	30.9
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Cosmopolitan 2-Door Hardtop Sport Coupe, 6-p.	60C	\$3,625	0.00%	4155	2,994	-54.37%
Cosmopolitan 4-Door Sport Sedan, 6-p.	73A	\$3,522	0.00%	4135	4,447	-41.18%
TOTALS	<i>Avg. price</i>	\$3,574	0.00%	<i>Production</i>	7,441	-47.31%

# Capri

*"Modern beauty in motion!"*

**Nameplate year of origin:** 1952 (1950 as designation on Cosmopolitan coupe).

**Current bodystyle lifespan:** 1952 through 1955.

**Percentage of division's sales volume:** 79.89%.

**Primary competition:** Cadillac Series 62 and Packard Series 250.

**Notable changes:** Revised grille and trim and detail changes.

**Major standard equipment:** Cloth and leather upholstery, rear seat center armrest, full floor carpeting, electric clock, chrome window surround moldings, bodyside beltline trim, full-length bodyside stainless steel molding, rocker panel molding, rear fender skirts, and 8.00 × 15 BSW tires. Convertible adds: Leather upholstery, power front seat, power windows, power top, and 8.20 × 15 BSW tires.

## Measurements

Wheelbase	123.0"
Length	214.8"
Width	77.4"
Height	62.6"
Legroom — front	44.3"
Legroom — rear	42.7"
Headroom — front	35.5"
Headroom — rear	34.7"
Cargo capacity (cu. ft.)	30.9
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Capri 2-Door Hardtop Sport Coupe, 6-p.	60A	\$3,869	0.00%	4250	14,003	+8.42%
Capri 2-Door Convertible, 6-p.	76A	\$4,031	0.00%	4310	1,951	-17.75%
Capri 4-Door Sport Sedan, 6-p.	73B	\$3,711	-1.46%	4245	13,598	+19.79%
TOTALS	<i>Avg. price</i>	\$3,870	-0.47%	<i>Production</i>	29,552	+10.93%

# MERCURY

*"1954 Mercury ... with a new kind of power that makes any driving easy!"*

For its 15th anniversary, Mercury added a modern overhead valve V8 engine, a glass topped hardtop model, and several new chassis features to its otherwise unchanged model line. Based on the new Ford V8, the Mercury V8 had a larger piston bore, to create a 256 cubic inch, 161-horsepower engine. The new engine was of overhead valve design bringing the mid-range Mercury up to par with its more popular Buick and Oldsmobile competition, but still ahead of Pontiac which continued to use a straight eight, L-head engine. Other chassis upgrades this year included a new ball joint front suspension that significantly improved cornering ability, handling, and ride comfort.

A new Monterey Sun Valley 2-Door Hardtop was introduced this year. The Sun Valley was the upscale companion to the Ford Crestline Skyliner, featuring a tinted

Plexiglas roof insert over the front portion of the roof. Styling changes for all Mercurys included a new hood scoop with a revised ribbed style front facing. A revision to the bumper and grille setup placed a new section between the bumper guards, consisting of multiple ribs that wrapped around the bar. The effect was similar in appearance to the 1949-1950 grille design, only on a smaller scale.

On the body sides, new ribbed body side molding was introduced. The Monterey series had a round medallion just above the front edge of the front wheel molding on the body side trim containing the Mercury crest. Around back new larger taillamps were inset into the rear quarter panel ends. Their curved, vertical design made them visible from the side. Revised decklid trim was also seen.

As in the past two seasons, the top line Mercury series



continued to be referred to as the Monterey Special Custom in literature of the period, but its more common name was simply Monterey. For the 1955 season, the Special Custom

designation would completely disappear, and the Monterey would become the proper name for the series.



Monterey 2-Door Convertible



Monterey 2-Door Hardtop



Monterey 2-Door Sun Valley Hardtop roof detail

**Model year production:** 259,305, down 15.22% from 1953.  
**Domestic market share:** 5.37% (7th place).  
**Base price range:** \$2,194 to \$2,776.  
**Mercury average base price:** \$2,439, up 0.55%.  
**Introduction date:** December 1953.  
**Assembly plants:** Los Angeles, CA (LA); Metuchen, NJ (ME); St. Louis, MO (SL); and Wayne, MI (WA).

**Serial number identification:** Ten to eleven-digit number located on left front door pillar and read as follows: The first two digits indicate model year (54 = 1954). Third and fourth digits indicate assembly plant code from above. The next digits are sequential with beginning number of 10001 and ending number as follows in the chart below. The last digit is M for Mercury.

### Highest Serial Numbers by Assembly Plant

<i>Assembly Plant</i>	<i>Ending Number</i>
Los Angeles, CA (LA)	41322
Metuchen, NJ (ME)	86985
St. Louis, MO (SL)	93855
Wayne, MI (WA)	75348

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
256 CID, 2-bbl., OHV V8	7.5:1	161	3-speed manual	S
			Overdrive	\$110
			Merc-O-Matic Drive	\$190

### Major Options

	<i>Custom</i>	<i>Monterey</i>
Merc-O-Therm heater and defroster	\$74	\$74
Radio	\$90	\$90
Power front seat*	\$	\$
Power windows*	\$	\$
Power steering	\$140	\$140
Power brakes	\$48	\$48
Road lamps	\$	\$
Rear fender skirts	\$	S
Hubcaps	S	S
Whitewall tires	\$32	\$32

\*Standard on Monterey convertible.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
India Black	01	Arctic White over Atlantic Blue Metallic	40
Atlantic Blue Metallic	02	Siren Red over Arctic White	41
Lakeland Blue	03	Arctic White over Lakeland Blue	44
Mohawk Maroon Metallic	04	Country Club Tan over Brentwood Brown	
Granby Gray	05	Metallic	51
Country Club Tan	08	Atlantic Blue Metallic over Country	
Bloomfield Green Metallic	10	Club Tan	60
Brentwood Brown Metallic	11	Atlantic Blue Metallic over Granby	
Glen Oaks Green Metallic	12	Gray	61
Parklane Green	15	Siren Red over Granby Gray	62
Bittersweet	17	Arctic White over India Black	63
Yosemite Yellow	18	Arctic White over Siren Red	64
Siren Red	21	Arctic White over Bittersweet	65
Arctic White	22	Bittersweet over Arctic White	66
Bloomfield Green Metallic over Parklane		India Black over Bittersweet	67
Green	28	India Black over Yosemite Yellow	68
Arctic White over Parklane Green	29	Glen Oaks Green Metallic over Yosemite	
Arctic White over Glen Oaks Green Metallic	30	Yellow	69
Arctic White over Bloomfield Green Metallic	31	Bloomfield Green Metallic over Yosemite	
Bloomfield Green Metallic over Country		Yellow	70
Club Tan	36	Atlantic Blue Metallic over Lakeland Blue	71
India Black over Siren Red	37		

## Custom

*"Space-planned and smartly perfect!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 32.81%.

**Primary competition:** Buick Special, Dodge Coronet, Hudson Wasp, Nash Statesman, Pontiac Chieftain DeLuxe, and Studebaker Commander Regal.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Cloth upholstery, rubber floor mats, electric clock, horn ring, chrome window surround moldings, luggage compartment light, full length body side stainless trim, and 7.10 × 15 BSW tires. Sport coupe adds: Vinyl and cloth upholstery and C-pillar chrome appliqué.

### Measurements

Wheelbase	118.0"
Length	202.2"
Width	74.4"
Height	62.2"
Legroom — front	42.8"
Legroom — rear	41.5"
Headroom — front	35.4"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Sedan, 6-p.	70B	\$2,194	0.00%	3435	37,146	-25.98%
Custom 2-Door Hardtop Sport Coupe, 6-p.	60E	\$2,315	0.00%	3485	15,234	-61.48%
Custom 4-Door Sedan, 6-p.	73B	\$2,251	0.00%	3480	32,687	-45.33%
TOTALS	<i>Avg. price</i>	\$2,253	0.00%	<i>Production</i>	85,067	-43.11%

# Monterey

*"Styled ... and powered ... to stay ahead!"*

**Nameplate year of origin:** 1952 (1950 as a top line coupe designation).

**Current bodystyle lifespan:** 1952 through 1954.

**Percentage of division's sales volume:** 67.19%.

**Primary competition:** DeSoto Power Master, Dodge Royal, Hudson Super Wasp, Kaiser Special, Nash Statesman Custom, Oldsmobile 88, Pontiac Star Chief, and Studebaker Commander Land Cruiser.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Cloth upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, C-pillar chrome appliqué, luggage compartment light, full length body side stainless trim, rocker panel molding, rear fender skirts, and 7.10 × 15 BSW tires.

Sport coupe adds: Vinyl and cloth upholstery. Sun Valley adds: Plexiglass tinted top on front half of roof. Convertible adds: Vinyl upholstery, power windows, power front seat, power top, and 7.60 × 15 BSW tires. Station wagon adds: Vinyl upholstery, front fender stainless molding, faux wood exterior door and quarter panel mahogany panels with maple trim, and 7.60 × 15 BSW tires.

## Measurements

	Cars	Wagon
Wheelbase	118.0"	118.0"
Length	202.2"	202.2"
Width	74.4"	74.4"
Height	62.2"	NA
Legroom — front	42.8"	42.8"
Legroom — rear	41.5"	41.5"
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	19.0	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Monterey 2-Door Hardtop Coupe, 6-p.	60B	\$2,452	0.00%	3520	79,533	+4.49%
Monterey 2-Door Sun Valley Hardtop Coupe, 6-p.	60F	\$2,582	NEW	3535	9,761	NEW
Monterey 2-Door Convertible, 6-p.	76B	\$2,610	0.00%	3620	7,293	-13.82%
Monterey 4-Door Sedan, 6-p.	73C	\$2,333	0.00%	3515	65,995	+3.06%
Monterey 4-Door Station Wagon, 8-p.	79B	\$2,776	-1.77%	3735	11,656	+51.00%
TOTALS	<i>Avg. price</i>	\$2,551	-0.18%	<i>Production</i>	174,238	+11.45%

# NASH

*"Presenting the new 1954 Nash Airflytes!  
The most beautiful cars of our time — 3 great series!"*

The 1954 Nash line was basically a continuation of the 1953 line in terms of styling and design. However, that did not mean that there was nothing new in showrooms. A Rambler 4-door line of sedans and wagons was introduced on a longer 108" wheelbase body and chassis that would serve future Ramblers well into the next decade. Custom models in all series had a Continental style, rear bumper mounted spare tire carrier as standard equipment, adding more character to the Nash's already unique styling. This also added 7 inches to the length of a Rambler Custom,

and 10 inches to the length of Statesman Custom and Ambassador Custom models.

All other models received minor trim and detail changes, but they all still looked the same from the outside. There were other model additions also, besides the previously mentioned 4-door Rambler models. A stripped-down Rambler DeLuxe sub-series was added with a single 2-door sedan model. The Rambler Super was expanded to include a 2-door sedan and 2-door hardtop. In the Statesman and Ambassador series, the Custom level 2-door sedans were discontinued.

New to the option list for 1954 were “Nash Power-Lift” windows, power brakes and steering (for the Statesman), and “All Season” air conditioning. Nash was the first company to introduce a low-priced air conditioning system, which was also fully contained in the engine compartment, instead of in the trunk. While it somewhat impaired performance initially, the convenience would soon become a popular option on all automobiles.

A new model found on showroom floors this year was the imported Metropolitan, introduced in March 1954 as a small, 2-passenger commuter type car. Styled similarly to the 1954 Rambler, it was at first received by the public as a novelty, but later in its life became more popular, particularly in large urban areas. Early on, the Metropolitan was marketed only in large urban and coastal areas, though by late 1954 it was sold in both Nash and Hudson dealerships.

Later known as a “captive” import, the Metropolitan continued to be available in American Motors dealerships through the 1962 model year with few changes. It will be covered in this book only in this model year, as it was truly an import, but a significant second step (the Rambler being the first) in the recognition of the importance the compact car to the future of the American auto industry, and to the soon-to-be-formed American Motors Corporation in particular.

Rumors of a merger became reality on May 1, 1954, when Nash and Hudson joined to form the American Motors Corporation. While the current model year was unaffected by the announcement, the new corporation would quickly create plans for new models and a revised corporate arrangement. As a result, the 1954 Nash model year would run into the beginning of 1955.



Ambassador Custom 4-Door Sedan



Ambassador Custom 2-Door Country Club Hardtop



Ambassador interior



Rambler Custom 4-Door Cross Country Station Wagon



Rambler Custom 4-Door Sedan

**Model year production:** 77,804, down 34.82% from 1953.\*  
**Domestic market share:** 1.61% (12th place).\*  
**Base price range:** \$1,550 to \$2,735.\*  
**Nash average base price:** \$2,093, down 11.49%.\*  
**Introduction date:** November 1953.  
**Assembly plants:** Kenosha, WI (D, K and R); and El Segundo, CA (DC, KC and RC).

**Serial number identification:** Six to seven-digit code on plate located on right side of cowl under hood. First digit (two digits on California built cars) indicates assembly plant and series code from above. Remaining digits are sequential serial numbers as follows in chart below.

*\*The figures presented here do not include the Metropolitan.*

### Serial Numbers by Series

Series	Series Code	Beginning	Ending
Rambler	D	171501	204562
Rambler	DC	12301	14951
Statesman	K	615501	634574
Statesman	KC	47201	48087

Series	Series Code	Beginning	Ending
Ambassador	R	722501	742813
Ambassador	RC	22001	22953

### Powertrains

Engine	Compression		Transmission	Rambler			
	Ratio	Gross HP		Metropolitan	2-Doors	4-Doors	Statesman Ambassador
73.2 CID, 1-bbl., OHV, 4-cyl.	7.2:1	42	3-speed manual	S	-	-	-
184 CID Super Flying Scot, 1-bbl., L-head, 6-cyl.	7.25:1	85	3-speed manual Overdrive	- -	S \$104	-	-
195.6 CID Super Flying Scot, 1-bbl., L-head, 6-cyl.	7.3:1	90	3-speed manual Overdrive Dual-Range Hydra-Matic	- - -	- - \$179	S \$104 \$179	- - -
195.6 CID Powerflyte, 1-bbl., L-head, 6-cyl.	8.5:1	110	3-speed manual Overdrive Dual-Range Hydra-Matic	- - -	- - -	S \$104 \$179	- - -
252.6 CID Super Jetfire, 1-bbl., L-head, 6-cyl.	7.6:1	130	3-speed manual Overdrive Dual-Range Hydra-Matic	- - -	- - -	- - -	S \$112 \$179
252.6 CID LeMans, 2-bbl., L-head, 6-cyl.	8.0:1	140	3-speed manual Overdrive Dual-Range Hydra-Matic	- - -	- - -	- - -	\$46 \$158 \$225

### Major Options

	Rambler	Statesman	Ambassador
Weather-Eye heater and defroster	S	\$	\$
All Season air conditioning	-	\$	\$
Radio and antenna	\$89*	\$89	\$89
Air-liner reclining seats	\$11*	\$11*	\$11*
Twin bed seat mattress	\$33	\$33	\$33
Electric clock	\$17*	\$17*	\$17*
Solex tinted glass (windshield only)	\$19	\$19	\$19
Power steering	-	\$	\$192
Power brakes	-	\$	\$
Turn signals	\$16*	\$16*	\$16*
Full wheel covers	\$17*	\$17*	\$17*
White sidewall tires	\$	\$	\$

\*Standard on Custom models.

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Black	P1
Willow Green	P37
Anniversary Gold Metallic	P43
Caribbean Blue Medium (Green)	P44
Spanish Red	P51
Remington Gray Metallic	P52
Pinehurst Green	P53
Sherwood Green Metallic	P54
Brussels Blue Metallic	P55
Parisian Blue	P56
Collegiate Maroon Metallic	P57
Malibu Ivory	P58
Mist (Green) Gray	P59
Croton Green	P60
Mist Gray over Remington Gray Metallic	P52A59
Mist Gray over Pinehurst Green	P53A59
Pinehurst Green over Willow Green	P37A53
Parisian Blue over Brussels Blue Metallic	P55A56
Brussels Blue Metallic over Parisian Blue	P56A55
Black over Malibu Ivory	P58A1
Spanish Red over Mist Gray	P59A51
Mist Gray over Spanish Red	P51A59
Black over Spanish Red	P51A1
Spanish Red over Black	P1A51
Mist Gray over Croton Green	P60A59
Croton Green over Black	P1A60
Mist Gray over Caribbean Blue Medium	P44A59
Malibu Ivory over Anniversary Gold Metallic	P43A58

Two-tone paint available for \$16 extra.



# Metropolitan

*"America's Entirely New Kind of Car!"*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1954 through 1962.

**Percentage of division's sales volume:** Not calculated.

**Primary competition:** None.

**Notable changes:** All-new, imported model.

**Major standard equipment:** Leather and nylon upholstery with vinyl trim and rear seat upholstery, rubber floor covering, stainless steel front window surround, Continental rear tire mount and cover, hub-caps, and 5.20 × 13 BSW tires.

## Measurements

Wheelbase	85.0"
Length	149.5"
Width	61.5"
Height	54.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	10.5

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Metropolitan 2-Door Hardtop Coupe, 3-p.	542	\$1,445	NEW	1843	NA	NEW
Metropolitan 2-Door Convertible, 3-p.	541	\$1,469	NEW	1803	NA	NEW
TOTALS	<i>Avg. Price</i>	\$1,457	NEW	<i>Production</i>	11,000*	NEW

\*Estimated production based on quantity of cars shipped to U.S. during 1954 calendar year.

# Rambler

*"The 1954 Nash Rambler—smart, compact—featuring the brand new 4-Door Sedan!"*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1950 through 1955 (Four-Door: 1954 through 1955).

**Percentage of division's sales volume:** 46.50%.

**Primary competition:** Henry J and Willys Aero.

**Notable changes:** All-new 4-Door Sedan model on larger wheelbase; trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, rubber floor covering with front carpeted inserts, rubber front window surround, and 5.90 × 15 BSW tires. Super adds: Reclining front seats, stainless steel front window surround, stainless steel full-length lower body molding, and 6.40 × 15 BSW tires. Custom adds: Custom steering wheel, courtesy lights, electric clock, radio, continental rear tire mount and cover (except station wagon), full wheel covers, and 6.40 × 15 BSW tires.

## Measurements

	<i>2-Doors</i>	<i>4-Door</i>
Wheelbase	100.0"	108.0"
Length	178.3"*	186.3"*
Width	73.5"	73.5"
Height	59.0"	59.4"
Legroom — front	44.0"	44.0"
Legroom — rear	37.5"	39.5"
Headroom — front	36.5"	36.5"
Headroom — rear	35.5"	35.5"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

\*Add 7" to length for Custom models.

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Rambler DeLuxe 2-Door Club Sedan, 5-p.	5406	\$1,550	NEW	2425	7,273	NEW
Rambler Super 2-Door Club Sedan, 5-p.	5416	\$1,700	NEW	2425	300	NEW



	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Rambler Super 2-Door Country Club Hardtop, 5-p.	5417	\$1,800	NEW	2465	1,071	NEW
Rambler Super 4-Door Sedan, 6-p.	5415	\$1,795	NEW	2570	4,313	NEW
Rambler Super 2-Door Suburban Station Wagon, 5-p.	5414	\$1,800	-10.13%	2520	504	-54.76%
Rambler Custom 2-Door Country Club Hardtop, 5-p.	5427	\$1,950	-8.24%	2515	3,612	-76.32%
Rambler Custom 2-Door Convertible Landau, 5-p.	5421	\$1,980	-7.91%	2555	221	-93.27%
Rambler Custom 4-Door Sedan, 6-p.	5425	\$1,965	NEW	2630	7,640	NEW
Rambler Custom 2-Door Station Wagon, 5-p.	5424	\$1,950	-7.98%	2535	2,202	-79.22%
Rambler Custom 4-Door Cross Country Station Wagon, 6-p.	5428	\$2,050	NEW	2715	9,039	NEW
TOTALS	<i>Avg. Price</i>	\$1,854	-11.68%	<i>Production</i>	36,175	+19.58%

## Statesman

*"Now! New Performance in the sensational 1954 Nash Statesman."*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1952 through 1957.

**Percentage of division's sales volume:** 25.96%.

**Primary competition:** Buick Special, Dodge Coronet, Hudson Wasp, Kaiser Special, Mercury Custom, Oldsmobile 88, Pontiac Chieftain DeLuxe, and Studebaker Commander.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door arm-rests, wind-up clock, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 6.70 × 15 BSW tires. Custom adds: Cloth two-tone upholstery, foam seat cushions, electric clock, turn signals, rocker panel moldings, Continental rear tire mount and cover, and full wheel covers.

### Measurements

Wheelbase	114.3"
Length	202.3"*
Width	78.0"
Height	61.8"
Legroom — front	41.5"
Legroom — rear	37.4"
Headroom — front	37.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

\*Add 10" for Custom models.

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Statesman Super 2-Door Sedan, 6-p.	5446	\$2,110	-1.54%	3025	1,855	-76.81%
Statesman Super 4-Door Sedan, 6-p.	5445	\$2,158	-0.92%	3045	11,401	-59.92%
Statesman Custom 2-Door Country Club Hardtop, 5-p.	5457	\$2,423	-0.41%	3120	2,726	-61.20%
Statesman Custom 4-Door Sedan, 6-p.	5455	\$2,332	0.00%	3095	4,219	-63.24%
TOTALS	<i>Avg. Price</i>	\$2,256	-1.03%	<i>Production</i>	20,201	-64.10%

# Ambassador

*"The 1954 Nash Ambassador—Most Luxurious of America's Fine Cars!"*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1952 through 1957.

**Percentage of division's sales volume:** 27.54%.

**Primary competition:** Buick Century, DeSoto Powermaster, Dodge Royal, Hudson Hornet Special, Kaiser Manhattan, and Oldsmobile Super 88.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 7.10 × 15 BSW tires. Custom adds: Cloth two-tone upholstery, foam seat cushions, custom steering wheel, electric clock, turn signals, rocker panel moldings, Continental rear tire mount and cover, and full wheel covers.

## Measurements

Wheelbase	121.3"
Length	209.3"*
Width	78.0"
Height	62.3"
Legroom — front	41.5"
Legroom — rear	37.4"
Headroom — front	37.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

\*Add 10" for Custom models.

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Ambassador Super 2-Door Sedan, 6-p.	5466	\$2,365	-6.19%	3410	283	-77.77%
Ambassador Super 4-Door Sedan, 6-p.	5465	\$2,417	-5.48%	3430	7,433	-40.48%
Ambassador Custom 2-Door Country Club Hardtop, 5-p.	5477	\$2,735	-3.32%	3575	3,581	-44.38%
Ambassador Custom 4-Door Sedan, 6-p.	5475	\$2,600	-4.27%	3505	10,131	-17.11%
TOTALS	<i>Avg. Price</i>	\$2,529	-5.04%	<i>Production</i>	21,428	-34.77%

# OLDSMOBILE

*"The Dream that Couldn't Wait!"*

"In design ... in power ... in glamor — the newest new Oldsmobile in fifty-seven years of progressive triumphs" is how Oldsmobile introduced its all-new cars. While almost none of the direct competition would have newly redesigned cars until 1955, Oldsmobile, like Buick and Cadillac, had its new cars ready for 1954, and enjoyed a full year of rising sales. Oldsmobile moved up to 5th place in model year production, after years of settling for 6th to 10th place finishes.

The new cars' showroom appeal began with a more powerful Rocket V8 engine under the hood. Now boasting 324 cubic inches, in top form it put out 185 horse-

power. This kind of performance kept Oldsmobile in line to break records and win many championships for speed, power, endurance and economy. The automatic transmission was improved and now bore the name Hydra-Matic Super Drive, with three selectable forward speeds.

On the outside, sleek and smooth lines gave a modern look that in Ninety-Eight series trim made the car look like it was moving when standing still. Body sides were free of creases other than wheel lip edges. The belt line had a dip behind the front door, which would become a characteristic GM design for the next four or five years. All Eighty-Eight series cars had a typical front fender and door

molding. Rear quarters used a rearward canting molding which started at the beltline dip, slanted back at a 45 degree angle to a point midway down the quarter, and then turned to run straight back to the backup light housing, on the end of the rear quarter below the cone shaped taillight lenses.

The Ninety-Eight series added a full-length rocker panel molding. Four-doors used a rear fender skirt, where the two-doors used a more open and back sweeping wheel opening design that did not include fender skirts. Two-door models also used a different side trim, with the trim from the front door extending back and downwards to a point that met a trim piece coming down from the beltline dip. A separate piece of trim was placed behind the rear wheel meeting the backup light housing at the rear.

Front and rear styling was similar to previous years,

with a slight lip now apparent on the front fender and hood edges. The oval bumper guard tips of 1953 were replaced with oval bumperettes mounted on the bumper at each end of the main grille bar. A smaller over-arching grille bar created the familiar Oldsmobile face, with Oldsmobile lettering now on the hood lip, the globe hood emblem in its traditional place, and a revised "Rocket" hood ornament topping off the new look.

A new full-width cowl vent provided a new source of high-level fresh air intake for occupants, previously only available through floor level vents. Interior upholstery was updated with new designs and materials. However, the basic look of the instrument panel with its two round dials at each end was retained. The stark round gauge look was softened some with the addition of vertical ribbed chrome trim being used above the round gauges and speaker grille.



88 2-Door Holiday Hardtop



88 2-Door Sedan



98 DeLuxe 2-Door Holiday Hardtop



Super 88 2-Door Convertible

**Model year production:** 354,001, up 5.84% from 1953.

**Domestic market share:** 7.33% (5th place).

**Base price range:** \$2,272 to \$3,249.

**Oldsmobile average base price:** \$2,675, down 10.01%.

**Introduction date:** January 1954.

**Assembly plants:** Atlanta, GA (A); Framingham, MA (B); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); Lansing, MI (M); Arlington, TX (T); and Wilmington, DE (W).

**Serial number identification:** Eight to nine digit code located on left front door hinge pillar, read as follows: 1st two digits indicate year: 54. Third digit indicates series: 7 = 88, 8 = Super 88, and 9 = 98. Fourth digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning number of 1001, and ending number as follows in the chart below.

### Highest Serial Numbers by Assembly Plant and Series

	<i>Atlanta</i>	<i>Framingham</i>	<i>Los Angeles</i>	<i>Kansas City</i>	<i>Linden</i>	<i>Lansing</i>	<i>Arlington</i>	<i>Wilmington</i>
88	6390	5394	7066	10213	9056	31457	3992	7293
Super 88	15328	12411	16267	24104	23190	78842	7612	17294
98	7278	6362	8426	10921	11436	44758	4101	7779

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	88	Super 88	98
324 CID Rocket, 2-bbl., OHV, V8	8.25:1	170	3-speed manual	S	-	-
			Hydra-Matic Super Drive	\$178	-	-
324 CID Rocket, 4-bbl., OHV, V8	8.25:1	185	3-speed manual	-	S	S
			Hydra-Matic Super Drive	-	\$178	\$178

## Major Options

	88	Super 88	98
DeLuxe Condition-Air heater and defroster	\$79	\$79	\$79
Air conditioning (not available on convertibles)	\$550	\$550	\$550
DeLuxe radio	\$100	\$100	\$100
Signal seeking radio	\$129	\$129	\$129
Autronic-Eye headlamp dimmer	\$45	\$45	\$45
Power window and 4-way front seat controls	\$165	\$165*	\$165*
4-way power front seat adjustment	\$65	\$65	\$65
Tinted glass	\$30	\$30	\$30
Safety padded instrument panel	\$17	\$17	S
Power steering	\$134	\$134	\$134
Power brakes	\$37	\$37	\$37
Rear fender skirts	-	S	S <sup>†</sup>
Chrome wheel trim rings	\$8	\$8	-
DeLuxe wheel covers	\$30	\$30	S
Wire wheel covers	\$60	\$60	\$60
Whitewall tires	\$30	\$30	\$30

\*Standard on Convertible models. †Not available on 2-Door models.

Options common to most models. (- = Not Available; S = Standard equipment)  
Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code
Black	10
Etna Maroon Metallic	21
Flare Red	22
Glacier Green	30
Willow Green Metallic	31
Glade Green Metallic	32
Sarasota White (Green)	33
Capri Blue	40
Cadet Blue Metallic	41
Baltic Blue Metallic	42
Mist Gray Metallic	50
Juneau Gray Metallic	51
Polar White	60
Maize Cream	61
Desert Tan	62
Copper Metallic	63
Royal Marine	70
Turquoise Metallic	72

Fifty-seven two-tone combinations available.

## Eighty-Eight

"A glamorous Holiday joins the surprisingly low-priced '88' line for 1954!"

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 20.58%.

**Primary competition:** Buick Special, Dodge Royal, Hudson Wasp, Kaiser Carolina, Mercury Monterey, Nash Statesman Custom, Pontiac Star Chief, and Studebaker Commander Regal.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Two-tone cloth upholstery, rubber floor mats, electric clock, lined luggage compartment, front and rear fender stainless trim, and 7.60 × 15 BSW tires.

## Measurements

Wheelbase	122.0"
Length	205.3"
Width	78.3"
Height	61.0"
Legroom — front	42.5"
Legroom — rear	43.8"
Headroom — front	35.6"
Headroom — rear	34.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
88 2-Door Sedan, 5-p.	3611	\$2,272	+0.44%	3699	18,013	+45.27%
88 2-Door Holiday Hardtop, 5-p.	3637	\$2,449	NEW	3721	25,820	NEW
88 4-Door Sedan, 6-p.	3669	\$2,337	+0.43%	3719	29,028	+42.29%
TOTALS	<i>Avg. price</i>	\$2,353	+2.54%	<i>Production</i>	72,861	+122.14%

## Super 88

*"Rocketing to new highs in styling, power and luxury!"*

**Nameplate year of origin:** 1951. (88 series started 1949).

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 53.05%.

**Primary competition:** DeSoto Powermaster, Hudson Super Wasp, Kaiser Manhattan, Nash Ambassador, and Packard Clipper Special.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon and orlon cloth upholstery (leather trim also offered), rubber floor mats, electric clock, lined luggage compartment, front and rear fender stainless trim, rear fender skirts, and 7.60 × 15 BSW tires. Convertible adds: Leather interior, power front seat, power windows, and power top.

### Measurements

Wheelbase	122.0"
Length	205.3"
Width	78.3"
Height	61.0"
Legroom — front	42.5"
Legroom — rear	43.8"
Headroom — front	35.6"
Headroom — rear	34.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 88 2-Door Sedan, 5-p.	3611D	\$2,410	+0.63%	3729	27,882	-24.28%
Super 88 2-Door Holiday Hardtop, 5-p.	3637D	\$2,688	+0.56%	3775	42,155	+14.30%
Super 88 2-Door Convertible, 5-p.	3667DTX	\$2,868	+0.53%	4003	6,452	-22.36%
Super 88 4-Door Sedan, 6-p.	3669D	\$2,477	+0.61%	3780	111,326	-6.70%
TOTALS	<i>Avg. price</i>	\$2,611	+0.58%	<i>Production</i>	187,815	-6.71%

## Ninety-Eight

*"Fine car takes on a new meaning in the superb new Oldsmobile Classic Ninety-Eight for 1954."*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 26.36%.

**Primary competition:** Buick Super, Chrysler Windsor DeLuxe, Hudson Hornet, Kaiser Manhattan, and Packard Clipper Super.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon and leather upholstery, front seat center armrest, full floor carpeting, electric clock, front and rear fender stainless trim, rear fender skirts, lined luggage compartment, and 7.60 × 15 BSW tires. DeLuxe adds: Rear seat center armrest. Holiday adds: Power windows and front seat adjustment. Convertible adds: Leather interior, power top, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	126.0"
Length	214.3"
Width	78.3"
Height	61.0"
Legroom — front	42.8"
Legroom — rear	44.0"
Headroom — front	35.6"
Headroom — rear	33.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
98 2-Door Holiday Hardtop, 5-p.	3037	\$2,826	NEW	3851	8,865	NEW
98 DeLuxe 2-Door Holiday Hardtop, 5-p.	3037DX	\$3,042	+0.66%	3938	29,688	+6.33%
98 DeLuxe 2-Door Starfire Convertible, 5-p.	3067DX	\$3,249	+0.62%	4193	6,800	-9.59%
98 DeLuxe 4-Door Sedan, 6-p.	3069D	\$2,806	+0.72%	3895	47,972	-25.55%
TOTALS	<i>Avg. price</i>	\$2,981	-19.18%	<i>Production</i>	93,325	-6.98%

# PACKARD

*"Ask the Man who owns one!"*

The 1954 model year turned out to be one of the most interesting in Packard's history, but not necessarily because of its product offerings. Several factors contributed to the circumstances that would lead to the marque's eventual demise. Foremost were the ongoing discussions among the independents around merging to create stronger competition for the Big Three, as discussed in the introduction for 1954. The resulting purchase of Studebaker by Packard greatly strained resources as it was not only losing sales of its automobiles, but also losing lucrative government military contracts and diesel marine engine sales. Then, near the end of 1953, Chrysler Corporation acquired Briggs Manufacturing, Packard's sole provider of bodies, and immediately ceased selling bodies to both Packard and Hudson. Packard had used Briggs-built bodies since 1940. In just over a two month time span, Packard transformed its former Conner Avenue body plant in Detroit into a modern body assembly plant. Then, oddly, Packard spent money to introduce a larger straight-eight engine for use in several models including the Convertible, Pacific hardtop, Caribbean, Patrician and Executive sedans. The 359 cubic inch displacement engine, built in a brand new Utica, Michigan, engine plant, which would soon be shuttered, came at a time when Packard was just months away from introducing all-new, modern V8 engines and completely dropping their line of straight-eight engines. Needless to say, it was an interesting year.

Styling up front remained similar to the 1953 models, with the Caribbean, Patrician Custom and Executive sedans using a new hooded headlight ring with a small fin atop the bezel. The Patrician and Executive sedans wore a new vertical fluting on the center grille bar. Also, the Caribbean added a chrome outline to its hood scoop.

Along the body sides, the new Clipper Special retained the 1953 Clipper trim with front and rear sections, while all other Clipper models had a full-length design. All other models, except the Caribbean, used a front fender molding that extended back to a point just below where the roof C-pillar met the body. A rear quarter panel molding, mounted about a foot lower, ran forward to a point near the middle of the rear side window. In between on the Patrician was a ribbed, slanted chrome molding. On the others were three horizontal chrome slash marks. The Caribbean's only body-side molding began on the beltline molding at the center of the front door, swept over the side of the car, mid-way onto the rear quarter panel, and ran straight back to the top edge of the taillamps. A similar type molding would be used on the 1955 Clippers with two-tone paint.

Redesigned rear quarter panels on the junior series Packards, the Clippers and Packard series 5431 models, extended the upper fender rearward to house a taillamp in the top end of the small fin, and it made for a slightly longer car. For the senior series Packards, the Cavalier and Patrician Custom, a cleaned up version of the 1953 models' rear quarter fins created a slightly shorter car, with styling that appeared similar to the prior year's models. Interiors were upgraded in typical mid-1950s fashion with more upholstery and color choices, and revised trim arrangements.

Model and series changes, some of which have already been mentioned, include the new Clipper Special, designated as an entry-level "junior" Packard model. The former Clipper and Clipper DeLuxe were redesignated Clipper DeLuxe and Clipper Super. A new two-door hardtop model, designated the Panama, and sharing rooflines with the Packard Pacific hardtop (formerly the Mayfair), was in-



roduced in the Clipper Super series. A business coupe was also planned in this series but was not produced. The one-year-only Derham formal sedan in the Patrician series was

dropped due to low sales volume, and the Patrician sedan was now named the Patrician Custom sedan.



Pacific 2-Door Hardtop



Patrician 4-Door Sedan



Clipper Super 2-Door Panama Hardtop

<b>Model year production:</b> 29,205, down 67.45% from 1953.	<b>Assembly plants:</b> Detroit, MI.
<b>Domestic market share:</b> 0.60% (16th place).	<b>Serial number identification:</b> Seven-digit code located on left front door hinge pillar, and read as follows: First digit is M. Second through seventh digits are engine/serial numbers as follows in chart below.
<b>Base price range:</b> \$2,544 to \$6,100.	
<b>Packard average base price:</b> \$3,645, down 10.37%.	
<b>Introduction date:</b> December 1953 (Clipper Special sedan introduced March 1954).	

### Serial Numbers by Series

Series	Beginning	Ending
Clipper Special	200000	202019
Clipper DeLuxe and Super	300000	321199
Cavalier	400000	402638
Patrician, Series 5431 and 5426	600000	605618

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Clipper Special	Clipper DeLuxe & Super	Cavalier	Series 5406 & 5431	Series 5426
288 CID, 2-bbl., L-head, 8-cyl.	7.7:1	150	3-speed manual	S	-	-	-	-
			Overdrive	\$110	-	-	-	-
			Ultramatic Drive	\$199	-	-	-	-
327 CID, 2-bbl., L-head, 8-cyl.	8.0:1	165	3-speed manual	-	S	-	-	-
			Overdrive	-	\$110	-	-	-
			Ultramatic Drive	-	\$199	-	-	-
327 CID, 4-bbl., L-head, 8-cyl.	8.0:1	185	3-speed manual	-	-	S	-	-
			Overdrive	-	-	\$110	-	-
			Ultramatic Drive	-	-	\$199	-	-
359 CID, 4-bbl., L-head, 8-cyl.	8.7:1	212	3-speed manual	-	-	-	-	S
			Overdrive	-	-	-	-	\$110
			Ultramatic Drive	-	-	-	S	\$179

### Major Options

	Clipper Special	Clipper DeLuxe	Clipper Super	Cavalier	Pacific & Convertible	Caribbean	Patrician	Executive sedans
Heater and defroster	\$80	\$80	\$80	\$80	\$80	S	\$80	\$80
Air conditioning	-	-	-	-	-	-	\$625	\$625
Radio with antenna	\$97	\$97	\$97	\$97	\$97	S	\$97	\$97

1954

	<i>Clipper Special</i>	<i>Clipper DeLuxe</i>	<i>Clipper Super</i>	<i>Cavalier</i>	<i>Pacific &amp; Convertible</i>	<i>Caribbean</i>	<i>Patrician</i>	<i>Executive sedans</i>
Signal-seeking radio	\$118	\$118	\$118	\$118	\$118	\$21	\$118	\$118
Solex tinted glass	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45
Full leather interior	\$153	\$153	\$153	\$153	\$153	S	\$153	-
4-way power front seat	\$75	\$75	\$75	\$75	\$75	S	\$75	\$75
Power windows	\$108	\$108	\$108	\$108	\$108	S	\$108	\$108
Power steering	\$178	\$178	\$178	\$178	\$178	S	\$178	\$178
Power brakes	\$43	\$43	\$43	\$43	\$43	S	\$43	\$43
Fender skirts	\$21	\$21	\$21	S	\$21	S	S	S
Wheel trim rings	S	\$16	S	-	-	-	-	-
Full wheel covers	\$	\$	\$	S	S	*	S	S
White sidewall tires	\$30	\$30	\$30	\$33	\$33	S	\$33	\$33

\*Chrome wire wheels are standard.

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>		<i>Code</i>
Varsity Gray Metallic	A	Black	X
Meridian Blue Metallic	B	Varsity Gray Metallic over Mackinaw Gray	AF
Polaris Blue	C	Meridian Blue Metallic over Polaris Blue	BC
Mackinaw Gray	F	Bikini Blue Metallic over Packard Ivory	HT
Chariot Red	G	Galahad Green Metallic over Bellevue Green	KN
Bikini Blue Metallic	H	Galahad Green Metallic over Orchard Green	KO
Gulf Green Metallic	J	Packard Ivory over Polaris Blue	TC
Galahad Green Metallic	K	Matador Maroon Metallic over Packard Ivory	UT
Bellevue Green	N	Black over Mackinaw Gray	XF
Orchard Green	O	Black over Orchard Green	XO
Packard Ivory	T	Chariot Red over Sahara Sand	GW
Matador Maroon Metallic	U	Black over Sahara Sand	XW
Sahara Sand	W		

Two-tone color combinations available at \$20 extra.

## Clipper

*“America’s newest medium-price car!”*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division’s sales volume:** 79.00%.

**Primary competition:** Buick Super, Chrysler Windsor DeLuxe, Hudson Hornet, and Oldsmobile 98.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, full floor covering, stainless front fender, front door, and beltline molding, front and rear window surround moldings, hood ornament, front and rear bumper guards, rear fender skirts, small hubcaps, and 7.60 × 15 BSW tires. DeLuxe adds: Electric clock, glove box light, and turn signals. Super adds: Additional luxury interior trim appointments, full-length body side molding, and full wheel covers.

### Measurements

Wheelbase	122.0"
Length	215.5"
Width	77.8"
Height	62.8"
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Clipper Special 2-Door Club Sedan, 6-p.	5485	\$2,544	NEW	3585	912	NEW
Clipper Special 4-Door Touring Sedan, 6-p.	5482	\$2,594	NEW	3650	970	NEW
Clipper DeLuxe 2-Door Club Sedan, 6-p.	5495	\$2,645	+3.97%	3590	1,470	-76.92%
Clipper DeLuxe 2-Door Sportster Coupe, 6-p.	5497	\$2,830	+0.89%	3595	1,336	-83.61%
Clipper DeLuxe 4-Door Touring Sedan, 6-p.	5492	\$2,695	+3.73%	3660	7,610	-67.09%
Clipper Super 2-Door Club Sedan, 6-p.	5465	\$2,765	+2.75%	3610	887	-81.04%
Clipper Super 2-Door Panama Hardtop Coupe, 6-p.	5467	\$3,125	NEW	3765	3,618	NEW
Clipper Super 4-Door Touring Sedan, 6-p.	5462	\$2,815	+2.55%	3695	6,270	-75.92%
TOTALS	<i>Avg. Price</i>	\$2,752	+2.80%	<i>Production</i>	23,073	-63.88%

## Cavalier

*"Luxury at a lot less ... because Packard builds it!"*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 8.83%.

**Primary competition:** Buick Roadmaster and Chrysler New Yorker DeLuxe.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Leather and cloth interior trim, full floor covering, electric clock, stainless full-length bodyside molding, front and rear window surround moldings, hood ornament, rear quarter panel tip chrome trim, rear fender skirts, full wheel covers, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	127.0"
Length	216.5"
Width	77.8"
Height	62.9"
Legroom — front	43.8"
Legroom — rear	46.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Cavalier 4-Door Sedan, 6-p.	5472	\$3,344	+3.08%	3955	2,580	-76.11%
TOTALS	<i>Avg. Price</i>	\$3,344	+3.08%	<i>Production</i>	2,580	-76.11%

## Packard Series 5431

*"The new look in cars is that Packard look!"*

**Nameplate year of origin:** 1953 (Caribbean), 1954 (Pacific).

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 8.40%.

**Primary competition:** Buick Roadmaster and Chrysler New Yorker DeLuxe.

**Caribbean competition:** Buick Skylark and Cadillac Eldorado.

**Notable changes:** Trim and detail changes. Caribbean is all-new model.

**Major standard equipment:** Leather and cloth interior trim, full floor covering, electric clock, stainless full-length bodyside molding, front and rear window surround moldings, hood ornament, rear quarter panel tip chrome trim, rear fender skirts, full wheel covers, and 8.00 × 15 BSW tires. Convertible adds: Leather and synthetic cloth upholstery, power top.

### Measurements

Wheelbase	122.0"
Length	215.5"
Width	77.8"
Height	62.3"
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

Caribbean adds: Leather interior, heater and defroster, power seat and windows, radio, wheel opening moldings, rocker panel molding, power steering, power brakes, and 8.00 × 15 WSW tires.

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Packard 2-Door Pacific Hardtop Coupe, 6-p.	5477	\$3,827	+16.75%	4065	1,189	-76.91%
Packard 2-Door Convertible, 6-p.	5479	\$3,935	+12.88%	4290	863	-43.15%
Packard 2-Door Caribbean Convertible, 6-p.	5478	\$6,100	+17.08%	4660	400	-46.67%
TOTALS	<i>Avg. Price</i>	\$4,621	+15.77%	<i>Production</i>	2,452	-66.95%

## Patrician Custom and Executive Sedans

*"The big, beautiful new Packard for 1954!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1951 through 1954.

**Percentage of division's sales volume:** 3.77%.

**Primary competition:** Cadillac Series 60 Special and Series 75 Fleetwood, Chrysler Imperial and Crown Imperial, and Lincoln Capri.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Various combinations of cloth and leather interior trim, full floor carpeting, electric clock, non-glare inside rear view mirror, stainless steel side window and beltline moldings, front fender and door bodyside molding, lower rear quarter panel molding, rocker panel molding, hood ornament, full wheel covers, and 8.00 × 15 BSW tires. Eight-passenger sedans add: Chauffeur divider window in limousine, and 8.20 × 15 BSW tires.

### Measurements

	<i>Patrician sedans</i>	<i>Executive Sub-series</i>
Wheelbase	127.0"	149.0"
Length	218.2"	240.2"
Width	77.9"	77.9"
Height	62.9"	NA
Legroom — front	43.8"	NA
Legroom — rear	46.5"	NA
Headroom — front	36.0"	NA
Headroom — rear	35.2"	NA
Cargo capacity (cu. ft.)	30.5	30.5
Fuel capacity (gals.)	20.0	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Patrician Custom 4-Door Sedan, 6-p.	5452	\$3,890	+4.01%	4190	1,000*	-86.59%
Packard Corporate Executive 4-Door Sedan, 8-p.	5451	\$5,610	-18.70%	4650	65	-35.00%
Packard Corporate Executive 4-Door Limousine, 8-p.	5450	\$5,960	-16.06%	4720	35	-30.00%
TOTALS	<i>Avg. Price</i>	\$5,153	-15.07%	<i>Production</i>	1,100*	-85.59%

\*Production is estimated.

# PLYMOUTH

*“Hy-Style Plymouth for 1954!”*

Continuing the previous year’s basic design elements, the 1954 Plymouth saw the introduction of new series names and refinements in trim to give a cleaner appearance. A new Plaza series took the place of the former Cambridge series as the entry-priced Plymouth. The Savoy name from the former top-line station wagon model became the new mid-priced Plymouth. The Savoy name from the former top-line station wagon model became the new mid-priced Plymouth. The Suburban moniker was once again used for all station wagons. At the top of the Plymouth line was the new Belvedere, replacing the Cranbrook and taking its name from the three-year-old 2-door hardtop designator. The former Cranbrook Belvedere 2-door hardtop was now simply called the Belvedere Sport Coupe.

Outside the car, grille trim was cleaned up, leaving an appearance of being thinner. The vertical stripes were gone, replaced by a ribbed chrome plate containing the name Plymouth in the center section. New round parking lights were placed below the large grille bar. Hooded chrome head-

light bezels and full-length body trim (Savoy and Belvedere only) gave the visual effect of increased length.

Interiors were again updated, with new “Color-Tuned” styling and new instrument panel design. The instrument panel used a horizontal theme, with two gauges on each side of the half-moon speedometer centered in a single section in front of the driver. The radio and glove box were centered within the dashboard for convenient use by either driver or passenger. As always, chair-height seating was a Chrysler corporate feature.

No changes were found under the hood, except for the optionally available power steering and mid-year introduction of power brakes. Also, at mid-year, Plymouths finally got the corporate PowerFlite fully automatic transmission. A new exterior option was the Mopar Continental conversion that extended the rear bumper pan to mount the spare tire, a.k.a. a continental kit. This could be installed at any Chrysler dealership for most models.



Belvedere 2-Door Convertible



Belvedere 2-Door Convertible



Belvedere 4-Door Sedan



Plaza 2-Door Business Coupe



Savoy 4-Door Sedan

**Model year production:** 457,528, down 29.57% from 1953.

**Domestic market share:** 9.47% (3rd place).

**Base price range:** \$1,618 to \$2,301.

**Plymouth average base price:** \$1,947, up 0.79%.

**Introduction date:** October 15, 1953.

**Assembly plants:** Detroit, MI; Evansville, IN; Los Angeles, CA; and San Leandro, CA.

**Serial number identification:** Eight digit code located on left front door hinge pillar: Detroit, 13506001 to 13829336; Evansville, 20658001 to 20739819; Los Angeles, 25163001 to 25175377; San Leandro, 25590001 to 25606284.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
217.8 CID, 1-bbl., L-head, 6-cyl.	7.1:1	100	3-speed manual	S
			Automatic overdrive	\$98
			Hy-Drive semi-automatic	\$146
			PowerFlite automatic	\$189

## Major Options

	<i>Plaza</i>	<i>Savoy</i>	<i>Belvedere</i>
Heater and defroster	\$45	\$45	\$45
Radio	\$83	\$83	\$83
Electric clock	\$17	S	S
Solex tinted glass	\$35	\$35	\$35
Power steering	\$134	\$134	\$134
Power brakes	\$37	\$37	\$37
Full wheel covers	\$	\$	\$
Wire wheel covers	\$99	\$99	\$99
Chrome wire wheels	\$293	\$293	\$293
White sidewall tires	\$27	\$27	\$27

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Saratoga Ivory over Parakeet Green	400	Pasadena Gray over Avalon Blue Metallic	661
Mocha Beige over Oriole Orange	401	Pasadena Gray over Modesto Blue	662
Solitaire Blue over Dutch Blue	402	Mohave Brown Metallic over Pomona Beige	664
Saratoga Ivory over Tinsel Green	403	Pomona Beige over Mohave Brown Metallic	665
Black	601	Berkeley Green over Shasta Green Metallic	666
Modesto Blue	605	Shasta Green Metallic over Berkeley Green	667
Avalon Blue Metallic	606	Pasadena Gray over Piedmont Maroon	668
San Pedro Blue	607	Black over San Diego Gold	670
Berkeley Green	615	Black over San Pedro Blue	671
Shasta Green Metallic	616	Black over San Gabriel Green	672
San Gabriel Green	618	Black over Santa Rosa Coral	673
Pasadena Gray	630	San Leandro Ivory over San Diego Gold	674
Cascade Gray	631	San Leandro Ivory over San Pedro Blue	675
Pomona Beige	640	San Leandro Ivory over San Gabriel Green	676
Mohave Brown Metallic	641	San Leandro Ivory over Santa Rosa Coral	677
Piedmont Maroon	650	San Mateo Wheat over San Diego Gold	678
Santa Rosa Coral	651	San Mateo Wheat over San Pedro Blue	679
San Diego Gold	655	San Mateo Wheat over San Gabriel Green	680
Avalon Blue Metallic over Pasadena Gray	660	San Mateo Wheat over Santa Rosa Coral	681

## Plaza

*"Distinctive styling in an ideal family car."*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 24.76%.

**Primary competition:** Chevrolet 150 Special, Ford Mainline, Hudson Jet, and Studebaker Champion Custom.

## Measurements

	<i>Cars</i>	<i>Wagon</i>
Wheelbase	114.0"	114.0"
Length	193.5"	189.5"



**Notable changes:** Trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, rubber floor covering, electric clock, black rubber windshield surround, black rubber gravel shield, small hubcaps, and 6.70 × 15 BSW tires.

### Measurements (cont.)

	Cars	Wagon
Width	74.3"	74.3"
Height	61.8"	62.2"
Legroom — front	43.8"	43.8"
Legroom — rear	42.8"	43.3"
Headroom — front	36.7"	38.0"
Headroom — rear	35.2"	36.4"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Plaza 2-Door Business Coupe, 3-p.	P25-1	\$1,618	0.00%	2889	6,275	-21.81%
Plaza 2-Door Club Sedan, 6-p.	P25-1	\$1,727	0.00%	2943	27,976	-50.75%
Plaza 4-Door Sedan, 6-p.	P25-1	\$1,765	0.00%	3004	43,077	-53.97%
Plaza 2-Door Suburban Station Wagon, 6-p.	P25-1	\$2,064	0.00%	3122	35,937	-17.47%
TOTALS	<i>Avg. Price</i>	\$1,794	0.00%	<i>Production</i>	113,265	-43.92%

\*Comparisons made to the 1953 Cambridge series.

## Savoy

*"Leadership styling in a brand-new line of cars."*

**Nameplate year of origin:** 1954 (1951 as a station wagon designation).

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 42.82%.

**Primary competition:** Chevrolet 210 DeLuxe, Ford Customline, Hudson Super Jet, and Studebaker Champion DeLuxe.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, full carpeting, electric clock, stainless windshield surround and body side trim, chrome gravel guard, small hubcaps, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	114.0"
Length	193.5"
Width	74.3"
Height	61.8"
Legroom — front	43.8"
Legroom — rear	42.8"
Headroom — front	36.7"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Savoy 2-Door Club Sedan, 6-p.	P25-2	\$1,835	NEW	2986	25,396	NEW
Savoy 2-Door Club Coupe, 6-p.	P25-2	\$1,843	NEW	2982	30,700	NEW
Savoy 4-Door Sedan, 6-p.	P25-2	\$1,873	NEW	3036	139,383	NEW
TOTALS	<i>Avg. Price</i>	\$1,850	NEW	<i>Production</i>	195,929*	NEW

\*Total includes 450 Savoy Suburban station wagons listed in some sources.

## Belvedere

*"Superlative in detail, you will find luxury new to the low-price field."*

**Nameplate year of origin:** 1954 (1951 as a 2-Door hardtop designation).  
**Current bodystyle lifespan:** 1953 through 1954.  
**Percentage of division's sales volume:** 32.42%.  
**Primary competition:** Chevrolet Bel Air, Ford Crestline, and Studebaker Champion Regal.  
**Notable changes:** Trim and detail changes.  
**Major standard equipment:** Cloth and vinyl interior trim, full floor carpeting, electric clock, stainless steel windshield and rear window surround, stainless steel front and rear fender and beltline moldings, chrome rear fender gravel shield, small hubcaps, and 6.70 × 15 BSW tires. Convertible adds: Vinyl interior trim and power top.

### Measurements

	Cars	Wagon
Wheelbase	114.0"	114.0"
Length	193.5"	189.5"
Width	74.3"	74.3"
Height	61.8"	62.2"
Legroom — front	43.8"	43.8"
Legroom — rear	42.8"	43.3"
Headroom — front	36.7"	38.0"
Headroom — rear	35.2"	36.4"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	Model No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Belvedere 2-Door Sport Coupe Hardtop, 6-p.	P25-3	\$2,145	+3.92%	3038	25,592	-28.80%
Belvedere 2-Door Convertible, 6-p.	P25-3	\$2,301	+3.65%	3273	6,900	+9.51%
Belvedere 4-Door Sedan, 6-p.	P25-3	\$1,953	+4.27%	3050	106,601	-64.61%
Belvedere 2-Door Suburban Station Wagon, 6-p.	P25-3	\$2,288	+3.67%	3186	9,241	-23.56%
TOTALS	<i>Avg. Price</i>	\$2,172	+6.39%	<i>Production</i>	148,334	-66.86%

\*Comparisons of change from LY made to the 1953 Cranbrook series.

# PONTIAC

*"Dollar for dollar you can't beat a Pontiac!"*

A slight facelift and an all-new series introduction highlighted the 1954 Pontiac line. Following the success of the restyled '53 models, Pontiac chose to capitalize on the expanding medium-price category by moving upmarket with the introduction of the new top-of-the-line Star Chief series. The new series, available only with the 8-cylinder engine, had 2 inches more wheelbase length and was 11 inches longer overall, with all of the additional length being at the rear. This visually gave the Star Chief more of a luxury car look by the simple addition of length, because the styling was identical to the Chieftain from the greenhouse area forward. In practical terms, the longer car provided an improved ride and arguably the largest cargo capacity in its

class. This philosophy of added length equals perceived increase in status and luxury was the beginning of a practice that would continue on the full-size Pontiac line through the 1976 models.

Up front a new grille, hood emblem, hood ornament and "Silver Streak" design graced 1954 models. The grille dispensed with the old cross-hair style center section; in its place was a new center grille bar which split into an oblong, oval opening housing a small grille insert consisting of one horizontal bar and five equally-spaced vertical bars. Parking lamp housings were again mounted on the outer edge of the center bar. Above the grille was a round hood ornament with a slash of chrome through the center. A red center

section was surrounded by an outer ring, with “Pontiac” in block letters on a white background above the chrome slash, and below it a group of five stars on a blue background. A restyled “Chief Pontiac” hood ornament with very sleek, modern lines appeared atop the new “Silver Streaks” which returned to the traditional five chrome strips with body color between them. Available as an option was a factory lighted hood ornament that illuminated Chief Pontiac’s face. The “Silver Streaks” continued on the deck lid, and round taillights, hooded on the Star Chief, completed the rear end styling.

The greenhouse area and sheetmetal on the body sides continued as in 1953, with the aforementioned added length for the new Star Chief. Exterior trim continued as in prior years with the Chieftain Special wearing only a front fender spear shaped molding and the Pontiac name on the bottom section of it. Chieftain DeLuxe and Star Chief models had full-length bodyside trim beginning above and in front of the front wheel opening, extending straight back to the rear quarter fender bulge. From this point an enlarged piece of trim ran down and around the bottom curve of the rear quarter, and along the lower edge to the rear bumper. Cars equipped with rear fender skirts carried the trim along the lower portion for a continuous sweep of chrome that visually lengthened the car. Around back, the small tailfin of Chieftain models, except wagons, carried a small round emblem, while the Star Chief carried three star emblems.

This was the beginning of a trim feature that would mark the Star Chief, and at various times other Pontiac models, until the Star Chief name was discontinued in 1966.

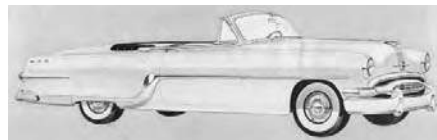
The new Star Chief received a luxurious interior to complement the luxury look outside. The Custom models featured luxurious leather and nylon and all-leather interiors with exclusive color themes that included matching instrument panel and steering wheels. DeLuxe models of both series were done in nylon and vinyl combinations in several colors. Interiors of the base Chieftains received new fabric designs and patterns, but were otherwise essentially the same. Instrument panel design remained the same as in 1953.

Many new convenience options were introduced this year including power brakes, “Comfort-Control” power front seat, power front window lifts, and a first for Pontiac’s price class — air conditioning with all components under the hood. However, powertrain changes were few, as this would be the last year for both the inline 6-cylinder and 8-cylinder engines. Next year Pontiac would enter the V8 performance era.

Finally, with the advent of the Star Chief series, the Chieftain DeLuxe Convertible moved up to the new series. Also in the new series were a DeLuxe 4-Door Sedan, and Custom 2-Door Catalina Hardtop and 4-Door Sedan.



Star Chief 2-Door Catalina Hardtop, with Chieftain DeLuxe 4-Door Sedan in background



Star Chief 2-Door Convertible



Star Chief 4-Door Sedan

**Model year production:** 287,744, down 31.26% from 1953.  
**Domestic market share:** 5.95% (6th place).  
**Base price range:** \$1,968 to \$2,630.  
**Pontiac average base price:** \$2,313, up 1.76%.  
**Introduction date:** December 1953.  
**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Framingham, MA (F); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); Arlington, TX (T); and Wilmington, DE (W).  
**Serial number identification:** Eight to nine digit code located on left front door hinge pillar and read as follows:

First digit indicates assembly plant code from above. Second digit indicates engine installation, 6 for 6-cylinder Series 25 and 8 for 8-cylinder Series 27 and 28. The third digit indicates year code: Z = 1954. Fourth digit indicates transmission attachment: S = Synchronesh 3-speed manual (Chieftain), C = Synchronesh 3-speed manual (Star Chief), H = Hydra-Matic (Chieftain), or A = Hydra-Matic (Star Chief). Remaining digits are sequential number by engine and transmission installation with beginning number of 1001 and ending number as follows in the chart below. Style number is located on body tag on cowl under hood.

### Highest Serial Numbers, by Assembly Plant and Series

Series	Atlanta	Los Angeles	Framingham	Kansas City	Linden	Pontiac	Arlington	Wilmington
25 6-cyl. w/3-speed	1866	1799	2033	2622	2429	12141	1319	2233
25 6-cyl. w/Hydra-Matic	1067	1076	1053	1117	1090	2858	1023	1096

1954

Series	Atlanta	Los Angeles	Framingham	Kansas City	Linden	Pontiac	Arlington	Wilmington
27 8-cyl. w/3-speed	3265	2351	3146	3890	3471	16612	2043	3032
27 8-cyl. w/Hydra-Matic	7477	8698	7854	12490	16002	60891	4330	10002
28 8-cyl. w/3-speed	1010	1015	1035	1036	1046	1371	1008	1049
28 8-cyl. w/Hydra-Matic	8076	8165	6382	12117	13680	60543	4925	8629

### Model Year Production by Engine and Transmission

Series/Powerplant	Production
25 6-cyl. w/3-speed	19,666
25 6-cyl. w/Hydra-Matic	3,004
27 8-cyl. w/3-speed	29,906
27 8-cyl. w/Hydra-Matic	120,080
28 8-cyl. w/3-speed	571
28 8-cyl. w/Hydra-Matic	114,517
<i>Total</i>	287,744

### Powertrains

Engine	Compression		Transmission	Chieftain*	Star Chief
	Ratio	Gross HP			
239.2 CID, 1-bbl., L-head, 6-cyl.	7.0:1	115	3-speed manual	S	-
	7.7:1 <sup>†</sup>	118	Dual-Range Hydra-Matic	\$178	-
248.9 CID, 2-bbl., L-head, 8-cyl.	6.8:1	122	3-speed manual	\$75	S
	7.7:1 <sup>†</sup>	127	Dual-Range Hydra-Matic	\$253	\$178

\*Six-cylinder models are Series 25. When 8-cylinder is ordered, it becomes Series 27. <sup>†</sup>Optionally available compression ratio for 3-speed manual equipped cars.

### Major Options

	Chieftain	Star Chief
Heater and defroster	\$81	\$81
Air conditioning	\$	\$
Seven-tube radio	\$80	\$80
Electric clock	\$	\$
Power front seat adjustment	\$15	\$15
Power front windows	\$90	\$90
Power steering	\$134	\$134
Power brakes	\$36	\$36
Di-Noc exterior wood trim		
(Station wagons)	\$80	\$80
Rear fender skirts	\$12	\$12
Hubcaps	\$	-
Full wheel covers	\$	S
Wire wheel covers	\$	\$
White sidewall tires	\$35	\$35

Options common to most models. (—= Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Raven Black	5400
San Marino Blue Metallic	5401
Seneca Brown Metallic	5402
Arlington Maroon	5403
Cruiser Gray Metallic	5404
Maize Yellow	5405
Picador Red	5406
Shannon Green	5407
Mayfair Blue	5408
Cirro Gray	5409
Brookmere Green Metallic	5410
Coral Red	5411
Biloxi Beige	5412
Raven Black over Shannon Green	5413
Cruiser Gray Metallic over Mayfair Blue	5414
Winter White over Maize Yellow	5415
Raven Black over Picador Red	5416
Brookmere Green Metallic over Shannon Green	5417
San Marino Blue Metallic over Mayfair Blue	5418
Mayfair Blue over Cirro Gray	5419
Raven Black over Cirro Gray	5420
Winter White over Coral Red	5421
Winter White over Biloxi Beige	5422

# Chieftain

*"Never more beautiful, never more luxurious, never better values!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1953 through 1954.

**Percentage of division's sales volume:** 60.00%.

**Primary competition:** Dodge Coronet, Hudson Wasp, Mercury Custom, Nash Statesman, and Studebaker Commander.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Two-tone grey cloth upholstery, front and rear rubber floor mat, automatic interior lighting, stainless steel front and rear window trim, beltline molding, front fender stainless molding, rubber rear fender gravel shield, hubcaps, and 7.10 × 15 BSW tires. 6-passenger station wagon adds: Leatherette (vinyl) upholstery and 3-passenger center seat. 8-passenger station wagon adds: 2-passenger rear center row and 3-passenger rear seating. DeLuxe models add: Color-coordinated cloth upholstery, carpeting, DeLuxe steering wheel, full-length body side stainless and wheel trim rings, belt line molding with dip, and chrome gravel guard with rear fender extension. DeLuxe station wagon adds: 3-passenger rear seating. Convertible adds: Cloth and leather upholstery and power top. Custom adds: Color-coordinated cloth and leather upholstery and deep-pile carpeting.

## Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	202.7"	202.7"
Width	76.6"	76.6"
Height	63.3"	65.5"
Legroom — front	42.8"	42.8"
Legroom — rear	42.7"	NA
Headroom — front	36.0"	36.0"
Headroom — rear	35.8"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY
Chieftain Special 2-Door Sedan, 6-p.	2511W	\$1,968	+0.61%	3331	NA	NA
Chieftain Special 4-Door Sedan, 6-p.	2569W	\$2,027	+0.60%	3391	NA	NA
Chieftain Special 4-Door Station Wagon, 6-p.	2562F	\$2,364	-3.51%	3601	NA	NA
Chieftain Special 4-Door Station Wagon, 8-p.	2562	\$2,419	-6.60%	3691	NA	NA
Chieftain DeLuxe 2-Door Sedan, 6-p.	2511WD	\$2,072	+0.58%	3351	NA	NA
Chieftain DeLuxe 2-Door Catalina Hardtop, 6-p.	2537D	\$2,316	+0.52%	3421	NA	NA
Chieftain DeLuxe 4-Door Sedan, 6-p.	2569WD	\$2,131	+0.57%	3406	NA	NA
Chieftain DeLuxe 4-Door Station Wagon, 6-p.	2563DF	\$2,504	-3.32%	3646	NA	NA
Chieftain Custom 2-Door Catalina Hardtop, 6-p.	2537SD	\$2,382	+0.51%	3421	NA	NA
TOTALS	<i>Avg. price</i>	\$2,243	-1.32%	<i>Production</i>	NA	NA

\*Production figures kept by series and transmission attachment, not body style.

# Star Chief

*"The Pontiac Star Chief brings the dramatic size and luxury of America's finest cars to the Pontiac price range!"*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1954.

**Percentage of division's sales volume:** 40.00%.

**Primary competition:** Buick Special, Dodge Royal, Hudson Super Wasp, Kaiser Special, Mercury Monterey, Nash Ambassador, Oldsmobile 88, and Studebaker Commander.

**Notable changes:** All-new series.

**Major standard equipment:** Color-coordinated cloth upholstery, carpeting, DeLuxe steering wheel, full-length body side stainless and wheel

## Measurements

	Cars
Wheelbase	124.0"
Length	213.7"
Width	76.6"
Height	63.3"
Legroom — front	42.8"
Legroom — rear	42.7"

trim rings, belt line molding with dip, unique rear roof side trim, chrome gravel guard with rear fender extension, and 7.10 × 15 BSW tires. Convertible adds: Cloth and leather upholstery and power top. Custom adds: Color-coordinated cloth and leather upholstery and deep-pile carpeting.

### Measurements (cont.)

	<i>Cars</i>
Headroom — front	36.0"
Headroom — rear	35.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production*</i>	<i>Change from LY</i>
Star Chief DeLuxe 2-Door Convertible Coupe, 6-p.	2867DTX	\$2,630	NEW	3571	NA	NEW
Star Chief DeLuxe 4-Door Sedan, 6-p.	2869WD	\$2,301	NEW	3396	NA	NEW
Star Chief Custom 2-Door Catalina Hardtop, 6-p.	2837SD	\$2,557	NEW	3421	NA	NEW
Star Chief Custom 4-Door Sedan, 6-p.	2869WSD	\$2,394	NEW	3626	NA	NEW
TOTALS	<i>Avg. price</i>	\$2,471	NEW	<i>Production</i>	NA	NEW

\*Production figures kept by series and transmission attachment, not body style.

# STUDEBAKER

*"The new American car that is setting the style for the world!"*

After the less than spectacular results of the 1953 model year, one might have expected a lot of changes for the second season of the sleek bodied Studebakers. Such was not the case. A new 2-door station wagon body style named the Conestoga was introduced, harking back to the firm's history of building Conestoga-style covered wagons during its early years. But a shortage of cash and the impending merger with the Packard Motor Car Company, which is detailed further in the introduction sections of the 1954 and 1955 years, ensured that the 1954 lineup otherwise changed little. This year Studebaker slipped below a 10th place finish in production standings, never to recover.

From the outside there were a few detail changes. Adding five vertical bars across each horizontal bar created a new and more cluttered grille appearance. Bodyside styling remained unchanged, although stainless side trim was lengthened on Regal sedans, extending forward to the front edge of the front door. DeLuxe and Regal sedans and

wagons used a "hood-scoop" style hood ornament. Series identification continued to be placed on the left front horizontal grille bar, except on the station wagon.

Inside, there were new colors, fabrics and designs. While the Champion continued to use last year's instrument panel design with three round gauges, the Commander series returned to using a different layout. The horizontal chrome strip below the top panel overhang ran fully across the car and now housed the ventilation and ignition key controls in this area. In front of the driver and below these controls, was an oblong pod housing four round, recessed gauges.

Under the hood, all engines now had a higher, standard 7.5 to 1 compression ratio. This was previously optional at extra cost for high-altitude areas. Also, optional power steering was now offered in the Champion series. Finally, minor adjustments were made to the chassis to help improve ride and handling.





Champion DeLuxe 2-Door Starlight Coupe



Commander Land Cruiser 4-Door Sedan



Commander Land Cruiser interior

Commander Regal 2-Door  
Conestoga Station Wagon

**Model year production:** 81,939, down 51.69% from 1953.

**Domestic market share:** 1.70% (11th place).

**Base price range:** \$1,758 to \$2,556.

**Studebaker average base price:** \$2,163, up 6.64%.

**Introduction date:** December 1953.

**Assembly plants:** Los Angeles, CA and South Bend, IN.

**Serial number identification:** Seven to eight digit code located on left front door lock pillar and read as follows: First digit indicates series (Champion = G; Commander = 8), followed by six to seven digit sequential serial number by series and assembly plant as in chart that follows.

### Serial Numbers by Assembly Plant and Series

<i>Assembly plant</i>	<i>Beginning</i>	<i>Ending</i>
Los Angeles, CA — Champion	927401	932286
Los Angeles, CA — Commander	836801	841029
South Bend, IN — Champion	1274001	1315831
South Bend, IN — Commander	354901	380448

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Champion</i>	<i>Commander</i>
169.6 CID, 1-bbl., L-head, 6-cyl.	7.5:1	85	3-speed manual	S	-
			Overdrive	\$105	-
			Automatic Drive	\$216	-
232.6 CID, 2-bbl., valve-in-head, V8	7.5:1	120	3-speed manual	-	S
			Overdrive	-	\$118
			Automatic Drive	-	\$227

### Major Options

	<i>Champion</i>	<i>Commander</i>
Heater	\$63	\$63
Windshield washer	\$	\$
Electric clock	\$	\$
Starline 6-tube radio	\$66	\$66
Stratoline 8-tube radio	\$	\$
Tinted glass	\$	\$
Power steering	\$134	\$134
Hill-Holder	\$	\$
Hubcaps	\$	S
Full wheel covers	\$	\$
Whitewall tires	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Velvet Black	W-ND	Sandusky Beige over Chadron Red	P-2523-C
Alberta Blue	W-YC	Sandusky Beige over Shoshone Red	P-2524-C
Safford Cream	W-YD	Ontario Blue over Elko Gray	P-2525-C
Sandusky Beige	W-YE	Shoshone Red over Sandusky Beige	P-2526-C
Lance Green	W-YF	Velvet Black over Safford Cream	P-2527-C
Chadron Red	W-YG	Velvet Black over Chadron Red	P-2528-C
Shoshone Red	W-YH	Nocturne Blue over Vienna Blue	P-2564-C
Elko Gray	W-YI	Lance Green over Azore Green	P-2565-C
Azore Green	W-YJ	Azore Green over Lance Green	P-2566-C
Cadet Gray	W-YK	Sandusky Beige over Shoshone Red	P-2567-C
Vienna Blue	W-YL	Elko Gray over Alberta Blue	P-2568-C
Vista Green	W-YM		
Mesa Tan	W-YS		
Azore Green over Lance Green	P-2518-C		
Lance Green over Azore Green	P-2519-C		
Ontario Blue over Safford Cream	P-2521-C		
Nocturne Blue over Vienna Blue	P-2522-C		

*Two-tones not available on Champion Custom models.*

## Champion

*"Out ahead in styling now ... Out ahead in future resale value.  
One of the lowest priced cars in America!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1953 through 1958 (Coupe continued to 1961 in Hawk series).

**Percentage of division's sales volume:** 62.77%.

**Primary competition:** Chevrolet Two-Ten, Ford Custom-line, and Plymouth Savoy.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Cloth upholstery, rubber floor mats, left front door armrest, driver's sunvisor, and 6.40 × 15 BSW tires. DeLuxe adds: Full floor rubber mat, deluxe steering wheel, front and rear armrests, dual sunvisors, automatic dome light switch, trunk mat, front and rear window stainless trim, and rear quarter panel stainless trim. Regal adds: Wool cloth upholstery, rear seat center armrests, color-keyed rubber full floor carpeting, and stainless steel side window moldings. Starliner adds: Nylon and vinyl upholstery. Conestoga wagons add: Vinyl upholstery, color-keyed rubber floor mats, and 6.70 × 15 BSW tires.

### Measurements

	<i>Coupes &amp; HT</i>	<i>Sedans</i>	<i>Wagons</i>
Wheelbase	120.5"	116.5"	116.5"
Length	202.2"	198.6"	195.6"
Width	71.0"	69.5"	69.8"
Height	56.3"	59.8"	62.4"
Legroom — front	NA	42.5"	42.5"
Legroom — rear	NA	40.0"	40.0"
Headroom — front	NA	36.0"	36.0"
Headroom — rear	NA	34.5"	34.5"
Cargo capacity (cu. ft.)	NA	NA	64.0
Fuel capacity (gals.)	18.0	18.0	18.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Champion Custom 2-Door Sedan, 6-p.	15G-F1	\$1,758	+1.33%	2705	2,653	-33.39%
Champion Custom 4-Door Sedan, 6-p.	15G-W1	\$1,801	+1.92%	2735	2,860	-47.96%
Champion DeLuxe 2-Door Starlight Coupe, 5-p.	15G-C3	\$1,972	+5.57%	2740	7,042	-25.26%
Champion DeLuxe 2-Door Sedan, 6-p.	15G-F3	\$1,875	+2.40%	2730	4,449	-41.18%
Champion DeLuxe 4-Door Sedan, 6-p.	15G-W3	\$1,918	+2.95%	2765	9,668	-43.73%
Champion DeLuxe 2-Door Conestoga Wagon, 6-p.	15G-D3	\$2,187	NEW	2930	3,910	NEW

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Champion Regal 2-Door Starlight Coupe, 5-p.	15G-C5	\$2,080	+6.39%	2750	5,125	-68.10%
Champion Regal 2-Door Sedan, 6-p.	15G-F5	\$1,983	+3.44%	2745	1,066	-64.08%
Champion Regal 2-Door Starliner Hardtop, 5-p.	15G-K5	\$2,241	+5.91%	2825	4,302	-67.05%
Champion Regal 4-Door Sedan, 6-p.	15G-W5	\$2,026	+3.95%	2780	7,286	-59.29%
Champion Regal 2-Door Conestoga Wagon, 6-p.	15G-D5	\$2,295	NEW	2950	3,074	NEW
TOTALS	<i>Avg. price</i>	\$2,012	+6.53%	<i>Production</i>	51,435	-45.07%

## Commander

*"Excitingly advanced style outside ... Luxurious beauty inside.  
Powered by the world's most thrillingly responsive V8 engine!"*

Nameplate year of origin: 1927.

Current bodystyle lifespan: 1953 through 1958

(Coupe continued to 1961 in Hawk series).

Percentage of division's sales volume: 37.23%.

Primary competition: Chevrolet Bel Air, Ford Crestline, and Plymouth Belvedere.

Notable changes: Trim and detail changes.

Major standard equipment: Cloth upholstery, full floor rubber mat, deluxe steering wheel, front and rear armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights, rear quarter panel stainless trim, and 7.10 × 15 BSW tires. Regal adds: Nylon upholstery, rear seat center armrests, color-keyed rubber full-floor carpeting, and stainless steel side window moldings. Starliner adds: Nylon and vinyl upholstery. Land Cruiser adds: Broadcloth upholstery, full floor carpeting, and luggage compartment carpet and light. Conestoga wagons add: Two-tone vinyl upholstery and color-keyed rubber floor mats.

### Measurements

	<i>Coupes &amp;</i>		<i>Land</i>	
	<i>HT</i>	<i>Sedans</i>	<i>Cruiser</i>	<i>Wagons</i>
Wheelbase	120.5"	116.5"	120.5"	116.5"
Length	202.2"	198.6"	202.6"	195.6"
Width	71.0"	69.5"	69.5"	69.8"
Height	56.3"	59.8"	60.0"	62.4"
Legroom — front	NA	42.5"	42.5"	42.5"
Legroom — rear	NA	40.0"	42.0"	40.0"
Headroom — front	NA	36.0"	36.0"	36.0"
Headroom — rear	NA	34.5"	34.5"	34.5"
Cargo capacity (cu. ft.)	NA	NA	NA	64.0
Fuel capacity (gals.)	18.0	18.0	18.0	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commander DeLuxe 2-Door Starlight Coupe, 5-p.	5H-C3	\$2,233	+4.98%	3085	2,868	-53.03%
Commander DeLuxe 2-Door Sedan, 6-p.	5H-F3	\$2,136	+2.25%	3075	1,086	-54.20%
Commander DeLuxe 4-Door Sedan, 6-p.	5H-W3	\$2,179	+2.73%	3105	4,615	-54.15%
Commander DeLuxe 2-Door Conestoga Wagon, 6-p.	5H-D3	\$2,448	NEW	3265	1,912	NEW
Commander Regal 2-Door Starlight Coupe, 5-p.	5H-C5	\$2,341	+5.78%	3095	3,151	-78.64%
Commander Regal 2-Door Starliner Hardtop, 5-p.	5H-K2	\$2,502	+5.39%	3175	5,040	-73.80%
Commander Regal 4-Door Sedan, 6-p.	5H-W5	\$2,287	+3.58%	3120	2,571	-65.51%
Commander Regal 2-Door Conestoga Wagon, 6-p.	5H-D5	\$2,556	NEW	3265	2,878	NEW
Commander Land Cruiser 4-Door Sedan, 6-p.	5H-Y5	\$2,438	+5.27%	3180	6,383	-60.06%
TOTALS	<i>Avg. price</i>	\$2,347	+6.34%	<i>Production</i>	30,504	-59.84%

# WILLYS

*“More power to you from Aero Willys! The new 1954 Aero Willys with 27% more power!”*

“More power” for the Aero series came in the form of a Kaiser-designed 226.2 CID 6-cylinder engine, dubbed the “Super Hurricane.” This engine was as dependable and rugged as the “Hurricane” Six built by Willys, and had been in service for many years. But, placed in the lightweight Aero, it provided vastly improved performance, while retaining good fuel economy. There is some speculation that a few Aeros were built with the supercharged version of the Kaiser engine, but they would have most likely been only prototypes, and not for public sale.

Several styling tweaks were seen for the new model year, with an eye toward keeping the styling modern. A one-piece curved windshield was introduced for all trim levels this year, and all models received a one-piece wrap-around rear window. Slightly larger taillamps were used at the back, along with new bezel and trim design. Trunk lid

hinges were finally moved inside, eliminating the former model’s chrome exterior hinges. More luxurious interior fabrics and colors were used, making the Willys an equal match for the popular Nash Rambler.

The model line was changed slightly with the Falcon Super DeLuxe trim level being discontinued. At the top of the line, a new Eagle Custom hardtop was introduced, offering the same features as the Eagle hardtop, but adding a Continental style rear tire carrier, apparently in an attempt to keep up with the Nash Rambler Country Club.

Production declined drastically this year, but the factory was kept busy with Kaiser production being moved from Willow Run, Michigan, to the Willys assembly plant in Toledo, Ohio. Kaiser had sold the Willow Run plant to General Motors, providing Kaiser-Willys with some much-needed cash. But it became clear that the end was nearing.



Aero Ace DeLuxe 2-Door Sedan,  
4-Door Sedan in inset



Aero Eagle Custom 2-Door Hardtop



Aero

**Model year production:** 7,867, down 81.05% from 1953.  
**Domestic market share:** 0.16% (17th place).  
**Base price range:** \$1,737 to \$2,411.  
**Willys average base price:** \$2,000, up 6.39%.  
**Introduction date:** March 1954.  
**Assembly plants:** Toledo, OH.

**Serial number identification:** Ten to eleven-digit code on plate located on left front door hinge pillar. First digit is series code, 6 = Aero. Second and third digits denote year: 54 = 1954. Fourth through sixth digits are body style codes from series model number chart. Remaining digits are sequential serial numbers as follow in chart below.

## Serial Numbers by Series

Series	Series code	Beginning	Ending
Lark 2-door	KA3	5001	11482
Lark 4-door	KB3	5001	11482
Ace 2-door	MA2	5001	11482

Ace 4-door	MB2	5001	11482
Ace 226 2-door	MA1	10001	11498
Ace 226 4-door	MB1	10001	11498
Eagle 2-door	MC3	5001	11482
Eagle 226 2-door	MC2	10001	11498
Eagle Custom 226 2-door	MC1	10001	11498

### Powertrains

Engine	Compression		Transmission	Aero Ace		Aero Eagle
	Ratio	Gross HP		Aero Lark	& Eagle	Custom
161 CID Hurricane, 1-bbl., F-head, 6-cyl.	7.6:1	90	3-speed manual	S	S	-
			Overdrive	\$86	\$86	-
			Dual-Range Hydra- Matic automatic	\$179	\$179	-
226.2 CID Super Hurricane, 1-bbl., L-head, 6-cyl.	7.3:1	115	3-speed manual	-	\$55	S
			Overdrive	-	\$141	\$86
			Dual-Range Hydra- Matic automatic	-	\$234	\$179

### Major Options

	Eagle			Eagle
	Lark	Ace	Eagle	Custom
Heater and defroster	\$63	\$63	\$63	\$63
Radio	\$71	\$71	\$71	\$71
Directional signals	\$17	\$17	\$17	\$17
Fender skirts	\$25	\$25	\$25	\$25
Continental spare tire carrier	\$150	\$150	\$150	S
Full wheel covers	\$16	S	S	S
White sidewall tires	\$18	\$18	\$18	\$18

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Raven Black	21
Granada Green Metallic	31
Gulf Blue Metallic	32
Coral Rust Metallic	33
Gale Gray Metallic	34
Beryl Green	35
Bristol Red	36
Arctic White over Gulf Blue Metallic	37
Coronado Sand over Granada Green Metallic	38
Raven Black over Bristol Red	39
Gale Gray Metallic over Arctic White	40
Coronado Sand over Coral Rust Metallic	41
Coronado Sand over Bristol Red	42
Coronado Sand over Beryl Green	43
Granada Green Metallic over Coronado Sand	44
Coral Rust Metallic over Coronado Sand	45
Bristol Red over Coronado Sand	46
Beryl Green over Coronado Sand	47
Arctic White over Gale Gray Metallic	48
Gulf Blue Metallic over Arctic White	49
Raven Black over Arctic White	50

Two-tone paint combinations available for \$17 extra.

## Aero

*"Airliner luxury on the highway!"*

Nameplate year of origin: 1952.

Current bodystyle lifespan: 1952 through 1955.

Percentage of division's sales volume: 100.00%.

Primary competition: Henry J, and Nash Rambler.

Notable changes: Minor trim and detail changes.

Major standard equipment: Cloth upholstery, rubber floor mats, two-

### Measurements

Wheelbase	108.0"
Length	180.8"*
Width	72.0"
Height	60.0"
Legroom — front	42.5"

spoke steering wheel, black rubber window surrounds, one-piece curved windshield, one-piece wraparound rear window, full-length body side molding, hood ornament, small hubcaps, and 5.90 × 15 BSW tires. Ace adds: Two-tone fabric upholstery, front and rear armrests, dual sun visors, dome light, locking glove box, stainless steel window trim, and 6.40 × 15 BSW tires. Eagle adds: Cloth and vinyl interior upholstery, additional chrome interior trim, cigar lighter, chrome C-pillar trim, and full wheel covers. Eagle Custom adds: Continental-style rear tire carrier.

### Measurements (cont.)

Legroom — rear	36.3"
Headroom — front	35.5"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	24.0
Fuel capacity (gals.)	18.0

\*Eagle Custom is 189.8".

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Aero Lark DeLuxe 2-Door Sedan, 5-p.	654-KA3	\$1,737	+5.53%	2623	1,482	-81.94%
Aero Lark DeLuxe 4-Door Sedan, 5-p.	654-KB3	\$1,823	+5.25%	2661	1,370	-82.19%
Aero Ace Custom 2-Door Sedan, 5-p.	654-MA2 <sup>1</sup>	\$1,892	-3.62%	2682	1,991	-59.84%
Aero Ace Custom 4-Door Sedan, 5-p.	654-MB2 <sup>2</sup>	\$1,968	-3.43%	2709	1,781	-76.17%
Aero Eagle 2-Door Hardtop, 5-p.	654-MC3 <sup>3</sup>	\$2,167	+0.46%	2778	744	-89.40%
Aero Eagle Custom 2-Door Hardtop, 5-p.	654-MC2	\$2,411	NEW	2904	499	NEW
TOTALS	<i>Avg. Price</i>	\$2,000	+6.39%	<i>Production</i>	7,867	-81.05%

1. When ordered with Super Hurricane engine, model number was 654-MA1. 2. When ordered with Super Hurricane engine, model number was 654-MB1. 3. When ordered with Super Hurricane engine, model number was 654-MC1.



# 1955

What a year 1955 turned out to be! Nearly every brand of car had new or greatly updated styling, all-new interiors, trim and colors, and powerful new engines. As was often true, General Motors dominated styling advances, closely followed by Chrysler's new "Forward Look." Ford, typically not as conservative in styling as Chrysler, this year wound up being the most conservatively styled of the Big Three.

Two new body types were introduced to the market this year, and both came from General Motors: the 4-door hardtop in the C-body Buick and Cadillac lines, and the 2-door hardtop wagon marketed as the Chevrolet Nomad and Pontiac Safari. The last makes to receive modern V8 powerplants finally did so in 1955 when Chevrolet added optional V8 power to its entire lineup, including the Corvette, as did Plymouth and Pontiac. In fact, Pontiac made the biggest change, going from an inline six-cylinder or inline eight-cylinder choice to a standard V8 engine in every model. When the model year was over, production was up nearly 50 percent over 1954, and the industry had its best model year in history, with more than 7,118,000 automobiles produced. In fact, of the nineteen brands on the market for 1955, only four saw sales decrease this year, and two of those, Kaiser and Willys, would be out of the automotive business by year's end.

One-year-old American Motors Corporation moved quickly to consolidate and benefit from the economies of scale created by the merger. All production was now done at former Nash assembly plants, as the new Hudsons were built on the more modern Nash platforms, with unitized bodies that were far more solid and quiet than almost anything else on the market. Styling was differentiated for each make, with the main differences being in the front-end treatments and trim, both inside and out. Nothing could hide the fact that they were very similar cars. Hudson also continued to use their famous Twin-H power 6-cylinder engines, keeping some unique qualities alive for the name-

plate. Meanwhile, Nash quickly rebadged Ramblers and Metropolitans to sell at Hudson dealerships, providing a full line of similar cars for both dealer organizations. By the end of the year, Hudson was one of the four brands with a sales decline, and it was seen as a signal that the fate for the Hudson nameplate was sealed.

Chrysler Corporation set out to win over consumers with all-new cars in all of its brands, with a single marketing phrase linking all of them, "The Forward Look." All cars had a very modern appearance that suggested motion while standing still, with long, low body lines, tailfins and sleek rooflines. Another newsmaker for 1955 was the new Imperial division created when the entire Imperial line of cars was pulled out of the Chrysler lineup. Chrysler now offered a brand that matched rival General Motors in every price level — Chevrolet to Plymouth, Pontiac to Dodge, Oldsmobile to DeSoto, Buick to Chrysler, and Cadillac to Imperial. Topping off the new line of cars was the new Chrysler 300, the most powerful production car of 1955, the first in a line of luxury sport, high performance Chryslers, and a true forerunner of the muscle car. Other new features for Chrysler included dash-mounted lever control for cars equipped with Powerflite automatic transmissions and the availability of dealer-installed seat belts. Milestones for the year included the introduction of a V8 engine for Plymouth, assembly of the nine millionth Plymouth, and assembly of the seven millionth Dodge automobile.

Ford made a big splash, which surprised no one, with the introduction of the two-seat Thunderbird on October 22, 1954, eight months after the public had first seen a prototype. Intended as a competitor to the Chevrolet Corvette, the Thunderbird turned out to be far more popular due to its more luxurious comfort and appearance, sporting European nature, and powerful Ford V8 engine. The regular Ford and Mercury lines were completely redesigned, while the Lincoln would have to wait another year for a styling

update. On April 15, 1955, Ford officially separated the Lincoln and Mercury brands, establishing two new divisions.

This year brought all-new styling for General Motors' bread and butter lines, the Chevrolet and Pontiac A-body cars. In addition to new styling, all-new engineering features included new chassis and suspensions, and Chevrolet's first small-block V8 engine, along with Pontiac's first high-compression V8 engine. As previously mentioned, Buick and Oldsmobile offered the industry's first four-door pillarless hardtop sedans. Milestones for the year included the 50 millionth GM car being produced on November 23, 1954, a gold 1955 Chevrolet Bel Air 2-Door Hardtop. Also notable was the selection of a Chevrolet Bel Air Convertible as the official pace car of the Indianapolis 500 race.

News from Toledo, Ohio, saw the passing of Kaiser and Willys automobiles. But it did not mean the end of the corporation, as its popular Jeep products became the mainstay of production. And, although it was the last year for Willys and Kaiser automobile production in the U.S., both the Kaiser Manhattan and Willys Aero would find renewed life and continued production in South America after body dies were sold to other companies.

At the newly created Studebaker-Packard Corporation, Packard stylist Richard Teague, a well-known design engineer, reworked the old 1951 bodies into the beautiful 1955 Packards. It was very hard to tell that they were not all-new cars. Even under the skin were new features, including a new and improved automatic transmission, known as Twin Ultramatic, and all-new Torsion-Level suspension, which improved handling and ride comfort. Studebaker, having just come off a complete makeover in 1953, was content with restyled front end, grille and trim changes to keep up with the fast changing market. Sales and profits for the company continued to slide as the rest of Detroit had all-new models and new V8 engines on many cars. Studebaker trucks had mainly mechanical changes for 1955. To distinguish a '55 from a '54, look for a much longer "STUDEBAKER" emblem stretching across the front. Also, the rear window was enlarged on the 1955 models. The hood ornament had an "8" on trucks equipped with a V-8 engine and an "S" on those with a six cylinder engine, similar to those on Studebaker cars.

Ford trucks continued with some mechanical and minor trim changes, as did International and Willys trucks. Dodge and the Chevrolet/GMC trucks began the year as carryover 1954 models, with only revised grilles or other trim changes to distinguish them from earlier models. But at mid-year, some major upgrades were made to the Dodge,

and all-new trucks arrived from Chevy and GMC. For Dodge trucks, engineers introduced a greatly revised cab with a "Pilot-House" or "Full-Circle" wraparound windshield and a cab-wide rear window for even better visibility. Dodge trucks were offered with a higher level of cab interior trim and exterior ornamentation than any previously offered Dodge pickup. As more urbanites were seeing the pickup truck as a useful second vehicle, more and more car features and styling were finding their way onto light-duty trucks. Some of these new features included two-tone paint schemes and bright new upholstery colors.

Chevrolet and GMC trucks were all new at mid-year as well, with the Chevys being advertised as the "Task-Force" pickup. Their styling hallmarks included the light-duty truck industry's first wraparound windshield, which Chevrolet advertising called a "Sweep-Sight Windshield." Other interesting styling innovations included shrouded headlights in "visored" fenders, a classic egg crate grille, running boards concealed behind the cab doors and an optional "full view (wraparound) rear window." New features for driver convenience and ease of operation included power steering, power brakes, overdrive for half-ton pickups, key-turn ignition starting, tubeless tires, a 12-volt electrical system and a four speed automatic transmission on Series 3000 pickups. As with Dodge, the new Chevrolet and GMC, were the most well equipped truck offerings to date. However, GM took it a step further, introducing "stylish" pickups with bedsides that continued the lines of the cab onto the bedsides without having separate rear fenders, much in the way a car has a continuous styling line front to back. The new design came in the form of the Chevrolet Cameo and GMC Suburban pickups. While not produced in high volume, they began a trend that would have great impact on the truck industry.

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### 1955 Overview and Changes from Prior Year

- **Total industry production:** 7,125,093, up 47.44%.
- **Number of manufacturers for model year:** 19, no change.
- **Number of models and body types offered:** 225, down from 229.
- **Industry average base price:** \$2,573, down 6.26%.
- **Industry base price range:** \$1,457 for the Nash/Hudson Rambler Deluxe 2-Door, 3-passenger Business Sedan, to \$7,095 for the Imperial Crown Imperial 4-Door, 8-passenger Limousine.

# BUICK

*“Thrill of the Year! When better automobiles are built Buick will build them.”*

Buick, along with its corporate cousin Oldsmobile, became automotive trendsetters this year with the introduction of the first 4-Door Hardtops. The major attraction to this body style was the elimination of door frames, creating an open-air feel with all the windows lowered, just as the 2-Door Hardtop did several years earlier. Plus, the look was sportier, and more pleasing to the eye, as it did away with the bulky center pillars. Initially, only the B-Body GM cars offered the body style, but by the 1956 model year, a 4-Door Hardtop would be available from every GM car division, as well as nearly every competitor.

As if the new body style wasn't enough, a restyling was created for the new year. It began with a textured, elongated oval shaped grille, with the traditional over-arching Buick hood bar, and a front bumper with two large pointed bumper guards. A grille ornament was centered in the new grille, which marked the first time since World War II that the vertical grille bars were not used. Parking lamps were mounted several inches below the headlights; on Roadmasters they were still mounted under the headlights, but in a somewhat smaller surround. Also, C-bodied Super and Roadmasters were identified by slightly more rounded contours and the use of a vertical front door pillar at the vent window, rather than the forward tapering style applied to B-bodied cars. Body sides were given a rework towards the rear quarters, but the “Sweep Spear” returned in about the same location as last year. On Roadmasters, there was ad-

ditional chrome covering the area behind the rear wheel opening and under the “Sweep Spear.” Around the back, there were new rear quarters leading in to what could now truly be called a fin, with taillamps and backup lights mounted in a chrome unit running vertically on the trailing edge of the fender. All models carried series identification on the rear quarter panel (rear doors on 4-Doors), and on the grille emblem.

Under the hood, increased compression ratios provided increased horsepower from the Fireball V8s. Where the power met the road, tubeless tires were now standard equipment on all Buicks. Other engineering improvements included a revised Dynaflo with movable stator blades that allowed faster starts and improved passing capability.

Inside, new fabrics and colors were found. The Special and Century continued using twin round gauge pods on the instrument panel, with the Century using a round version of the “Red-Liner” speedometer with trip mileage indicator. This was optional for the Special. Super and Roadmaster instrument panels sported the horizontal version of the “Red-Liner” speedometer mounted above the other gauges. As a final note, there is evidence of approximately 270 Century 2-Door Sedans having been built, although they are not featured in sales literature nor mentioned in industry references of the period. These were quite possibly specially built for stock car racing or for use by law enforcement.



Century 4-Door Riviera Hardtop



Roadmaster 4-Door Sedan interior



Super 2-Door Riviera Hardtop



Special 4-Door Riviera Hardtop

<p><b>Model year production:</b> 737,035, up 66.41% from 1954.  <b>Domestic market share:</b> 10.34% (3rd place).  <b>Base price range:</b> \$2,233 to \$3,562.  <b>Buick average base price:</b> \$2,833, down 3.42%.  <b>Introduction date:</b> November 1954.  <b>Assembly plants:</b> Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4); Wilmington, DE (5); Atlanta, GA (6); Framingham, MA (7); and Arlington, TX (8).  <b>Serial number identification:</b> Nine digit code in which 1st digit indicates series (e.g., 4 = Series 40 Special), 2nd digit</p>	<p>identifies the year (B = 1955), 3rd digit indicates assembly plant code from above, followed by 6-digit sequential number by assembly plant — Flint, #B1001001 to #B1244927; Southgate, #B2001001 to #B2087498; Linden, #B3001001 to #B3093179; Fairfax, #B4001001 to #B4094934; Wilmington, #B5001001 to #B5068057; Atlanta, #B6001001 to #B6070979; Framingham, #B7001001 to #B7037771; Arlington, #B8001001 to #B8049469. Style number can be found on body identification plate. An X after the style number denotes power windows.</p>
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### Powertrains

Engine	Compression		Transmission	Special	Century &	Roadmaster &
	Ratio	Gross HP			Super	Skylark
264 CID Fireball 2-bbl., valve-in-head, 8-cyl.	8.4:1	188	3-speed manual Variable Pitch Dynaflo Drive	S \$193	- -	- -
322 CID Fireball, 4-bbl., V8	9.1:1	236	3-speed manual Variable Pitch Dynaflo Drive	- -	S \$193	- S

### Major Options

	Special	Century	Super	Roadmaster
Weather-Warden venti-heater	\$595	\$595	\$595	\$595
Buick Air conditioner*	\$403	\$403	\$403	\$403
Power brakes	\$48	\$48	\$48	S
Power steering	\$108	\$108	S	S
Power windows	\$	\$†	\$†	\$†
Power front seat adjustment	\$42	\$42	\$42	\$42
Sonomatic AM radio	\$97	\$97	\$97	\$97
Selectronic AM radio	\$120	\$120	\$120	\$120
Easy-Eye tinted glass	\$38	\$38	\$38	\$38
Outside LH rear view mirror	\$	\$†	\$†	S
Full wheel covers	\$20	\$20	\$20	S
15" × 6" chrome wire spoke wheels	-	\$325	\$325	\$325

\*Not available on convertibles or Special 2-Door Sedan. †Standard on all Convertibles except Special.

Options common to most models. (— = Not Available; S = Standard equipment)  
 Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Carlsbad Black	AAA
Dover White	BBB
Cameo Beige	CCC
Windsor Gray Metallic	DDD
Temple Gray	EEE
Colonial Blue Metallic	FFF
Victoria Blue Metallic	GGG
Cascade Blue	HHH
Stafford Blue Metallic	KKK
Belfast Green Metallic	LLL
Willow Green	MMM
Galway Green	NNN
Cadet Blue Metallic	PPP
Titian Red Metallic	RRR
Cherokee Red	SSS
Gulf Turquoise	TTT
Condor Yellow	UUU
Spruce Green Metallic	WWW
Nile Green Metallic	XXX
Mist Green	YYY
Carlsbad Black top over Windsor Gray Metallic center with Dover White below molding	ADB
Dover White top over Willow Green center with Belfast Green Metallic below molding	BML
Temple Gray top over Stafford Blue Metallic center with Cascade Blue below molding	EKH
Carlsbad Black top over Cherokee Red center with Cameo Beige below molding	ASC

Two-tone combinations available at extra cost. First letter indicates upper body color and next two letters indicate lower body color. Example: BNN is Dover White over Galway Green. Tri-tone paint combinations are included in the list above.

## Special

*"The Special— Buick life, lift and luxury at lowest cost."*

Nameplate year of origin: 1935.

Current bodystyle lifespan: 1954 through 1956.

Percentage of division's sales volume: 51.73%.

Primary competition: Dodge Royal, Hudson Wasp, Kaiser Manhattan, Mercury Monterey, Nash Statesman, Oldsmobile 88, Pontiac Star Chief, and Studebaker President.

Notable changes: Restyled front and rear.

Major standard equipment: Cordaveen upholstery, front and rear side armrests, full floor covering, sliding sun shades, 3 Ventiports per side, "Sweepspear" stainless bodyside trim, front and rear bumper guards, and 7.10 × 15, 4-ply tires. Convertible adds: Power convertible top.

### Measurements

Wheelbase	122.0"
Length	206.7"
Width	76.2"
Height	60.5"
Legroom — front	42.3"
Legroom — rear	41.8"
Headroom — front	35.6"
Headroom — rear	34.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special 2-Door Sedan, 6-p., Model 48	4411	\$2,233	+1.18%	3715	61,879	+48.90%
Special 2-Door Riviera Hardtop, 6-p., Model 46R	4437	\$2,332	+1.17%	3720	155,818	+118.89%
Special 2-Door Convertible, 6-p., Model 46C	4467	\$2,590	+1.05%	3825	10,009	+63.15%
Special 4-Door Sedan, 6-p., Model 41	4469	\$2,291	+1.15%	3745	84,182	+19.65%
Special 4-Door Riviera Hardtop, 6-p., Model 43	4439	\$2,409	NEW	3820	66,409	NEW
Special 4-Door Estate Wagon, 6-p., Model 49	4481	\$2,974	-5.98%	3940	2,952	+78.91%
TOTALS	<i>Avg. price</i>	\$2,472	-1.16%	<i>Production</i>	381,249	+99.73%

## Century

*"Buick Century ... for those who want spectacular performance at truly modest price."*

Nameplate year of origin: 1935.

Current bodystyle lifespan: 1954 through 1956.

Percentage of division's sales volume: 21.51%.

Primary competition: Chrysler Windsor Deluxe, DeSoto Firedome, Hudson Hornet, Mercury Montclair, Oldsmobile Super 88, and Packard Clipper.

Notable changes: Restyled front and rear.

Major standard equipment: Cloth and Cordaveen interior trim with metallic quilted door panel inserts, full carpeting, "Sweepspear" stainless bodyside trim, front and rear bumper guards, 4 Ventiports on front fenders, and 7.60 × 15, 4-ply tires. Convertible adds: Leather interior trim and power convertible top, front seat, and windows.

### Measurements

Wheelbase	122.0"
Length	206.7"
Width	76.2"
Height	60.5"
Legroom — front	42.3"
Legroom — rear	41.8"
Headroom — front	35.6"
Headroom — rear	34.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Century 2-Door Riviera Hardtop, 6-p., Model 66R	4637	\$2,601	+2.64%	3805	80,338	+75.76%
Century 2-Door Convertible, 6-p., Model 66C	4667X	\$2,991	+0.94%	3950	5,588	+100.29%
Century 4-Door Sedan, 6-p., Model 61	4669	\$2,548	+1.11%	3825	13,269	-58.43%



	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Century 4-Door Riviera Hardtop, 6-p., Model 63D	4639	\$2,733	NEW	3900	55,088	NEW
Century 4-Door Estate Wagon, 6-p., Model 69	4681	\$3,175	-8.50%	3995	4,243	+171.47%
TOTALS	<i>Avg. price</i>	\$2,810	-2.16%	<i>Production</i>	158,526	+93.37%

## Super

*"Superbly spacious and a superlative buy is the Buick Super."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 17.97%.

**Primary competition:** Chrysler Windsor Deluxe, DeSoto Firedome, Hudson Hornet, Mercury Montclair, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** Restyled.

**Major standard equipment:** Nylon and Cordaveen interior trim, full carpeting, electric clock, "Sweepspear" stainless bodyside trim, 4 Ventiports on front fenders, and 7.60 × 15, 4-ply tires. Convertible adds: Leather interior trim and power convertible top, front seat, and windows.

### Measurements

Wheelbase	127.0"
Length	216.0"
Width	80.0"
Height	62.4"
Legroom — front	43.2"
Legroom — rear	45.1"
Headroom — front	36.6"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 2-Door Riviera Hardtop, 6-p., Model 56R	4537	\$2,831	+7.81%	4075	85,656	+16.49%
Super 2-Door Convertible, 6-p., Model 56C	4567X	\$3,225	+8.81%	4280	3,527	+5.50%
Super 4-Door Riviera Sedan, 6-p., Model 52	4569	\$2,876	+6.09%	4140	43,280	+3.65%
TOTALS	<i>Avg. price</i>	\$2,977	+7.60%	<i>Production</i>	132,463	+11.66%

## Roadmaster

*"From meticulous engineering and master craftsmanship comes the finest worth in the fine-car field ... Roadmaster, custom built by Buick."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 8.75%.

**Primary competition:** Chrysler New Yorker, Lincoln Custom, and Packard 400.

**Notable changes:** Restyled.

**Major standard equipment:** Nylon brocade and leather upholstery choices with double depth Foamtex cushions, full carpeting, rear seat center armrests on Sedan, electric clock, "Sweepspear" stainless bodyside trim, 4 Ventiports on each front fender, power steering, power brakes, custom wheel covers, and 8.00 × 15, 4-ply tires. Convertible adds: Leather interior trim, power windows, power front seat and power convertible top.

### Measurements

Wheelbase	127.0"
Length	216.0"
Width	80.0"
Height	62.6"
Legroom — front	43.6"
Legroom — rear	45.6"
Headroom — front	35.9"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0



## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Roadmaster 2-Door Riviera Hardtop, 6-p., Model 76R	4737	\$3,453	+2.37%	4270	28,071	+37.58%
Roadmaster 2-Door Convertible, 6-p., Model 76C	4767X	\$3,552	+0.88%	4415	4,739	+43.39%
Roadmaster 4-Door Riviera Sedan, 6-p., Model 72	4719	\$3,349	+2.45%	4300	31,717	+18.07%
TOTALS	<i>Avg. price</i>	\$3,451	+1.88%	<i>Production</i>	64,527	+27.60%

# CADILLAC

*"Again ... New Motor Car Beauty and Luxury that Sets the Standard for the World!"*

Cadillac made few major changes internally or externally for the new season. Yet, despite slightly higher average prices in a market with list prices trending downward, General Motors' luxury division would still manage to break a model year production record. Overall frontal appearance remained the same as in 1954, with parking lights returning to a position in the grille extensions, just under the eye-browed headlights. The egg-crate grille was revised to have slightly larger spacing. Along the bodysides, the imitation air intake on the rear quarter panel of previous years was replaced with a shortened version extending vertically halfway down the leading edge of the rear quarter, and then a stainless trim strip ran forward across the top of the front wheel opening to end at the aforementioned grille extensions. This applied to all models except on the Series 75 Fleetwood, which retained the air intake trim of 1954 models. Sedans received a slimmer center post and a revised curved rear roofline that mimicked the Hardtop's "Florentine" design, which was new in 1954. Series 60 Special sedans were distinguished by their twelve vertical rear quarter louvers, up four pieces from prior years.

The style leader of the Cadillac line, the Eldorado, got some important touchups for 1955. Most important was the next generation of a true tailfin design. While not necessarily taller or bigger than the regular Cadillac line, the

Eldorado's new fins were definitely slim, pointed and attention getting. Canted slightly to the rear, they gave a longer, lower and very modern appearance to the already low convertible lines. The fins were further accentuated by a lower, sloped deck lid design. Taillight and backup lights were mounted in a chrome twin pod unit midway up the quarter panel and near the base of the fin, which aligned with a fender bubble that tapered forward to a point just above the rear wheel opening. Dual exhaust outlets continued in the enlarged rear bumper tips. Eldorado also gained a large trim piece atop the door at the beltline, but lost its rear wheel fender skirts, thereby gaining a sportier flair.

Under the hood, horsepower was reaching its maximum potential from the original 331 CID V8, which was pumped up 20 horsepower to 250 in standard trim and another 20 in "Power pack" form, creating 270 horsepower total. The "Power pack" featured two 4-barrel Rochester 4GC carburetors and was standard on the Eldorado, but optional on all other models.

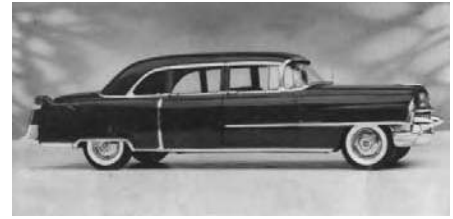
Other changes for the year included a switch from green tinted "E-Z-Eye" glass to a gray tint. Interior changes amounted to detail updates. Leather padded dashboards topped off the slightly revised instrument panel.



Eldorado 2-Door Convertible



Series 60 Special interior



Series 75 Fleetwood 4-Door Limousine



Series 62 2-Door Convertible



Series 62 2-Door Coupe deVille Hardtop

**Model year production:** 138,399, up 46.25% from 1954.  
**Domestic market share:** 1.94% (10th place).  
**Base price range:** \$3,882 to \$6,402.  
**Cadillac average base price:** \$5,027, up 3.59%.  
**Introduction date:** November 1954.  
**Assembly plants:** Detroit, MI (1).  
**Engine and serial number identification:** Ten-digit code for

engine number (used as serial number). For all cars the number is stamped on front right side of the crankcase above the water pump. Series motors numbered as follows: 62 — 5562000000 and up; 60 Special — 5560000000 and up; 75 — 5575000000 and up. Ending engine number for all series — 147078.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Series 62, 60 Special & 75 Fleetwood	Eldorado
331 CID, 4-bbl., V8	9.0:1	250	Dual-Range Hydra-Matic	S	-
331 CID, Dual 4-bbl., V8	9.0:1	270	Dual-Range Hydra-Matic	\$	S

### Major Options

	62	Eldorado	60 Special	75 Fleetwood
Air conditioning	\$620	\$620	\$620	\$620
Automatic heating system	\$129	S	\$129	\$129
Pushbutton radio	\$99	-	\$99	\$99
Signal seeking radio	\$132	S	\$132	\$132
Power windows	\$108*	S	S	S
Power 2-way front seat	\$54*	S	S	S
Power brakes	\$48	S	\$48	\$48
Power steering	S	S	S	S
Autronic Eye headlight dimmer	\$55	S	\$55	\$55
Windshield washers	S	S	S	S
White sidewall tires	\$49	S	\$49	\$49

\*Standard on Series 62 Convertible and Coupe de Ville.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code		Code
Black	10	Celadon Green Metallic	32	Wedgewood Green Light	80
Alabaster Gray	12	Arlington Green Metallic	34	Wedgewood Green Dark Metallic	82
Ascot Gray Metallic	14	Cape Ivory	40	Goddess Gold	84
Atlantic Gray Metallic	16	Pecos Beige	42	Alpine White	90
Ruskin Blue	20	Tangier Tan Metallic	44	Silver Metallic	92
Azure Blue	22	Cocoabar Metallic	46		
Dresden Blue Metallic	24	Pacific Coral	50		
Cobalt Blue Metallic	26	Mandan Red	52		
Mist Green	30	Deep Cherry Metallic	54		

*Two-tone combinations: First two numbers indicate lower body color and last two numbers indicate upper body color. Example: 3034 is Arlington Green Metallic over Mist Green.*

## Series 62

*"Setting new standards of luxury and comfort and graciousness."*

Nameplate year of origin: 1940.

Current bodystyle lifespan: 1954 through 1956.

Percentage of division's sales volume: 82.54%.

Primary competition: Imperial, Lincoln Capri, and Packard Series 400.

Notable changes: Minor trim and detail changes.

Major standard equipment: Two-tone tufted interior trim with gabardine bolsters and gabardine or nylon inserts, rear seat center armrest, carpeting, rocker panel moldings, rear fender skirts, small hubcaps and trim rings, and 8.00 × 15 BSW tires. Coupe de Ville adds: Leather and nylon interior trim and power front seat and windows. Convertible adds: Power top.

### Measurements

	2-Door	4-Door
Wheelbase	129.0"	129.0"
Length	223.4"	216.4"
Width	79.6"	79.6"
Height	NA	62.1"
Legroom — front	43.2"	43.2"
Legroom — rear	41.4"	41.4"
Headroom — front	35.8"	35.8"
Headroom — rear	35.6"	35.6"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 62 2-Door Hardtop, 6-p.	6237	\$3,882	+1.15%	4358	27,879	+59.67%
Series 62 2-Door Hardtop Coupe de Ville, 6-p.	6237D	\$4,305	+1.03%	4424	33,300	+93.94%
Series 62 2-Door Convertible, 6-p.	6267	\$4,448	+1.00%	4627	8,150	+29.16%
Series 62 4-Door Sedan, 6-p.	6219	\$3,977	+1.12%	4370	44,904	+32.68%
TOTALS	<i>Avg. Price</i>	\$4,153	+1.07%	<i>Production</i>	114,233	+52.75%

## Eldorado

*"More inviting than ever before!"*

Nameplate year of origin: 1953.

Current bodystyle lifespan: 1954 through 1956.

Percentage of division's sales volume: 2.85%.

Primary competition: Packard Caribbean.

Notable changes: New rear styling, minor trim and detail changes.

Major standard equipment: Leather interior, color-keyed carpeting, signal seeking radio, windshield washers, power front seat adjustment,

### Measurements

Wheelbase	129.0"
Length	223.5"
Width	79.6"
Height	NA
Legroom — front	43.2"
Legroom — rear	40.0"

power windows, power convertible top, automatic heating system, LH outside rear view mirror, and 8.20 × 15 WSW tires.

### Measurements (cont.)

Headroom — front	35.5"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 62 Eldorado 2-Door Convertible, 6-p.	6267S	\$6,286	+9.55%	4809	3,950	+83.72%
TOTALS	<i>Avg. Price</i>	\$6,286	+9.55%	<i>Production</i>	3,950	+83.72%

## Series 60 Special

*"The world famous motor car."*

**Nameplate year of origin:** 1938.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 13.22%.

**Primary competition:** Imperial.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Two-tone nylon, all-wool broadcloth or V-Crest pattern nylon interior trim, carpeting, power front seat, power windows, extra-wide rear quarter rocker panel moldings, twelve vertical chrome fender louvers in front of rear wheel opening, rear fender skirts, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	133.0"
Length	227.4"
Width	79.6"
Height	62.1"
Legroom — front	43.3"
Legroom — rear	45.8"
Headroom — front	35.8"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 60 Special 4-Door Sedan, 6-p.	6019	\$4,728	+0.96%	4540	18,300	+12.96%
TOTALS	<i>Avg. Price</i>	\$4,728	+0.96%	<i>Production</i>	18,300	+12.96%

## Series 75 Fleetwood

*"The flagship of the Standard of the World!"*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 1.38%.

**Primary competition:** Imperial Crown Imperial.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Bedford cord or broadcloth interior trim, folding rear seat foot rests, color-keyed carpeting, power front seat, power windows, auxiliary jump seats, full-length lower body trim molding, rear fender skirts, hubcaps, and 8.20 × 15 BSW tires. Imperial adds: glass division window.

### Measurements

Wheelbase	149.8"
Length	237.0"
Width	79.6"
Height	63.9"
Legroom — front	43.3"
Legroom — rear	NA
Headroom — front	36.7"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 75 Fleetwood 4-Door Sedan, 8-p.	7523	\$6,187	+5.31%	5020	1,075	+20.92%
Series 75 Fleetwood Imperial 4-Door Sedan, 8-p.	7533	\$6,402	+5.12%	5113	841	+37.64%
TOTALS	<i>Avg. Price</i>	\$6,295	+5.22%	<i>Production</i>	1,916	+27.73%

# CHEVROLET

*“New Look! New Life (V8 or 6)! New Everything! The New Motoramic Chevrolet!”*

Facing restyled and redesigned competition, Chevrolet managed to pull out all the stops for the biggest changes in its history. In one fell swoop, Chevy brought out a brand new powerplant, all-new styling on a new chassis, and a look that took the division from the conservative “mom and pop” car to the youthful and sporty side.

The most important event for 1955 Chevrolets is arguably the introduction of a modern, overhead valve, high-compression V8 engine. The “Turbo-Fire” 265 CID V8 made its debut in all models this season. While the basic V8 setup offered adequate power output of 162 horsepower at 4400 rpm for spirited driving, it would not take long for engineers to build on this fabulous engine, and it would soon be the powerplant others strove to beat. Having a basic design lifespan of nearly 50 years is a testament to how well the engine was originally designed and constructed. To transmit the new power, the transmissions were improved and rear axle ratios changed to take advantage of the V8 powerplant. Helping to further promote the new V8 power, a 1955 Bel Air Convertible was selected as the official pace car of the Indianapolis 500 race. Also noteworthy under the hood, Chevrolet changed to a 12-volt electrical system which allowed better engine performance and the ability to power more accessories; however, the 6-cylinder Corvette would continue to use the 6-volt system for one more year.

After more than five years of having to compete with more modern slab-sided designs, Chevy and Pontiac abandoned the last vestiges of a rear fender line. At the same time, a wraparound windshield made its first appearance on a Chevrolet, and the hood and fenders finally were at nearly the same height. Other sporty touches included hooded headlights and a smaller rectangular grille, often referred to as “Ferrari-like,” set directly under the hood opening. Above the new grille were a revised Chevrolet hood

emblem and a new dual-finned “jet” hood ornament. Bumper ends, front and rear, bumped out to accentuate the fender tips. Around back, the trunk height was level with the quarter panel height, and was squared-off to maximize luggage space. Taillamps and backup lights were mounted high on the trailing edge of the quarter panels, and a chrome “bowtie” and “V” emblem below the taillamp indicated that there was a V8 under the hood.

Body side trim was simple and tasteful on the high-line Bel Air, with front fender trim beginning off the crease of the hooded headlamp, and extending rearward to the mid-point of the front doors. Trim for the rear quarter panel began a few inches below and forward of the taillight bezel, and ran straight forward to a point just short of the front end side trim. A vertical “louvered” piece of trim connected the beltline dip at the rear window to the rear quarter trim. Also, the Bel Air featured stainless steel trimmed front and rear windows, stainless steel beltline trim, C-pillar molding, and side window surround trim. Two-Ten models lost the C-pillar molding, side window surround trim and the front fender trim. The One-Fifty model did not have any of the stainless trim, but was still a pleasing looking car.

Interior changes began with a new instrument panel that was described in advertising as an “airliner look,” with instruments grouped together in a sweeping cluster over the steering column, balanced with a similar area containing the electric clock on the passenger side, and a center-mounted glove compartment. Fabrics were more stylish, and were on a par with some higher-priced cars.

Making its way to showrooms after appearing in a GM Motorama as an experimental model was the Bel Air Nomad 2-Door Station Wagon. Fashioned after the Corvette-based Nomad show car, the production Nomad re-



tained the unique forward sloping B-pillars that would characterize the Nomad through its brief three-year production run. Other distinctive features of the Nomad included horizontally sliding rear compartment side windows, forward slanting tailgate (with seven vertical chrome trim strips and Nomad script) and rear window styling, and for the 1955 model year only, a full rear wheel opening cut-out. The concept would immediately be imitated by Ford, but without nearly the flair and success of the Nomad.

After much-improved sales for 1954, it was hoped that

the new V8 powerplant in the Corvette would continue the momentum for 1955. Unfortunately, with the advent of the much more traditionally styled Ford Thunderbird, sales went downhill. Styling for the Corvette remained the same as the original 1953 version, but there were many improvements. Color choices expanded also, with new top colors in white and dark green along with last year's beige, and interiors of red, yellow, light beige and dark beige now offered, depending of course on exterior paint color.



One-Fifty 2-Door Sedan



Two-Ten 4-Door Townsman Station Wagon



Bel Air 2-Door Convertible



Bel Air 2-Door Convertible, Indianapolis 500 Pace Car



Bel Air 2-Door Hardtop



Bel Air Nomad 2-Door Station Wagon



Corvette 2-Door Convertible

**Model year production:** 1,704,693, up 49.07% from 1954.

**Domestic market share:** 23.92% (1st place).

**Base price range:** \$1,593 to \$2,799.

**Chevrolet average base price:** \$2,015, up 0.64%.

**Introduction date:** October 1954. Nomad introduced January 31, 1955.

**Assembly plants:** Atlanta, GA (A); Baltimore, MD (B); Flint, MI (F); Janesville, WI (J); Kansas City, MO (K); Los Angeles, CA (L); Norwood, OH (N); Oakland, CA (O); St. Louis, MO (S); Tarrytown, NY (T); and Willow Run, MI (W).

**Serial number identification:** Ten or eleven digit code lo-

cated on left front door hinge pillar. First letter(s) designate series and engine, as follows — A for One-Fifty 6-cylinder, B for Two-Ten 6-cylinder, C for Bel Air 6-cylinder, and E for Corvette 6-cylinder. A V in front of the previous letters indicates a V8 engine. Next two numbers designate model year; fourth digit indicates assembly plant from list above, and remaining digits are consecutive serial number, 001001 through 256218. Sequential numbering for Corvette is 001001 through 001700. *Example:* VA55F001001 is a 1955 One-Fifty with V8 engine built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.



## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>One-Fifty, Two-Ten &amp; Bel Air</i>	<i>Corvette</i>
235.5 CID Blue-Flame, 1-bbl., 6-cyl.	7.5:1	123	3-speed manual Overdrive	S \$108	- -
235.5 CID Blue-Flame, 1-bbl., 6-cyl.	7.5:1	136	Powerglide Automatic	\$178	-
235.5 CID Blue-Flame, 3 × 1-bbl., 6-cyl.	8.0:1	155	3-speed manual Powerglide Automatic	- -	S \$178
265 CID Turbo-Fire, 2-bbl., V8	8.0:1	162	3-speed manual Overdrive Powerglide Automatic	\$99 \$207 \$277	- - -
265 CID Turbo-Fire, 4-bbl., V8	8.0:1	180	3-speed manual Overdrive Powerglide Automatic	\$134 \$242 \$312	- - -
265 CID Turbo-Fire, 4-bbl., V8	8.0:1	195	3-speed manual Powerglide Automatic	- -	\$135 \$313

## Major Options

	<i>One-Fifty</i>	<i>Two-Ten &amp; Bel Air</i>	<i>Corvette</i>
Air-Flow heater and defroster	\$91	\$91	\$91
Air conditioner (V8 only — except convertible)	\$565	\$565	-
Directional signals	\$17	\$17	\$17
Electric windshield wipers	\$10	\$10	S
Windshield washer	\$12	\$12	\$12
Deluxe pushbutton radio	\$65	\$65	-
Signal seeking AM radio	\$145	\$145	\$145
Power windows	\$86	\$86	-
Power front seat adjustment	-	\$	-
Power steering	\$92	\$92	-
Power brakes	\$38	\$38	-
Full wheel covers (std. on Bel Air)	\$18	\$18	S
White sidewall tires	\$27	\$27	\$27

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Polo White (Corvette only)	567	India Ivory over Skyline Blue	602
Pennant Blue Metallic (Corvette only)	570	Autumn Bronze Metallic over Shoreline Beige	603
Corvette Copper (Corvette only)	NA	Neptune Green Metallic over Seamist Green	604
Onyx Black (Corvette and regular line)	585	India Ivory over Seamist Green	605
Gypsy Red (Corvette and regular line)	596	Shoreline Beige over Autumn Bronze Metallic	606
Harvest Gold (Corvette and regular line)	630	Glacier Blue Metallic over Shoreline Beige	607
Seamist Green	586	India Ivory over Onyx Black	608
Neptune Green Metallic	587	Glacier Blue Metallic over Skyline Blue	610
Skyline Blue	588	India Ivory over Regal Turquoise Metallic	612
Glacier Blue Metallic	589	Shoreline Beige over Neptune Green Metallic	613
Copper Maroon Metallic	590	Shoreline Beige over Glacier Blue Metallic	614
Shoreline Beige	591	Shoreline Beige over Gypsy Red	615
Autumn Bronze Metallic	592	Regal Turquoise Metallic over India Ivory	616
India Ivory	593	India Ivory over Gypsy Red	617
Shadow Gray Metallic	594	India Ivory over Shadow Gray Metallic	624
Regal Turquoise Metallic	598	Coral	626
Seamist Green over Neptune Green Metallic	599	Shadow Gray Metallic over Coral	627
Skyline Blue over Glacier Blue Metallic	600	Onyx Black over India Ivory	628
Neptune Green Metallic over Shoreline Beige	601	India Ivory over Coral	629

	<i>Code</i>		<i>Code</i>
India Ivory over Harvest Gold	631	India Ivory over Navajo Tan	684
India Ivory over Cashmere Blue	682	India Ivory over Dusk Rose Metallic	685
Cashmere Blue	683		

*Two-tone available at \$18 extra cost.*

## One-Fifty

*"What a wonderful way to go thrifty!"*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 7.36%.

**Primary competition:** Ford Mainline, Hudson/Nash Rambler, and Plymouth Plaza.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Combinations of patterned cloth, gabardine and vinyl upholstery, black rubber floor mat (rear compartment on utility sedan), driver-side sun visor, two-spoke steering wheel, small hubcaps, and 6.70 × 15 BSW tires. Wagons add: All-vinyl upholstery and linoleum covered load floor.

### Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	115.0"	115.0"
Length	195.6"	197.1"
Width	74.0"	74.0"
Height	60.5"	60.8"
Legroom — front	43.1"	43.3"
Legroom — rear	40.8"	43.1"
Headroom — front	35.8"	35.9"
Headroom — rear	35.4"	35.4"
Cargo capacity (cu. ft.)	20.0*	87.0
Fuel capacity (gals.)	16.0	17.0

*\*Utility Sedan adds 31 cu. ft. in rear compartment.*

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
One-Fifty 2-Door Utility Sedan, 3-p.	1512	\$1,593	+3.51%	3085	11,196	+3.96%
One-Fifty 2-Door Sedan, 6-p.	1502	\$1,685	+3.82%	3110	66,416	+2.41%
One-Fifty 4-Door Sedan, 6-p.	1503	\$1,728	+2.86%	3165	29,898	-7.81%
One-Fifty Handyman 2-Door Wagon, 6-p.	1529	\$2,030	+0.50%	3290	17,936	-16.20%
TOTALS		<i>Avg. price</i> \$1,759	+2.54%		<i>Production</i> 125,446	-3.10%

## Two-Ten

*"Imagine — All this glamour in a car that's priced so low!"*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 47.24%.

**Primary competition:** Ford Customline, Plymouth Savoy, and Studebaker Champion.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Combinations of patterned cloth, gabardine and vinyl upholstery, black rubber floor mat, dual sun visors, two-spoke steering wheel with full horn ring, stainless steel trim on windshield, side windows, and rear window, rear quarter panel trim, small hubcaps, and 6.70 × 15 BSW tires. Wagons add: All-vinyl upholstery and linoleum covered load floor. Delray Coupe adds: All-vinyl two-tone upholstery, two-tone door panels, and full carpeting.

### Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	115.0"	115.0"
Length	195.6"	197.1"
Width	74.0"	74.0"
Height	60.5"	60.8"
Legroom — front	43.1"	43.3"
Legroom — rear	40.8"	43.1"
Headroom — front	35.8"	35.9"
Headroom — rear	35.4"	35.4"
Cargo capacity (cu. ft.)	20.0	87.0
Fuel capacity (gals.)	16.0	17.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Two-Ten 2-Door Sedan, 6-p.	2102	\$1,775	+3.38%	3145	249,105	+27.42%
Two-Ten 2-Door Delray Club Coupe, 6-p.	2124	\$1,835	+2.97%	3145	115,584	+74.06%
Two-Ten 2-Door Hardtop Sport Coupe, 6-p.	2154	\$1,959	NEW	3172	11,675	NEW
Two-Ten 4-Door Sedan, 6-p.	2103	\$1,819	+2.71%	3180	317,724	+35.12%
Two-Ten Handyman 2-Door Station Wagon, 6-p.	2129	\$2,079	NEW	3330	28,918	NEW
Two-Ten Townsman 4-Door Station Wagon, 6-p.	2109	\$2,127	-0.28%	3370	82,303	+202.86%
TOTALS	<i>Avg. price</i>	\$1,932	+4.41%	<i>Production</i>	805,309	+53.62%

## Bel Air

*"Chevrolet's new 'show car' styling at its beautiful best!  
The luxurious Bel Air."*

**Nameplate year of origin:** 1953 (1950 as 2-door hardtop model designation).

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 45.36%.

**Primary competition:** Ford Fairlane, Nash Statesman, Plymouth Belvedere and Studebaker Commander.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Combinations of patterned cloth, gabardine and vinyl upholstery, full carpeting, dual sun visors, three-spoke steering wheel with full horn ring, stainless steel trim on windshield, side windows, and rear window, stainless steel front fender and rear quarter panel trim, full wheel covers, and 6.70 × 15 BSW tires. Wagon adds: Linoleum covered load floor and rubber floor mats. Convertible adds: All-vinyl interior and power top.

## Measurements

	Cars	Wagons
Wheelbase	115.0"	115.0"
Length	195.6"	197.1"
Width	74.0"	74.0"
Height	60.5"	60.8"
Legroom — front	43.1"	43.3"
Legroom — rear	40.8"	43.1"
Headroom — front	35.8"	35.9" <sup>†</sup>
Headroom — rear	35.4"	35.4" <sup>†</sup>
Cargo capacity (cu. ft.)	20.0*	87.0 <sup>†</sup>
Fuel capacity (gals.)	16.0	17.0

\*Convertible cargo capacity is 17.0 cu. ft. <sup>†</sup>Nomad front headroom is 34.7"; rear headroom is 34.2"; cargo capacity is 71.0 cu. ft.

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Bel Air 2-Door Sedan, 6-p.	2402	\$1,888	+3.17%	3155	168,313	+17.23%
Bel Air 2-Door Hardtop Sport Coupe, 6-p.	2454	\$2,067	+0.29%	3195	185,562	+179.55%
Bel Air 2-Door Convertible, 5-p.	2434	\$2,206	+0.96%	3315	41,292	+113.03%
Bel Air 4-Door Sedan, 6-p.	2403	\$1,932	+2.55%	3200	345,372	+38.84%
Bel Air Nomad 2-Door Station Wagon, 6-p.	2429	\$2,472	NEW	3300	8,386	NEW
Bel Air Beauville 4-Door Station Wagon, 6-p.	2409	\$2,262	NEW	3385	24,313	NEW
TOTALS	<i>Avg. price</i>	\$2,138	+4.36%	<i>Production</i>	773,238	+59.20%

# Corvette

*"The First All-American Sports Car!"*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1953 through 1955.

**Percentage of division's sales volume:** 0.04%.

**Primary competition:** Ford Thunderbird.

**Notable changes:** No changes.

**Major standard equipment:** Simulated leather upholstered bucket seats, instrument panel with full gauges, floor mounted transmission shifter, canvas manual folding top, lower bodyside chrome trim, dual exhaust, full wheel covers and 6.70 × 15 BSW tires.

## Measurements

Wheelbase	102.0"
Length	167.3"
Width	69.8"
Height	51.5"
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	NA

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Corvette 2-Door Convertible, 2-p.	2934	\$2,799	-20.55%	2650	700	-80.77%
TOTALS	<i>Avg. price</i>	\$2,799	-20.55%	<i>Production</i>	700	-80.77%

# CHRYSLER

*"Chrysler announces ... The New 100 Million Dollar Look.  
America's most smartly different car!"*

The 1955 Chrysler was completely new from front to back and inside to out, bearing little in common with the old "stodgy-looking" Chrysler, except the Hemi engine. In one grand move, stylist Virgil Exner and his team had propelled Chrysler styling to the forefront of the industry. Lower, wider, longer and sleekly styled, the new models were an instant success.

The new look began up front with an all-new grille design set below lowered front fender and hood lines. The grille was of a twin, split design, composed of a single horizontal bar intersecting three vertical bars and surrounded by a heavy chrome trapezoidal-style loop, on each side. The metal divider section carried a stylized Chrysler crest ornament, mounted below the new streamlined hood ornament. Below the grille was a chrome bar running full-width and widening as it rounded the front fender edge. Parking and turn signal lamps were mounted in an oval

housing atop the front bumper directly under the outside edge of the grille openings, with a horizontal bar running between.

Wraparound "Super-Scenic" windshields were a first for Chrysler, and were of the type that slanted forward at each end, top to bottom, eliminating the dreaded "dog-leg" that was so common on many other cars. Bodysides were smooth with few feature lines. Body length side trim was used on all series, with variations for certain models, and cars with two-tone trim. The new New Yorker DeLuxe St. Regis hardtop wore exclusive two-tone trim, which was used on the Newport hardtop for a special summer sales promotion. At the back, rear fenders were topped off with a chrome fin-type ornament that housed the taillights, and backup lamps were mounted under the trunk lid opening.

Interiors sported new colors and materials and were highlighted by an all-new instrument panel design. The

placement of the transmission selector was the most talked about feature for the year. Dubbed the “Finger tip” PowerFlite range selector, the shift lever was located on the instrument panel, rather than mounted to the steering column. This would be a one-year-only design for Chrysler, but it would be copied by several other makes later on.

Adding excitement to the styling for Chrysler was a new 301 CID V8 for the Windsor DeLuxe line, making Chrysler an all V8 lineup. This engine was essentially a smaller bore version of the tried-and-true 331 CID V8 used in the New Yorker DeLuxe. Also of note, this was the last year for the 6-volt electrical system.

The real excitement came in the form of an all-new

model. The first Chrysler 300 Sport Coupe was introduced to the public on February 10, 1955. Based on a New Yorker DeLuxe Newport 2-Door Hardtop, this first 300, technically the C-300, hid a mighty powerplant under its hood. The already impressive Hemi V8 engine was fitted with a race-type camshaft, solid lifters and dual 4-barrel carburetors, to produce an amazing 300 horsepower — hence the name 300. The 300 was fitted with an Imperial style grille and a full leather interior to make sure it was a standout car.

On a final note, this was the first year for the Imperial to be a separate marketing division of Chrysler. See the 1955 Imperial section for more details on this change.



300 2-Door Hardtop, in Daytona race trim



New Yorker DeLuxe 2-Door St. Regis Hardtop



Windsor DeLuxe 4-Door Sedan



Windsor DeLuxe 2-Door Nassau Hardtop

**Model year production:** 152,776, up 46.11% from 1954.  
**Domestic market share:** 2.14% (9th place).  
**Base price range:** \$2,660 to \$4,209.  
**Chrysler average base price:** \$3,426, down 12.37%.  
**Introduction date:** November 17, 1954; 300 introduced February 10, 1955.  
**Assembly plants:** Detroit, MI (no code); and Los Angeles, CA (L).

**Serial number identification:** Located on left front door hinge pillar. Windsor DeLuxe C-67 series: Seven or eight digit code as follows — Detroit, W551001 to W5592194; Los Angeles, W55L1001 to W55L4777. New Yorker DeLuxe C-68 series: Seven or eight digit code as follows — Detroit, N551001 to N5549395; Los Angeles, N55L1001 to N55L3560. 300 C-68-300 series: Eight digit code as follows — Detroit, 3N551001 to 3N552724.

### Powertrains

Engine	Compression		Transmission	New Yorker		
	Ratio	Gross HP		Windsor DeLuxe	DeLuxe	300
300.5 CID Spitfire, 2-bbl., V8	8.0:1	188	3-speed manual PowerFlite Automatic	S \$189	- -	- -

Engine	Compression		Transmission	New Yorker		
	Ratio	Gross HP		Windsor DeLuxe	DeLuxe	300
331.1 CID FirePower, 4-bbl., V8	8.5:1	250	PowerFlite Automatic	-	S	-
331.1 CID FirePower, Dual 4-bbls., V8	8.5:1	300	PowerFlite Automatic	-	-	S

### Major Options

	Windsor DeLuxe	New Yorker DeLuxe	300
Heater and defroster	\$78	\$78	\$78
Air-Temp air conditioning*	\$570	\$570	\$570
Solex tinted windshield	\$20	\$20	\$20
Music-Master radio	\$101	\$101	\$101
Electric clock	\$24	S	S
Two-way power front seat	\$71	71	\$71
Power windows	\$125	\$125	\$125
Power steering	\$113	\$113	\$113
Power brakes	\$40 <sup>†</sup>	S	S
Wire wheels	\$	\$	\$
White sidewall tires	\$30	\$32	\$32

\*Not available on Convertibles or Town & Country station wagons. <sup>†</sup>Standard on Windsor Town & Country wagon.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Black	01
Wisteria Blue	05
Rhapsody Blue Metallic	06
Crown Imperial Blue	07
Porcelain Green	11
Shantung Green Metallic	12
Jade Green Metallic	13
Crown Imperial Green	14
Skyline Gray	16
Embassy Gray Metallic	17
Canyon Tan	20
Tango Red	25
Crown Imperial Maroon	26
Navajo Orange	27
Platinum	30
Nugget Gold Metallic	31
Sunburst Yellow	32
Desert Sand	*
Falcon Green	*
Heron Blue	*

Eighty-one two-tone combinations available. \*Used in two-tone combinations only.

## Windsor DeLuxe

“So big, so new, so smart ... so easy to buy!”

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 64.72%.

Primary competition: Buick Super, Hudson Hornet, Oldsmobile 98, and Packard Clipper.

Notable changes: Completely redesigned.

Major standard equipment: Two-tone cloth interior trim, color-keyed front floor mat and rear carpeted floors, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 7.60 × 15 BSW tires. Convertible adds: Power top. Town & Country station wagon adds: Simulated leather interior and power brakes.

### Measurements

Wheelbase	126.0"
Length	218.6"
Width	79.1"
Height	60.6"
Legroom — front	44.6"
Legroom — rear	44.8"
Headroom — front	35.0"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0*

\*Town & Country wagon, 18.5 gals.

### Models Available

Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Windsor DeLuxe Nassau 2-Door Hardtop, 6-p.	C-67	\$2,703	NEW	18,474	NEW
Windsor DeLuxe Newport 2-Door Hardtop, 6-p.	C-67	\$2,818	-0.46%	13,126	+259.12%



	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Windsor DeLuxe 2-Door Convertible, 6-p.	C-67	\$3,090	+1.44%	4075	1,395	+179.00%
Windsor DeLuxe 4-Door Sedan, 6-p.	C-67	\$2,660	+3.83%	3925	63,896	+90.38%
Windsor DeLuxe Town & Country 4-Door Station Wagon, 6-p.	C-67	\$3,332	+0.33%	4295	1,983	+205.08%
TOTALS	<i>Avg. Price</i>	\$2,921	-1.51%	<i>Production</i>	98,874	+122.05%

## New Yorker DeLuxe

*"The power of leadership is yours."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 34.15%.

Primary competition: Buick Roadmaster, Lincoln Custom, and Packard Series 400.

Notable changes: Completely redesigned.

Major standard equipment: Cloth interior trim, full carpeting, rear seat center armrest, electric clock, safety accessory group, full wheel covers, and 8.00 × 15 BSW tires. Town & Country station wagon adds: Simulated leather interior. Convertible adds: Leather interior and power top.

### Measurements

Wheelbase	126.0"
Length	218.8"
Width	79.1"
Height	60.9"
Legroom — front	44.6"
Legroom — rear	44.8"
Headroom — front	35.0"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0*

\*Town & Country wagon, 18.5 gals.

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
New Yorker DeLuxe Newport 2-Door Hardtop, 6-p.	C-68	\$3,652	-1.48%	4125	5,777	+20.00%
New Yorker DeLuxe St. Regis 2-Door Hardtop, 6-p.	C-68	\$3,690	NEW	4140	11,076	NEW
New Yorker DeLuxe 2-Door Convertible, 6-p.	C-68	\$3,924	-0.36%	4285	946	+30.66%
New Yorker DeLuxe 4-Door Sedan, 6-p.	C-68	\$3,494	+1.78%	4160	33,342	+23.92%
New Yorker DeLuxe Town & Country 4-Door Station Wagon, 6-p.	C-68	\$4,209	NEW	4430	1,036	NEW
TOTALS	<i>Avg. Price</i>	\$3,794	+4.77%	<i>Production</i>	52,177	+52.09%

## C-300

*"Beautiful. Distinctive. America's most powerful car."*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 1.13%.

Primary competition: None.

Notable changes: All-new model.

Major standard equipment: Leather interior trim, full floor carpeting, electric clock, two-speed electric windshield wipers, luggage compartment light, Imperial-style grille, full wheel covers, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	126.0"
Length	218.8"
Width	79.1"
Height	NA
Legroom — front	44.6"
Legroom — rear	NA
Headroom — front	35.0"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
C-300 2-Door Hardtop Sport Coupe, 6-p.	C-68-300	\$4,110	NEW	4005	1,725	NEW
TOTALS	<i>Avg. Price</i>	\$4,110	NEW	<i>Production</i>	1,725	NEW

# DESOTO

*"1955 DeSoto. Styled for Tomorrow!"*

The 1955 models, styled by Virgil Exner and his team, were the company's most advanced cars since the Airflow. Powered by Hemi V8 engines and given the Chrysler corporate design makeover, the DeSoto line remained closely linked visually to prior models, thanks largely to the floating grille design that was carried onto the new cars in a very successful manner. In reality, though, the cars were entirely new in terms of design, and substantially updated mechanically.

The Hemi V8 engine featured enlarged piston displacement, now standing at 291 cubic inches, with up to 200 horsepower available. The new-for-'54 PowerFlite automatic transmission was enhanced and now had an instrument panel mounted shifter, located to the right side of the steering column. Interior fabrics became more luxurious, and exterior color combinations became more exotic and plentiful. Also new was a top line Fireflite model. Featuring a four-barrel version of the Firedome V8 engine, the new car upped the ante with a luxury car feel in the middle-price range.

As for styling, DeSoto benefited from sharing certain body and chassis features with Chrysler cars. Wraparound windshields were used on all models, with a standard "Sun Cap" visor on Fireflite models, optionally available on Firedome models. The "Sun Cap" was an enlarged upper windshield molding, helping to reduce glare. Frontal styling continued the floating horizontal bar look, now with seven vertical bars, capped with oval parking lamp/turn signal housings at each end. Enlarged bumper guards mounted on top of the front bumper became part of the grille design by

jutting up above the grille line. This was mimicked on the bodyline and grille opening molding with a bump up above each of the guards. A large DeSoto crest and "V" emblem were incorporated where the front hood edge met the body, with DeSoto in block letters above the grille bar. A jet style hood ornament capped off the front styling.

Body sides were fairly clean, with a feature line beginning at the front fender edge at headlight height, running straight back to a point under the rear side window. From there it bumped up and ran across the top of the rear fender, ending at the top of a small tailfin containing the vertically mounted taillight and back-up lamp. Stainless steel trim accented this line on all models that did not have optional two-tone paint inserts. On cars with the side insert colors, the top trim piece ran straight back, front to back, then bent down about a foot short of the tailfin, ending at the rear bumper. A lower trim piece gradually widened until a point directly below where the bodyline kicked up. From here the trim bent downward toward the rocker panel molding, just ahead of the rear wheel opening, and slanted parallel to the top molding's downward sweep.

With the 6-cylinder engine discontinued, the Powermaster line disappeared, leaving the Firedome as the entry-level series. Since the 2-Door sedan was gone, a Firedome Special 2-Door Hardtop was introduced as a budget-priced 2-door model. And finally, the 1954 mid-year Coronado 4-Door sedan was re-introduced in 1955 as a spring model. Distinguishing features were specially designed interior and exterior colors and treatments.



Fire dome 2-Door Special Hardtop

Fireflite 2-Door Sportsman Hardtop  
with Fire dome 4-Door Sedan in background

Fireflite Coronado 4-Door Sedan

**Model year production:** 115,484, up 50.80% from 1954.  
**Domestic market share:** 1.62% (12th place).  
**Base price range:** \$2,498 to \$3,170.  
**DeSoto average base price:** \$2,813, down 4.55%.  
**Introduction date:** October 1954.  
**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. Fire dome S-22 series: Eight digit code, 55185001 to 55256392 (LA plant, 64001001 to 64026847). Fireflite S-21 series: Eight digit code, 50330001 to 50364093 (LA plant, 62045001 to 62047586).

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Fire dome</i>	<i>Fireflite</i>
291 CID, Fire dome 2-bbl., V8	7.5:1	185	3-speed manual	S	-
			Overdrive	\$108	-
			PowerFlite Automatic	\$189	-
291 CID, Fireflite 4-bbl., V8	7.5:1	200	3-speed manual	\$40	S
			Overdrive	\$148	\$108
			PowerFlite Automatic	\$229	\$189

### Major Options

	<i>Fire dome</i>	<i>Fireflite</i>
Heater and defroster	\$92	\$92
Airtemp air conditioning	\$567	\$567
AM radio	\$110	\$110
Power front seat	\$70	\$70
Power windows	\$102	\$102
Tinted glass	\$32	\$32
Electric clock	\$24	\$24
Power steering	\$113	\$113
Power brakes	\$40	\$40
White sidewall tires	\$30	\$30

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

<i>Code</i>		<i>Code</i>
Black	301	Surf White
Avon Blue	305	Carnival Red over Black
Dolphin Blue	306	Emberglow over Black
Marlin Blue Metallic	307	Jamaica Bronze Metallic over Black
Cove Green	315	Birch Gray over Black
Lexington Green	316	Lexington Green over Black
Sherwood Green Metallic	317	Surf White over Black
Birch Gray	330	Dolphin Blue over Avon Blue
Thunder Gray Metallic	331	Marlin Blue Metallic over Avon Blue
Jamaica Bronze Metallic	340	Surf White over Avon Blue
Emberglow	350	Avon Blue over Dolphin Blue
Carnival Red	351	Surf White over Dolphin Blue

	<i>Code</i>		<i>Code</i>
Black over Lexington Green	385	Black over Carnival Red	410
Cove Green over Sherwood Green Metallic	386	Surf White over Carnival Red	411
Marlin Blue Metallic over Birch Gray	390	Birch Gray over Carnival Red	412
Thunder Gray Metallic over Birch Gray	391	Avon Blue over Surf White	419
Surf White over Birch Gray	392	Dolphin Blue over Surf White	420
Black over Birch Gray	393	Lexington Green over Surf White	421
Carnival Red over Birch Gray	394	Cove Green over Surf White	422
Birch Gray over Thunder Gray Metallic	395	Birch Gray over Surf White	423
Black over Jamaica Bronze Metallic	400	Carnival Red over Surf White	424
Surf White over Jamaica Bronze Metallic	401	Emberglow over Surf White	425
Surf White over Emberglow	405	Jamaica Bronze Metallic over Surf White	426
Black over Emberglow	406	Black over Surf White	427
Avon Blue over Marlin Blue Metallic	375	Black over Coronado Green with Surf White sweep insert	430*
Birch Gray over Marlin Blue Metallic	376	Black over Surf White with Coronado Green sweep insert	431*
Sherwood Green Metallic over Cove Green	380	Surf White over Coronado Green with Black sweep insert	432*
Lexington Green over Cove Green	381	Surf White over Black with Coronado Green sweep insert	433*
Surf White over Cover Green	382	Coronado Green over Black with Surf White sweep insert	434*
Cove Green over Lexington Green	383	Coronado Green over Surf White with Black sweep insert	435*
Surf White over Lexington Green	384	Light Taffy over Copper Rose	440

\*Available exclusively on Fireflite Coronado 4-Door Sedan.

## Firedome

*“The mighty new DeSoto Firedome.”*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 67.33%.

**Primary competition:** Buick Century, Kaiser Manhattan, Mercury Montclair, Nash Ambassador, and Oldsmobile Super 88.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Color-keyed fabric and vinyl interior trim (all-vinyl on station wagon), full floor carpeting, vinyl texture instrument panel top, stainless steel body side moldings, full wheel covers, and 7.60 × 15 BSW tires. Convertible adds: All-vinyl upholstery and power top.

### Measurements

	<i>Cars</i>	<i>Wagon</i>
Wheelbase	126.0"	126.0"
Length	217.9"	218.6"
Width	77.0"	77.7"
Height	60.5"	NA
Legroom — front	44.0"	44.0"
Legroom — rear	41.8"	NA
Headroom — front	35.0"	NA
Headroom — rear	34.5"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	18.5

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Firedome Special 2-Door Hardtop, 6-p.	S22	\$2,541	NEW	3790	*	NEW
Firedome Sportsman 2-Door Hardtop, 6-p.	S22	\$2,654	-9.20%	3795	28,943	+560.50%
Firedome 2-Door Convertible, 6-p.	S22	\$2,824	-10.18%	4010	625	-39.02%
Firedome 4-Door Sedan, 6-p.	S22	\$2,498	-6.55%	3810	46,388	+2.87%
Firedome 4-Door Station Wagon, 6-p.	S22	\$3,170	-6.24%	4175	1,803	+90.59%
TOTALS	<i>Avg. Price</i>	\$2,737	-10.41%	<i>Production</i>	77,759	+35.53%

\*Production included within Sportsman 2-Door Hardtop total.

# Fireflite

*"The beautiful DeSoto Fireflite."*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 32.67%.

Primary competition: Chrysler Windsor Deluxe, Hudson Hornet and Packard Clipper.

Notable changes: All-new model.

Major standard equipment: Color-keyed nylon and leather interior trim, full floor carpeting, vinyl texture instrument panel top, stainless steel body side and rocker panel moldings, full wheel covers, and 7.60 × 15 BSW tires. Sportsman adds: Leather upholstery. Convertible adds: Power top. Coronado adds: Deluxe interior trim and specific tri-tone exterior paint combinations.

## Measurements

Wheelbase	126.0"
Length	217.9"
Width	77.0"
Height	60.5"
Legroom — front	44.0"
Legroom — rear	41.8"
Headroom — front	35.0"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fireflite Sportsman 2-Door Hardtop, 6-p.	S21	\$2,939	NEW	3885	10,313	NEW
Fireflite 2-Door Convertible, 6-p.	S21	\$3,151	NEW	4090	775	NEW
Fireflite 4-Door Sedan, 6-p.	S21	\$2,727	NEW	3935	26,637	NEW
Fireflite Coronado 4-Door Sedan, 6-p.	S21	NA	NEW	NA	*	NEW
TOTALS	Avg. Price	\$2,939	NEW	Production	37,725	NEW

\*Production included within 4-Door Sedan total.

# DODGE

*"Daring new, dazzling new '55 Dodge!"*

An all-new Dodge appeared for 1955, sharing the corporate styling theme of lower, wider and longer. Dodge also followed the industry-wide trend of increasing power and passenger convenience. Customers would reward Dodge with a fantastic sales increase of over 80 percent.

The powertrains featured horsepower increases all around. The aging L-head 6-cylinder engine received an increase of 13 horsepower, accomplished mainly through an increase of the compression ratio. The Red-Ram V8 engine was increased in displacement from 241 to 270, adding 25 horsepower in the process. To this, a new Super Red-Ram with 4-barrel carburetion was available in a "Power" package, which added an additional 18 horsepower. The new-for-'54 PowerFlite automatic transmission was now avail-

able with the shift lever protruding from the dashboard, just to the right of the steering column. Other engineering features included upgraded suspension systems and longer wheelbases for all models.

Styling for the new cars was a radical departure from the square, upright designs of older models. Bodysides were smooth with minimal trim. Coronet models used a straight piece of trim from the headlight ring on the front fender to the back edge of the front door. On Royals and the new Custom Royal 4-Door, this trim extended to the rear tail-light trim. Lancers, the new designation for hardtops and convertibles, did not use this trim, instead having a trim piece running along the top of the front fender, gradually rolling over the bodyside to a point just below the back of



the rear window, then sharply going back up, ending at a point at the top of the rear fender above the taillamps. Series designations were on the upper rear quarter panels, except for Lancers, which were labeled “Lancer” or “Royal Lancer” as appropriate on the front fenders.

The grille was of a new split design, predating Pontiac’s now trademark design. At the center of the car was a body color extension between the hood and bumper pan. A heavy looking chrome bar, with three small windsplits atop, began several inches from the center split and wrapped around the front fenders, encompassing the parking light housings. Above this on each side was a trim piece just inside the parking lights, arching up across the hood opening and then dipping down onto the center split. A crest was mounted on the hood, with a “V” underneath it on V8 cars. On all cars, the belt line molding encompassed the greenhouse area and then ran up the hood sides to meet “wings” that extended from the hood ornament. This trim separated colors on two-tone and tri-tone cars. Headlight trim rings were hooded on Royal and Custom Royal.

An interesting option package appeared for 1955, known as the Dodge La Femme. Advertising proclaimed it as “By Special Appointment to Her Majesty ... the American Woman.” With the baby boom of the postwar period, and the increasing number of women in the workplace, Chrysler Corporation believed a marketing niche could be tailored to women. In what was a bold move at the time,

Dodge had a team of female designers add colors, trim and accessories to appeal to the feminine buyer or driver. The resulting “La Femme” was an approximately \$142 option available exclusively on the new Custom Royal Lancer 2-Door Hardtop. On the inside could be found pink “Rosebud” cloth fabric with light pink or white vinyl upholstery, and special seatbacks with a compartment to store the included purse, rain coat, and rain bonnet. The specially designed purse, colored to match the upholstery, included a compact lipstick case, cigarette case, lighter and change purse. The exterior was badged with “La Femme” script on the front fenders, replacing the regular Custom Royal script. Exterior paint colors of Heather Rose and Sapphire White were regular Chrysler Corporation color offerings, but the combination provided the most distinguishing feature of the Dodge La Femme from a distance. Total production of the option is currently unknown, but is estimated to be between 1350 and 1500 units by most automotive historians.

The new Custom Royal series consisted of the typical 2-Door Hardtop, 4-Door Sedan and the only Dodge convertible. This series replaced the prior Royal, which in turn replaced the previous year’s Coronet. In a two-year time span, the Coronet had been bumped from top line status to the bottom line series; however, it remained the most popular Dodge line. Missing from all series were the club coupes, now being referred to as 2-Door Sedans and Club Sedans.



Coronet 2-Door Sedan



Custom Royal 2-Door Convertible interior



Custom Royal 4-Door Sedan



Custom Royal front end and two-tone detail



Royal 2-Door Lancer Hardtop



**Model year production:** 278,951, up 80.38% from 1954.

**Domestic market share:** 3.91% (8th place).

**Base price range:** \$2,013 to \$2,761.

**Dodge average base price:** \$2,420, up 2.32%.

**Introduction date:** November 17, 1954.

**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. All are eight digit codes as follows: Coronet V8 D55-1, Royal V8 D55-2 and Custom Royal V8 D55-3 series: Detroit, 34740001 to 34970679; Los Angeles, 42518001 to 42526800. Coronet 6 D56-1 series: Detroit, 32192001 to 32225514; Los Angeles, 48016001 to 48016299.

## Powertrains

Engine	Compression		Transmission	Coronet*	Royal*	Custom Royal
	Ratio	Gross HP				
230 CID Get-Away, 2-bbl., L-head, 6-cyl.	7.4:1	123	3-speed manual	S	-	-
			Automatic Overdrive	\$108	-	-
			PowerFlite Drive	\$178	-	-
270 CID Red Ram, 2-bbl, V8	7.6:1	175	3-speed manual	\$103	S	-
			Automatic Overdrive	\$211	\$108	-
			PowerFlite Drive	\$281	\$178	-
270 CID Super Red Ram, 2-bbl., V8	7.6:1	183	3-speed manual	\$151	\$48	S
			Automatic Overdrive	\$259	\$156	\$108
			PowerFlite Drive	\$329	\$226	\$178
270 CID Super Red Ram, 4-bbl., V8	7.6:1	193	3-speed manual	\$199	\$96	\$48
			Automatic Overdrive	\$307	\$204	\$156
			PowerFlite Drive	\$377	\$274	\$226

\*Coronet Club Sedan and Lancer Hardtop are V8 only models, and prices are listed with the Royal.

## Major Options

	Coronet	Royal	Custom Royal
Heater and defroster	\$78	\$78	\$78
Airtemp air conditioning	\$567	\$567	\$567
Radio	\$110	\$110	\$110
4-way power front seat	\$70	\$70	\$70
Power windows — 4-windows	\$102	\$102	\$102
Solex tinted glass	\$30	\$30	\$30
Power steering	\$113	\$113	\$113
Power brakes	\$38	\$38	\$38
Wheel covers	\$14	\$14	\$14
Wire wheels	\$	\$	\$
White sidewall tires	\$30	\$30	\$30

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code
Jewell Black	501	Halo Blue over Admiral Blue Metallic	560
Halo Blue	505	Admiral Blue Metallic over Halo Blue	561
Parisian Blue	506	Sapphire White over Parisian Blue	562
Admiral Blue Metallic	507	Emerald Green over Satin Green Metallic	563
Chiffon Green	515	Satin Green Metallic over Emerald Green	564
Emerald Green	516	Satin Green Metallic over Chiffon Green	565
Satin Green Metallic	517	Emerald Green over Chiffon Green	566
Cashmere Gray	530	Cameo Red over Cashmere Gray	567
Heather Rose	550	Jewell Black over Cameo Red	568
Cameo Red	551	Jewell Black over Heather Rose	569
Regal Burgundy Metallic	552	Cameo Red over Sapphire White	570
Sapphire White	555	Heather Rose over Sapphire White	571
Fantasy Yellow	556	Sapphire White over Jewell Black	572

	<i>Code</i>		<i>Code</i>
Sapphire White over Fantasy Yellow	573	Cameo Red over Cashmere Gray*	567-3
Jewell Black over Fantasy Yellow	574	Jewell Black over Cameo Red*	568-2
Sapphire White over Regal Burgundy Metallic	575	Jewell Black over Heather Rose*	569-2
Halo Blue over Admiral Blue Metallic*	560-2	Cameo Red over Sapphire White*	570-3
Admiral Blue Metallic over Halo Blue*	561-2	Heather Rose over Sapphire White*	571-3
Sapphire White over Parisian Blue*	562-3	Sapphire White over Jewell Black*	572-4
Emerald Green over Satin Green Metallic*	563-2	Sapphire White over Fantasy Yellow*	573-3
Satin Green Metallic over Emerald Green*	564-2	Jewell Black over Fantasy Yellow*	574-2
Satin Green Metallic over Chiffon Green*	565-2	Sapphire White over Regal Burgundy Metallic*	575-3
Emerald Green over Chiffon Green*	566-2		

*\*In three-tone combinations, third color is middle (or "Saddle") color with the following codes: 2 = Sapphire White; 3 = Jewell Black; 4 = Cameo Red. Example: 560-2 is Halo Blue roof over Sapphire White "Saddle" (hood, decklid, fender edge) and Admiral Blue Metallic lower body.*

## Coronet

*"Sleek and low ... flair-fashioned for the future."*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 40.50%.

**Primary competition:** Pontiac Chieftain 860 and Studebaker Commander.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Jacquard fabric interior trim, full floor rubber covering, two-speed electric windshield wipers, windshield, rear window, vent window, beltline stainless trim, and 6.70 × 15 BSW tires. Suburban wagons add: Cordagrain vinyl interior trim. Club Sedan and Lancer 2-Door Hardtop V8 models add: 7.10 × 15 BSW tires.

### Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	120.0"	120.0"
Length	212.1"	214.9"
Width	74.5"	74.5"
Height	60.6"	61.0"
Legroom — front	44.5"	44.5"
Legroom — rear	45.0"	45.0"
Headroom — front	35.5"	35.5"
Headroom — rear	34.9"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Coronet 2-Door Sedan, 6-p.	D56-1/D55-1	\$2,013	NEW	3235	24,104	+92.85%
Coronet 2-Door Club Coupe, 6-p.*	D55-1	\$2,124	+0.71%	NA	*	*
Coronet 2-Door Lancer Hardtop, 6-p.	D55-1	\$2,281	-4.16%	3375	26,727	+26627.00%
Coronet 4-Door Sedan, 6-p.	D56-1/D55-1	\$2,093	-2.01%	3295	46,074	-9.59%
Coronet 2-Door Suburban Station Wagon, 6-p.	D56-1/D55-1	\$2,349	+10.50%	3410	8,115	-14.48%
Coronet 4-Door Sierra Station Wagon, 6-p.	D56-1/D55-1	\$2,463	-13.61%	3480	5,953	+502.53%
Coronet 4-Door Sierra Station Wagon, 8-p.	D56-1/D55-1	\$2,565	-8.06%	3595	†	†
TOTALS	<i>Avg. Price</i>	\$2,270	-5.86%	<i>Production</i>	112,986	+51.86%

*\*Although this body style is listed in many industry references, there is no record of production. †Production records for the 8-passenger, 3-seat wagon were kept combined with the 6-passenger, 2-seat wagon.*

# Royal

*"Expect the unexpected when you take the wheel."*

Nameplate year of origin: 1954.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 27.48%.

Primary competition: Buick Special, Hudson Wasp, Mercury Custom, Nash Statesman, Oldsmobile 88, Pontiac Chieftain 870, and Studebaker President.

Notable changes: Completely redesigned.

Major standard equipment: Two-tone Jacquard and Cordagrain interior trim, full floor carpeting, two-speed electric windshield wipers, windshield, rear window beltline and bodyside stainless trim, rear fender gravel shields, and 7.10 × 15 BSW tires. Sierra wagons add: Two-tone Cordagrain vinyl interior trim.

## Measurements

	Cars	Wagons
Wheelbase	120.0"	120.0"
Length	212.1"	214.9"
Width	74.5"	74.5"
Height	60.6"	61.0"
Legroom — front	44.5"	44.5"
Legroom — rear	45.0"	45.0"
Headroom — front	35.5"	35.5"
Headroom — rear	34.9"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Royal 2-Door Lancer Hardtop, 6-p.	D55-2	\$2,395	-4.31%	3425	25,831	+570.59%
Royal 4-Door Sedan, 6-p.	D55-2	\$2,310	-2.65%	3425	45,323	-9.44%
Royal 4-Door Sierra Station Wagon, 6-p.	D55-2	\$2,659	NEW	3655	5,507	NEW
Royal 4-Door Sierra Station Wagon, 8-p.	D55-2	\$2,761	NEW	3730	*	*
TOTALS	Avg. Price	\$2,531	+2.72%	Production	76,661	+18.30%

\*Production records for the 8-passenger, 3-seat wagon were kept combined with the 6-passenger, 2-seat wagon.

# Custom Royal

*"Flair-fashioned ... and alive with beauty."*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 32.01%.

Primary competition: Buick Century, DeSoto Firedome, Hudson Hornet, Mercury Monterey, Nash Ambassador, Oldsmobile Super 88, and Pontiac Star Chief.

Notable changes: All-new model.

Major standard equipment: Two-tone Jacquard and Cordagrain interior trim, full floor carpeting, two-speed electric windshield wipers, windshield, rear window beltline and bodyside stainless trim, rear fender gravel shields, and 7.10 × 15 BSW tires. Convertible adds: Two-tone Cordagrain interior and power top.

## Measurements

Wheelbase	120.0"
Length	212.1"
Width	74.5"
Height	60.6"
Legroom — front	44.5"
Legroom — rear	45.0"
Headroom — front	35.5"
Headroom — rear	34.9"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom Royal 2-Door Lancer Hardtop, 6-p.	D55-3	\$2,543	NEW	3480	30,499	NEW
Custom Royal 2-Door Lancer Convertible, 6-p.	D55-3	\$2,748	NEW	3610	3,302	NEW
Custom Royal 4-Door Sedan, 6-p.	D55-3	\$2,473	NEW	3485	55,503	NEW

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom Royal 4-Door Lancer Sedan, 6-p.	D55-3	\$2,516	NEW	3505	*	*
TOTALS	<i>Avg. Price</i>	\$2,570	NEW	<i>Production</i>	89,304	NEW

*\*A Custom Royal Lancer sedan is listed in some industry references, but none are known to have been produced.*

# FORD

*“The fine car of its field. ’55 Ford!”*

Typifying the energy surrounding the 1955 automobile season, Ford entered the market with a completely new line of cars, as well as the all-new two-seat sportster, the Thunderbird. To go along with the new cars was a new top of the line series, the Fairlane, which replaced the Crestline. Of course the new year also brought more powerful engines, new options and more color choices inside and out. The result was Ford’s best production year since 1923, when the Model T ruled the road.

The all-new Thunderbird was first unveiled at the Detroit auto show on February 20, 1954, nine months before public introduction of the regular 1955 Ford line. However, full production did not begin until September 1954, so very few were into consumers’ hands prior to the official introduction date of October 22, 1954. Featuring styling very similar to the full-size Ford line, the low-slung roadster was more refined than the Corvette, and was obviously more in line with consumers’ tastes. The T-Bird outsold the Corvette by a margin of 23 to 1 in its first year.

Thunderbird styling was very smooth and clean. The front styling led off with a small, egg-crate style grille mounted low on the front and between parking lamps, which sat directly below the “frenched” headlamps. Mounted to the bumper were two round bumper guards, which mimicked the similar dual exhaust outlets atop the rear bumper. The low, relatively flat hood sported a functional hood scoop to provide better performance for the new 193 horsepower, 292 CID, 4-barrel V8 engine. A single body side feature line which began as a short “hockey-stick” shaped front fender crease ran straight back the length of the car, creating the top edge of the rounded quarter panel bulge in which the large round taillamp was mounted. Within that front fender hockey-stick curve were nine chrome hash marks that were forward slanting, followed by a “V8” engine logo. Rear fender skirts completed the clean body side lines. Small tailfins capped off the pre-

viously mentioned round taillamps at the back. Inside, the relatively roomy interior featured Ford’s “Astra Dial” speedometer dome, a full-width vinyl bench seat, a floor shifter and a telescoping steering wheel, which allowed easier entry. A long list of equipment was offered, including the first fitment of tubeless tires as standard equipment.

The regular line Fords’ styling mimicked the Thunderbird’s. Up front a full-width, concave egg-crate grille, lined with a chrome strip, had two large round parking lamp housings mounted directly under the “frenched” headlamps. Body sides were smooth and used three different feature lines. One began as the front wheel lip edge and ran forward to a point under the headlamp, while a second did the same at the rear wheel running back to a point below the taillamp. The third ran from just under the C-pillar to the top of the taillamp, similar to the longer feature line on the Thunderbird. A small, T-Bird style tailfin was also seen, topped with stainless trim on the Fairlane. The Fairlane also featured a V-shaped side trim molding which started at the top center of the headlamp, spilled over the body side towards the middle of the front door, and then swept up slightly before turning straight back to the centerline of the taillamp bezel. The greenhouse area incorporated wraparound windshields and rear windows as was in vogue. The Victoria 2-Door Hardtop had a one-year-only roofline, being more upright, like the 2-Door Club Sedan, where the Crown Victoria and all ’56 Victoria 2-Doors used a slightly sloped rear roofline.

Inside, all cars used the “Astra-Dial” instrument panel design, with its transparent dome over the speedometer. The regular line Fords used three round pods containing most instruments, the clock and optional radio, while the Thunderbird had two round pods for the gauges and rectangular units for the radio and heater controls. Upper trim level models — i.e., the Thunderbird and Fairlane Crown Victoria — utilized pleated vinyl interiors, while most other

models used cloth and vinyl trim. Newly upgraded V8 engines were also introduced, with the V8 engine now being 272 cubic inches (with dual exhaust on Fairlane and station wagons), and the Thunderbird's 292 CID V8 engine being available on all Ford models.

Besides the Thunderbird, several other new models were introduced. At the top of the line was the new Fairlane Crown Victoria, consisting of two different 2-Door Hardtop models, both wearing a chrome "basket handle" loop over the roof. One was a regular hardtop, while the other was the former Plexiglas topped Skyliner, made into

a "glass top" Crown Victoria. The look was sporty and unique among any manufacturer's offerings. Other model changes included the addition of a 6-passenger Customline Country Sedan station wagon and the discontinuation of the Customline 2-Door Club Coupe. The new Fairlane Sedans, which were the former Crestline Tudor and Fordor Sedans, were now referred to as the 2-Door Club Sedan and 4-Door Town Sedan. Also, technically the station wagons were now their own series, but they are included here with the series to which they are most closely related.



Fairlane 2-Door Crown Victoria with Glass top



Fairlane 2-Door Victoria Hardtop



Fairlane 4-Door Town Sedan



Thunderbird 2-Door Convertible



Thunderbird interior

**Model year production:** 1,451,157, up 24.46% from 1954.

**Domestic market share:** 20.36% (2nd place).

**Base price range:** \$1,606 to \$2,944.

**Ford average base price:** \$2,077, up 7.05%.

**Introduction date:** November 1954 (official Thunderbird introduction October 22, 1954).

**Assembly plants:** Atlanta, GA (A); Buffalo, NY (B); Chester, PA (C); Chicago, IL (G); Dallas, TX (D); Dearborn, MI (F); Mahwah, NJ (E); Kansas City, MO (K); Long Beach, CA (L); Louisville, KY (U); Memphis, TN (M); Norfolk, VA (N); San Jose, CA (R); Somerville, MA (S); and Twin Cities (St. Paul), MN (P).

**Serial number identification:** Ten-digit number located on left front door hinge pillar, and read as follows: First digit indicates engine installation (A for 6-cylinder, U for 272 CID V8, P for 292 CID V8). The second digit indicates model year (5 = 1955). Third digit indicates assembly plant code from above. Fourth digit indicates the body type as follows: Sunliner (C); Mainline Ranch Wagon (W); Customline Ranch Wagon (R); Country Sedan (X); Country Squire (Y); Skyliner (F); Victoria (V); Fairlane Fordor (T); Thunderbird (H); all others (G). Remaining digits are sequential serial number with beginning number of 100001 and ending number as follows in the chart below.

### Highest Serial Numbers by Assembly Plant

<i>Assembly plant</i>	<i>Ending</i>
Atlanta, GA (A)	177690
Buffalo, NY (B)	180064
Chester, PA (C)	170684



<i>Assembly plant</i>	<i>Ending</i>
Chicago, IL (G)	210786
Dallas, TX (D)	241526
Dearborn, MI (F)*	260557
Mahwah, NJ (E)	203388
Kansas City, MO (K)	178471
Long Beach, CA (L)	184499
Louisville, KY (U)	185195
Memphis, TN (M)	183320
Norfolk, VA (N)	187331
San Jose, CA (R)	185642
Somerville, MA (S)	198283
Twin Cities (St. Paul), MN (P)	198290

*\*All Thunderbirds were built at Dearborn, MI.*

### Powertrains

<i>Engine</i>	<i>Compression</i>		<i>Transmission</i>	<i>Mainline &amp; Customline</i>		
	<i>Ratio</i>	<i>Gross HP</i>		<i>Fairlane</i>	<i>Thunderbird</i>	<i>Thunderbird</i>
223 CID Mileage Maker, 1-bbl., 6-cyl.	7.5:1	120	3-speed manual	S	S	-
			Overdrive	\$110	\$110	-
			Ford-O-Matic Drive	\$178	\$178	-
272 CID Trigger Torque, 2-bbl., V8	7.6:1	162	3-speed manual	\$100	\$100	-
			Overdrive	\$210	\$210	-
			Ford-O-Matic Drive	\$278	\$278	-
272 CID Trigger Torque, Power Pack 4-bbl., V8	8.5:1	182	Ford-O-Matic Drive	\$*	\$	-
292 CID Thunderbird, 4-bbl., V8	8.1:1	193	3-speed manual	-	-	S
			Overdrive	-	-	\$110
			Ford-O-Matic Drive	-	-	\$178

*\*Available only on station wagon models.*

### Major Options

	<i>Mainline</i>	<i>Customline</i>	<i>Fairlane</i>	<i>Thunderbird</i>
Magic Air heater and defroster	\$71	\$71	\$71	\$85
Electric clock	\$15	\$15	\$15	\$
Radio	\$99	\$99	\$99	\$99
I-rest tinted glass	\$	\$	\$	\$25
Windshield washers	\$10	\$10	\$10	\$10
Power windows	-	\$100 <sup>1</sup>	\$100 <sup>1</sup>	\$70
Power seat, 4-way	-	\$65 <sup>2</sup>	\$65	\$65
Master-Guide power steering	\$91	\$91	\$91	\$91
Swift Sure power brakes	\$40	\$40	\$40	\$40
Rear fender skirts	\$	\$	\$	\$
Convertible fabric top	-	-	-	\$75
Fiberglass top and fabric top	-	-	-	\$290 <sup>3</sup>
Full wheel covers	\$	\$	\$	S
White sidewall tires	\$27	\$27	\$27	\$30

<sup>1</sup>Not available on Fairlane Club Sedan, Customline Tudor Sedan, or Ranch Wagons. <sup>2</sup>Not available on Ranch Wagon. <sup>3</sup>Fiberglass removable top became standard equipment shortly after production began.

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	<i>Code</i>		<i>Code</i>
Raven Black	A <sup>1</sup>	Neptune Green (Blue) over Pinetree Green Metallic	HF
Banner Blue Metallic	B	Aquatone Blue over Snowshoe White	CE



	<i>Code</i>		<i>Code</i>
Aquatone Blue	C	Waterfall Blue over Banner Blue Metallic	DB
Waterfall Blue	D	Snowshoe White over Aquatone Blue	EC
Snowshoe White	E <sup>1</sup>	Snowshoe White over Sea Sprite Green	EG
Pinetree Green Metallic	F	Pinetree Green Metallic over Neptune Green (Blue)	FH
Sea Sprite Green	G	Snowshoe White over Torch Red	ER
Neptune Green (Blue)	H	Snowshoe White over Buckskin Brown	EK
Buckskin Brown	K	Goldenrod Yellow over Snowshoe White	VE <sup>2</sup>
Regency Purple Metallic	M	Goldenrod Yellow over Raven Black	VA <sup>3</sup>
Torch Red	R <sup>1</sup>	Regency Purple Metallic over Snowshoe White	ME <sup>3</sup>
Thunderbird Blue	T <sup>1</sup>	Tropical Rose over Snowshoe White	WE <sup>3</sup>
Goldenrod Yellow	V <sup>1</sup>	Raven Black over Snowshoe White	AE <sup>3</sup>
Tropical Rose	W	Snowshoe White over Coral Mist	EZ <sup>4</sup>
Regatta Blue	X	Coral Mist over Snowshoe White	ZE <sup>4</sup>
Mountain Green	Y	Snowshoe White over Mountain Green	EY <sup>4</sup>
Coral Mist	Z	Mountain Green over Snowshoe White	YE <sup>4</sup>
Lancer Maroon Metallic over Snowshoe White	KE	Snowshoe White over Regatta Blue	EX <sup>4</sup>
Torch Red over Snowshoe White	RE	Regatta Blue over Snowshoe White	XE <sup>4</sup>
Sea Sprite Green over Snowshoe White	GE	Regatta Blue over Waterfall Blue	XD <sup>4</sup>

<sup>1</sup>These are the only colors available on the Thunderbird. <sup>2</sup>Special two-tones for station wagons and Victoria models only. <sup>3</sup>Special two-tones for Victoria models only. <sup>4</sup>Spring color two-tone combinations.

## Mainline

*“Beautiful looks which ‘belong’ wherever you may drive!”*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 11.56%.

**Primary competition:** Chevrolet One-Fifty, Hudson/Nash Rambler, and Plymouth Plaza.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon and vinyl upholstery, black rubber floor covering, horn button, driver's side sun visor, rubber front and rear window moldings, hood ornament, and 6.70 × 15 BSW tires.

Ranch Wagon adds: Woven plastic vinyl upholstery, linoleum cargo floor, and 7.10 × 15 BSW tires.

### Measurements

	<i>Cars</i>	<i>Wagon</i>
Wheelbase	115.5"	115.5"
Length	198.5"	197.6"
Width	75.9"	75.9"
Height	61.0"	62.2"
Legroom — front	44.2"	44.2"
Legroom — rear	41.2"	NA
Headroom — front	35.6"	35.6"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Mainline 2-Door Business Coupe, 3-p.	70D	\$1,606	+3.75%	3026	8,809	-17.40%
Mainline 2-Door (Tudor) Sedan, 6-p.	70A	\$1,707	+3.39%	3064	76,698	-37.81%
Mainline 4-Door (Fordor) Sedan, 6-p.	73A	\$1,753	+3.06%	3106	41,794	-24.52%
(Mainline) 2-Door Ranch Wagon, 6-p.	59A	\$2,043	+0.69%	3309	40,493	-8.62%
TOTALS	<i>Avg. price</i>	\$1,777	+2.60%	<i>Production</i>	167,794	-28.19%

## Customline

*"The distinctive Customline offers new comfort, new years-ahead styling for the modern family!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 42.86%.

**Primary competition:** Chevrolet Two-Ten, Plymouth Savoy, and Studebaker Champion.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Two-tone cloth and vinyl upholstery, automatic interior courtesy lighting, black floor mats, half-circle horn ring, clock, stainless front, rear and side window surround moldings, full-length body side stainless trim, and 6.70 × 15 BSW tires. Station wagons add: Woven plastic and vinyl upholstery, tan linoleum cargo floor, removable rear seat (8-passenger only), and 7.10 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	115.5"	115.5"
Length	198.5"	197.6"
Width	75.9"	75.9"
Height	61.0"	62.2"
Legroom — front	44.2"	44.2"
Legroom — rear	41.2"	NA
Headroom — front	35.6"	35.6"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Customline 2-Door (Tudor) Sedan, 6-p.	70B	\$1,801	+3.27%	3084	236,575	-19.36%
Customline 4-Door (Fordor) Sedan, 6-p.	73B	\$1,845	+2.90%	3126	235,417	-10.32%
(Customline) 2-Door Custom Ranch Wagon, 6-p.	59B	\$2,109	-0.61%	3327	43,671	+21.02%
(Customline) 4-Door Country Sedan Station Wagon, 6-p.	79D	\$2,156	NEW	3393	53,075	NEW
(Customline) 4-Door Country Sedan Station Wagon, 8-p.	79B	\$2,287	+3.86%	3469	53,209	+9.97%
TOTALS	<i>Avg. price</i>	\$2,040	+6.07%	<i>Production</i>	621,947	-7.76%

## Fairlane

*"A distinguished new Ford series!"*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 44.47%.

**Primary competition:** Chevrolet Bel Air, Nash Statesman, Plymouth Belvedere and Studebaker Commander.

**Notable changes:** Completely redesigned. Replaces the Crestline series.

**Major standard equipment:** Two-tone vinyl and vinyl pleated or nylon and vinyl upholstery, automatic interior courtesy lighting, black front and rear mat (only on Victoria with all-vinyl interiors), full floor color-coordinated carpeting, stainless front, rear and side window surround moldings, full length body side stainless trim, and 6.70 × 15 BSW tires. Crown Victoria adds: Two-tone vinyl upholstery, rear seat center armrest, and full-floor carpeting. Crown Victoria "glass top" adds: Tinted Plexiglas top over front seat area. Sunliner adds: Black rubber floor mats and hydraulic power top. Station wagon adds: Woven plastic and vinyl upholstery, removable rear seat, simulated mahogany panels with fiberglass maple exterior wood trim, tan linoleum cargo floor and 7.10 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	115.5"	115.5"
Length	198.5"	197.6"
Width	75.9"	75.9"
Height	61.0"	62.2"
Legroom — front	44.2"	44.2"
Legroom — rear	41.2"	NA
Headroom — front	35.6"	35.6"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fairlane 2-Door Club Sedan, 6-p.	70C	\$1,914	NEW	3088	173,311	NEW
Fairlane 2-Door Victoria Hardtop, 6-p.	60B	\$2,095	+1.95%	3184	113,372	+18.76%
Fairlane 2-Door Crown Victoria Hardtop, 6-p.	64A	\$2,202	NEW	3246	33,165	NEW
Fairlane 2-Door Crown Victoria 'Plexiglas' Hardtop, 6-p.	64B	\$2,272	+4.99%	3254	1,999	-85.02%
Fairlane 2-Door Sunliner Convertible, 6-p.	76B	\$2,224	+2.77%	3248	49,966	+36.20%
Fairlane 4-Door Town Sedan, 6-p.	73C	\$1,960	+3.27%	3134	254,437	+155.26%
(Fairlane) 4-Door Country Squire Station Wagon, 8-p.	79C	\$2,392	+2.27%	3471	19,011	+48.56%
TOTALS	<i>Avg. price</i>	\$2,151	+1.28%	<i>Production</i>	645,261	+150.13%

## Thunderbird

*"A personal car of distinction ... Ford Thunderbird!"*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 1.11%.

**Primary competition:** Chevrolet Corvette

**Notable changes:** All-new model.

**Major standard equipment:** Two-tone pleated vinyl upholstery, bench seat, door armrests, automatic interior courtesy lighting, rayon loop carpeting, half-circle steering wheel horn ring, winged "Thunderbird" front end emblem, stainless steel window surround moldings, dual horns, dual exhaust, removable fiberglass hardtop (added after start of production), and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	102.0"
Length	175.3"
Width	70.3"
Height	52.2"
Legroom — front	45.4"
Legroom — rear	—
Headroom — front	32.2"
Headroom — rear	—
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Thunderbird 2-Door Convertible, 2-p.	40	\$2,944	NEW	2980	16,155	NEW
TOTALS	<i>Avg. price</i>	\$2,944	NEW	<i>Production</i>	16,155	NEW

# HUDSON

*"The exciting new Hudsons! All-new from stem to stern!"*

The first Hudson products to be created from the merger with Nash quickly made their way to dealer showrooms by the fall of 1954. On October 13, 1954, the first Hudson-badged 1955 Rambler was built at Kenosha, and

the first 1955 Hudson Wasp was built in Kenosha on December 28, 1954. It was the end of an era for the Hudson Motor Car Company, but a new beginning for the Hudson Motors division of American Motors Corporation.

The large Hudson models were gone, at least in their former condition. The new Wasp and Hornet series were based on the updated versions of the 1952 Nash Statesman and Ambassador series. Though the cars shared basic features such as unitized body construction, wraparound front and rear windows, and floor pans, the designers at the newly formed AMC strived to give Hudson a unique identity.

From the front, a large egg-crate grille with a chrome grille surround filled the area between the headlamps side-to-side, and from the leading hood edge down to the bumper pan. Parking lamps were set in a separate chrome bezel, outside of the grille and below the headlamps. The look was totally different from any prior Hudson but did bear a resemblance to the smaller Rambler's grille, which was also new this year. A Hudson logo was placed in the center of the top portion of the grille surround. The Hudson name was in block letters across the front edge of the hood, and two new hood ornament designs replaced the former air-scoop style ornament. The Wasp used a stand-up style ornament, while all other Super Wasp and Hornet models used a flatter, winged-style ornament.

The bodies were slab-sided and lost the rounded look of the 1948–54 era cars. Full wheel openings at the front and nearly full at the rear were not shared with Nash models, which continued to use the skirted wheel openings that uniquely identified them. Bodyside trim for all Hudson Wasp and Hornet series included a front fender and door trim that ran several inches above the front wheel opening. An upper beltline molding began at the windshield pillar, then a few inches over the body side, and continued straight back to the top edge of the rear quarter panel. This trim strip also served as the separation line for cars with two-tone paint. Another feature shared with Nash models was the rearward slant of the rear side window. Unique to the Hornet and Wasp was a one-piece wraparound rear window, while Nash and Rambler models used a 3-piece wraparound design.

At the rear, Hudson models had a vertically mounted oval taillamp set high on the rear quarter panel. The decklid was no longer of a sloping design and allowed for more usable luggage space, particularly when equipped with the Continental spare tire carrier that was standard on all Custom models. Series designation and Hudson badging appeared on the trunk lid.

With the new design came a reduction of models. In both Wasp and Hornet series the convertible, 2-door club coupe, and 2-door club sedans were gone. This left a 2-door hardtop and 4-door sedan as the only continuing body styles. The Wasp and Hornet both came in Super trim, with only a sedan model, and Custom trim, available on both the Hollywood hardtop and a sedan. All Custom models, including those in the new Rambler series, included finer interior appointments and the Continental spare tire carrier. With sales of the big Hudsons falling, production at the El Segundo, California, plant ended as abruptly as it had begun, after only 48 Hudson Hornets had been built.

The new Rambler series was identical in all respects to the 1955 Nash Rambler. The only difference was that the Hudson Rambler carried a Hudson badge in the center of the egg-crate grille. It is interesting to note that this year and 1956 would be the only years when Ramblers would actually be identified as Hudsons, and each would be of a slightly different design. For 1956, a redesigned Rambler would be introduced, and while still available at both Hudson and Nash dealerships, it would be marketed more as a stand-alone division of AMC, something that would become official with the discontinuation of Hudson and Nash at the end of the 1957 model year. Finally, the imported Metropolitan would continue to be sold by Hudson dealers through the 1957 model year. See the 1954 Hudson or 1954 Nash section for more information on the Metropolitan.



Hornet 4-Door Sedan



Rambler 4-Door Cross Country Station Wagon



Rambler Custom 2-Door  
Country Club Hardtop



Wasp 4-Door Sedan

**Model year production:** 45,515, down 10.16% from 1954.

**Domestic market share:** 0.62% (15th place).

**Base price range:** \$1,457 to \$3,145.

**Hudson average base price:** \$1,762, down 26.39%.

**Introduction date:** February 1955. Hudson-badged Ramblers were introduced November 1954.

**Assembly plants:** Kenosha, WI (D, W, X and Y); and El Segundo, CA (DC, XC and YC).

**Serial number identification:** Five to seven-digit code on plate located on right side of cowl under hood. First digit (two digits on California built cars) indicates assembly plant and series code from above. Remaining digits are sequential serial numbers as follows in chart below.

### Serial Numbers by Series

Series	Series Code	Beginning	Ending
Rambler	D	205001	276099
Rambler	DC	15001	23326
Wasp	W	1001	8026
Hornet 6	X	1001	7523
Hornet 6	XC	1001	1048
Hornet V8	Y	1001	7170
Hornet V8	YC	1001	1048

### Powertrains

Engine	Compression		Transmission	Rambler	Wasp	Hornet
	Ratio	Gross HP				
195.6 CID Super Flying Scot, 1-bbl., L-head, 6-cyl.	7.3:1	90	3-speed manual	S	-	-
			Overdrive	\$104	-	-
			Dual-Range Hydra-Matic	\$179	-	-
195.6 CID Powerflyte, 1-bbl., L-head, 6-cyl.	7.45:1	100	3-speed manual	\$*	-	-
			Overdrive	\$*	-	-
			Dual-Range Hydra-Matic	\$*	-	-
202 CID, 1-bbl., L-head, 6-cyl.	7.5:1	115	3-speed manual	-	S	-
			Overdrive	-	\$104	-
			Hydra-Matic automatic	-	\$179	-
202 CID, Twin-H, 2-bbl., L-head, 6-cyl.	8.0:1	130	3-speed manual	-	\$	-
			Overdrive	-	\$	-
			Hydra-Matic automatic	-	\$	-
308 CID, 2-bbl., L-head, 6-cyl.	7.5:1	160	3-speed manual	-	-	S
			Overdrive	-	-	\$112
			Hydra-Matic automatic	-	-	\$179
320 CID, 2-bbl., OHV, V8	7.8:1	208	3-speed manual	-	-	\$260
			Ultramatic automatic	-	-	\$459

\*Available for Ramblers equipped for fleet service, and special order installation.

## Major Options

	Rambler	Wasp	Hornet
Weather-Eye heater and defroster	\$74	\$77	\$77
All Season air conditioning	\$345	\$395	\$395
Radio and antenna	\$76	\$98	\$98
Air-liner reclining seats	\$11*	\$11*	\$11*
Twin bed seat mattress	\$15	\$15	\$15
Electric clock	\$17*	\$18*	\$18*
Power windows	-	\$128	\$128
Solex tinted glass	\$19	\$33	\$33
Power steering	-	\$108	\$108
Power brakes	-	\$39	\$39
Full wheel covers	\$17*	\$20*	\$20*
White sidewall tires	\$22	\$28	\$40

\*Standard on Custom models.

Options common to most models. (—= Not Available) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Black	P1
Caribbean Blue Green	P44
Midshipman Blue	P61
Island Green	P62
Rio Red	P64
Coral Red	P65
Sunburst Yellow	P66
Bermuda Green	P67
Mist Blue	P68
Snowberry White	P69
Palomino Brown	P71
Black over Sunburst Yellow	P66A1
Island Green over Bermuda Green	P67A62
Midshipman Blue over Mist Blue	P68A61
Snowberry White over Sunburst Yellow	P66A69
Snowberry White over Rio Red	P64A69
Snowberry White over Bermuda Green	P67A69
Snowberry White over Coral Red	P65A69
Snowberry White over Caribbean Blue Green	P44A69
Rio Red over Snowberry White	P69A64
Snowberry White over Black	P1A69
Snowberry White over Palomino Brown	P71A69

Two-tone combinations available at extra cost.

# Rambler

*"The new idea you'll like! An entire new idea in automobiles. The 1955 Hudson Rambler!"*

**Nameplate year of origin:** 1950 (as the Nash Rambler).

**Current bodystyle lifespan:** 1950 through 1955. Four-Door: 1954 through 1955.

**Percentage of division's sales volume:** 54.35%.

**Primary competition:** Willys Aero.

**Notable changes:** All-new series (for Hudson). Changes from 1954 Nash Rambler: Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, rubber floor covering with front carpeted inserts, rubber front window surround, and 5.90 × 15 BSW tires. Super adds: Reclining front seats, stainless steel front window surround, stainless steel full-length lower body molding, and 6.40 × 15 BSW tires. Custom adds: Custom steering wheel, courtesy lights, electric clock, radio, Continental rear tire mount and cover (except station wagon), full wheel covers, and 6.40 × 15 BSW tires. Cross Country station wagon adds: Rooftop luggage rack.

## Measurements

	2-Doors	4-Doors
Wheelbase	100.0"	108.0"
Length	178.3"*	186.3"*
Width	73.5"	73.5"
Height	59.0"	59.4"
Legroom — front	44.0"	44.0"
Legroom — rear	37.5"	39.5"
Headroom — front	36.5"	36.5"
Headroom — rear	35.5"	35.5"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

\*Add 7" to length for Custom models.

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Rambler Fleet Special 2-Door Utility Wagon, 3-p.	2504	\$1,570	NEW	2500	21	NEW
Rambler DeLuxe 2-Door Business Sedan, 3-p.	5512	\$1,457	NEW	2400	34	NEW
Rambler DeLuxe 2-Door Club Sedan, 5-p.	5516	\$1,585	NEW	2432	2,970*	NEW
Rambler DeLuxe 4-Door Sedan, 6-p.	5515	\$1,695	NEW	2567	7,210*	NEW



	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Rambler DeLuxe 2-Door Suburban Station Wagon, 5-p.	5514	\$1,771	NEW	2528	1,335*	NEW
Rambler Super 2-Door Club Sedan, 5-p.	5516-1	\$1,683	NEW	2450	NA*	NEW
Rambler Super 4-Door Sedan, 6-p.	5515-1	\$1,798	NEW	2570	NA*	NEW
Rambler Super 2-Door Suburban Station Wagon, 5-p.	5514-1	\$1,869	NEW	2532	NA*	NEW
Rambler Super 4-Door Cross Country Station Wagon, 6-p.	5518-1	\$1,975	NEW	2675	12,023*	NEW
Rambler Custom 2-Door Country Club Hardtop, 5-p.	5517-2	\$2,098	NEW	2518	601	NEW
Rambler Custom 4-Door Sedan, 6-p.	5515-2	\$1,989	NEW	2606	NA*	NEW
Rambler Custom 4-Door Cross Country Station Wagon, 6-p.	5518-2	\$1,995	NEW	2685	NA*	NEW
TOTALS	<i>Avg. Price</i>	\$1,790	NEW	<i>Production</i>	24,194	NEW

\*Production kept by model number (body style), but not by sub-series.

## Wasp

*"All-new 1955 Hudson Wasp! New refreshing beauty in every line."*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 16.15%.

**Primary competition:** Buick Special, Dodge Royal, Mercury Monterey, Nash Statesman, Oldsmobile 88, Pontiac Star Chief, and Studebaker President.

**Notable changes:** Completely redesigned. Based on Nash Statesman.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, wind-up clock, stainless steel window surrounds, stainless steel beltline molding, stainless steel front fender and door molding, rocker panel molding, small hubcaps, and 6.70 × 15 BSW tires. Custom adds: Cloth two-tone upholstery, foam seat cushions, electric clock, rocker panel moldings, Continental rear tire mount and cover, and full wheel covers.

### Measurements

Wheelbase	114.3"
Length	202.3"*
Width	78.0"
Height	61.8"
Legroom — front	42.5"
Legroom — rear	40.1"
Headroom — front	37.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

\*Add 10" for Custom models.

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Wasp Super 4-Door Sedan, 6-p.	35545-1	\$2,290	-7.14%	3254	5,551*	NA†
Wasp Custom 2-Door Hollywood Hardtop, 6-p.	35547-2	\$2,570	-4.96%	3362	1,640	NA†
Wasp Custom 4-Door Sedan, 6-p.	35545-2	\$2,460	-0.24%	3347	NA*	NA†
TOTALS	<i>Avg. Price</i>	\$2,440	-1.29%	<i>Production</i>	7,191	-38.02%

\*Production records kept by model number (body style), but not by sub-series. †Comparison to last year not available.

# Hornet

*"All-new 1955 Hudson Hornet!  
The most beautiful performers of them all!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 29.50%.

**Primary competition:** Buick Century, DeSoto Firedome, Kaiser Manhattan, Mercury Montclair, Nash Ambassador, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** Completely redesigned. Based on Nash Ambassador.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, stainless steel window surrounds, stainless steel beltline molding, stainless steel front door and fender molding, rocker panel moldings, small hubcaps, and 7.10 × 15 BSW tires. Custom adds: Cloth two-tone upholstery, foam seat cushions, custom steering wheel, electric clock, turn signals, Continental rear tire mount and cover, and full wheel covers.

## Measurements

Wheelbase	121.3"
Length	209.3"*
Width	78.0"
Height	62.3"
Legroom — front	42.5"
Legroom — rear	40.1"
Headroom — front	37.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

\*Add 10" for Custom models.

## Models Available

	Model No. <sup>1</sup>	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Hornet Super 4-Door Sedan, 6-p.	35565-1	\$2,565	-2.06%	3495	9,806 <sup>2</sup>	NA <sup>3</sup>
Hornet Custom 2-Door Hollywood Hardtop, 6-p.	35567-2	\$2,880	-3.61%	3587	3,324	NA <sup>3</sup>
Hornet Custom 4-Door Sedan, 6-p.	35565-2	\$2,780	-0.33%	3562	NA <sup>2</sup>	NA <sup>3</sup>
TOTALS	<i>Avg. Price</i>	\$2,735	-2.29%	<i>Production</i>	13,130	-47.13%

<sup>1</sup>The "6" in the model number becomes "8" when equipped with a V8 engine. <sup>2</sup>Production records kept by model number (body style), but not by sub-series. <sup>3</sup>Comparison to last year not available.

# IMPERIAL

*"The New 100 Million Dollar Look. America's most smartly different car!"*

For the 1955 season, Chrysler made a decision to position the Imperial as a separate marketing division of Chrysler Corporation. With five divisions, Chrysler now had a line of cars that mimicked General Motors' divisions at every price and market level. It was felt that by doing so, the Imperial could be directly aimed at Cadillac and Lincoln, without the stigma of it being a "Chrysler" Imperial. In theory, this was a good marketing strategy, but as long as the Imperial looked like a Chrysler and was sold in a Chrysler dealership, it would be a hard sell to the general public. It is interesting to note this change was seemingly

a last minute decision, as early 1955 Chrysler literature includes Imperial within the Chrysler division sales catalogs.

The Imperial line was completely new, and mimicked nearly all of the changes that Chrysler had received. The upright and formal looking Imperial was replaced by the lower, longer and wider styling that Virgil Exner's team had created for all of the corporation's cars. As with Chrysler, an all-new grille design was featured. The large grille was of a twin, split design, each side being composed of two horizontal bars intersecting two vertical bars and surrounded by a heavy chrome loop. The metal divider sec-

tion carried an Imperial ornament, mounted below the new streamlined hood ornament. Parking and turn signal lamps were integrated in housings atop the front bumper directly under the outside edge of the grille openings.

Wraparound “Super-Scenic” windshields made their first appearance on an Imperial, and were of the type that slanted forward at each end, top to bottom, eliminating the “dog-leg” that appeared on many other cars. Bodysides were smooth with few feature lines. Full-length body side trim and rocker panel moldings were used on all Imperials.

One very distinctive exterior styling feature for Imperial was found at the back. The rear fenders were topped with a freestanding chrome trimmed taillight housing. This unique touch would distinguish Imperials for 1956 and again in 1962. Backup lamps were mounted under the trunk lid opening.

Interior highlights included new upholstery colors and an all-new instrument panel design. The placement of the transmission selector was the most talked about feature for the year. Dubbed the “Finger tip” PowerFlite range selector, the shift lever was located on the instrument panel, rather than mounted to the steering column. This would be a one-year-only design for Imperial.

Interestingly with Imperial now its own marketing division, the only model change made was the dropping of the Limousine in the base line. The official name of the Custom Imperial line was changed, however, to Imperial. Also, the Crown Imperial adopted a 12-volt electrical system, while the regular Imperial line endured one more year on a 6-volt system. On a final note, all comparisons below are made to the 1954 Chrysler Imperial models.



Imperial 4-Door Sedan



Imperial 2-Door Newport Hardtop

**Model year production:** 11,430, up 98.47% from 1954.  
**Domestic market share:** 0.16% (17th place).  
**Base price range:** \$4,483 to \$7,095.  
**Imperial average base price:** \$5,818, up 5.46%.  
**Introduction date:** November 17, 1954.

**Assembly plant:** Detroit, MI.  
**Serial number identification:** Located on left front door hinge pillar. All models, C-69 and C-70 series: Seven or eight digit code, C551001 to C5512464.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All models
331.1 CID FirePower, 4-bbl., V8	8.5:1	250	PowerFlite Automatic	S

### Major Options

	Imperial	Crown Imperial
Heater and defroster	\$78	S
Air-Temp air conditioning	\$567	\$567
Solex tinted windshield	\$20	\$20
Music-Master radio	\$101	S
Electric clock	S	S
Four-way power front seat	S	S
Power windows	S	S
Power steering	S	S
Power brakes (disc on Crown Imperial)	S	S
Wire wheels	\$	\$
White sidewall tires	S	S

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>		<i>Code</i>
Black	01	Skyline Gray	16	Sunburst Yellow	32
Wisteria Blue	05	Embassy Gray Metallic	17	Desert Sand	*
Rhapsody Blue Metallic	06	Canyon Tan	20	Falcon Green	*
Crown Imperial Blue	07	Tango Red	25	Heron Blue	*
Porcelain Green	11	Crown Imperial Maroon	26		
Shantung Green Metallic	12	Navajo Orange	27		
Jade Green Metallic	13	Platinum	30		
Crown Imperial Green	14	Nugget Gold Metallic	31		

*Eighty-one two-tone combinations available.  
\*Used in two-tone combinations only.*

## Imperial

*"The most impressive car on the road today."*

**Nameplate year of origin:** 1926.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 98.50%.

**Primary competition:** Cadillac Series 62, Lincoln Capri, and Packard Series 400.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Leather and broadcloth interior trim, 4-way power front seat adjustment, front and rear seat center pull-down armrest, full floor carpeting, power windows, safety accessory group, custom accessory group, full wheel covers, and 8.20 × 15 WSW tires.

### Measurements

Wheelbase	130.0"
Length	224.1"
Width	79.1"
Height	61.2"
Legroom — front	44.6"
Legroom — rear	48.4"
Headroom — front	35.0"
Headroom — rear	34.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Imperial Newport 2-Door Hardtop, 6-p.	C-69	\$4,720	+3.51%	4490	3,418	+173.66%
Imperial 4-Door Sedan, 6-p.	C-69	\$4,483	+5.23%	4565	7,840	+81.31%
TOTALS	<i>Avg. Price</i>	\$4,602	+1.39%	<i>Production</i>	11,258	+98.94%

## Crown Imperial

*"The finest car America has yet produced."*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 1.50%.

**Primary competition:** Cadillac Series Fleetwood 75.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Broadcloth interior trim, front and rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, directional signals, heater and defroster, power windows, safety accessory group, custom accessory group, full wheel covers, and 8.90 × 15 WSW tires. Limousine adds: Leather upholstery in chauffeur's compartment and divider window.

### Measurements

Wheelbase	149.5"
Length	242.5"
Width	79.1"
Height	61.2"
Legroom — front	42.5"
Legroom — rear	52.5"
Headroom — front	37.0"
Headroom — rear	36.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crown Imperial 4-Door Sedan, 8-p.	C-70	\$6,973	+0.72%	5180	45	+95.65%
Crown Imperial 4-Door Limousine, 8-p.	C-70	\$7,095	+0.74%	5230	127	+64.94%
TOTALS		Avg. Price \$7,034	+0.73%		Production 172	+72.00%

# KAISER

*“The ‘Take-Charge’ car with the Supercharger!”*

Kaiser-Willys executives had long known that the company could not sustain production of the Kaiser automobile, but did not have the funds to do much about continuing. The 1955 Kaisers, the final models, would be not much more than leftovers of the 1954 Manhattan models. Only the most minor of changes were made, with a redesign of the simulated hood scoop being the only visible change.

Manhattans also continued with the supercharged 6-cylinder engine, in an era when all of its competitors were running modern, overhead valve V8 engines. Interiors continued to be the colorful and exotic designs of previous years. The Special series was dropped, leaving only the Manhattan series.

Kaiser made some lasting contributions to the industry in its brief life, most notably demonstrating that a supercharger engine was a viable means of improving power without harming fuel economy. Over the next 10 years, Ford would offer a supercharger on its 1957 Thunderbird, and Studebaker would use a supercharger most notably in its GT Hawk and Avanti models. Many years later, General Motors would successfully revive the concept again. Other Kaiser breakthrough ideas that would become generally accepted as industry standards included taillamps that served as side-view safety markers, sound-deadening

interior insulation, luxury-style interior trims, and safety-padded instrument panels.

With so many new models from the competition appearing for 1954 and 1955, Kaiser quickly lost ground in the sales race. It became clear that the end had come for the Kaiser automobile in the United States. The company renumbered 44 two-door and 226 4-door 1954 models as 1955 Manhattans. Then an additional 210 units were built as true 1955 models for sale in the United States. This brought the model year total to 480 cars.

However, before production of the Kaiser ceased in Toledo, 1,021 cars were built for export to Argentina. After this, the tooling was sold to IKA in Argentina, which continued production of the Kaiser Manhattan through 1962. For the remainder of the 1955 season, and for the next 15 years, the Willys Jeep products would be the only automotive output under the Kaiser corporate name, but Kaiser-Willys would turn the Jeep into a highly successful, world-renowned utility vehicle. In 1970, the Jeep brand was sold to American Motors, which was subsequently bought by Chrysler Corporation in 1987, which in turn was merged with Daimler-Benz from 1998 to 2007. It is ironic that a German-based company would 50 years later be responsible for building the brand descended from a vehicle designed to help defeat Germany in World War II.



Manhattan 2-Door Club Sedan

<p><b>Model year production:</b> 480, down 91.56% from 1954.  <b>Domestic market share:</b> 0.01% (19th place).  <b>Base price range:</b> \$2,617 to \$2,670.  <b>Kaiser average base price:</b> \$2,644, down 3.37%.  <b>Introduction date:</b> January 1955.  <b>Assembly plants:</b> Toledo, OH.  <b>Serial number identification:</b> Nine-digit code on plate lo-</p>	<p>cated on left front door hinge pillar. First digit denotes year: 5 = 1955. Second digit is division number: 1 is Kaiser. Third through fifth digits denote model: 467 is two-door club sedan, and 367 is four-door sedan. Remaining digits are sequential serial numbers beginning with 5001. Ending numbers are presently unknown. <i>Example:</i> 51467-5001 is a 1955 Kaiser Manhattan 2-Door Club Sedan, serial number 5001.</p>
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### Powertrains

<i>Engine</i>	<i>Compression</i>		<i>Transmission</i>	<i>Manhattan</i>
	<i>Ratio</i>	<i>Gross HP</i>		
226.2 CID Super Power, 2-bbl., L-head, 6-cyl.	7.3:1	140	3-speed manual Overdrive Dual-Range Hydra-Matic automatic	S \$99 \$165

### Major Options

	<i>Manhattan</i>
Air conditioning	\$
Heater and defroster	\$68
Radio	\$89
Electric clock	S
E-Z-Eye tinted glass	\$16
Power steering	\$131
Power brakes	\$
Full wheel covers	S
Wire wheels	\$290
White sidewall tires	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Raven Black	80
Beryl Green	92
Arctic White	94
Island Green Metallic	100
Copper Dust Metallic	102
Blue Comet Metallic	104A
Powder Blue	105
Palm Beach Ivory	106
President Red	108
Steelglow Gray Metallic	109
Julep Green Metallic	110
Transport Yellow	111
Pine Tint	117
Concert Ivory	118
Arctic White over Steelglow Gray Metallic	94-109
Concert Ivory over President Red	118-108
President Red over Concert Ivory	108-118
Blue Comet Metallic over Powder Blue	104A-105
Concert Ivory over Copper Dust Metallic	118-102
Powder Blue over Blue Comet Metallic	105-104A
Pine Tint over Julep Green Metallic	117-110
Julep Green Metallic over Pine Tint	110-117
Steelglow Gray Metallic over Arctic White	109-94
Copper Dust Metallic over Concert Ivory	102-118
Palm Beach Ivory over Island Green Metallic	106-100
Island Green Metallic over Palm Beach Ivory	100-106
Palm Beach Ivory over Island Green Metallic	106-108
President Red over Palm Beach Ivory	108-106
Concert Ivory over Julep Green Metallic	118-110
Julep Green Metallic over Concert Ivory	110-118



# Manhattan

*"Here, in the Kaiser Manhattan, is an extra helping of everything you've wanted in a car!"*

Nameplate year of origin: 1952.

Current bodystyle lifespan: 1951 through 1955.

Percentage of division's sales volume: 100.00%.

Primary competition: Buick Super, Chrysler Windsor DeLuxe, DeSoto Firedome, Hudson Hornet, Oldsmobile Super 88, and Packard Clipper.

Notable changes: Revised simulated hood scoop.

Major standard equipment: Cloth and vinyl interior trim, full floor carpeting, color-keyed interior trim, padded dashboard, automatic dome lights, stainless steel exterior window trim, wide rocker panel molding, hood emblem, front and rear bumper guards, rear fender skirts, full wheel covers, and 6.70 × 15 BSW tires.

## Measurements

Wheelbase	118.5"
Length	215.6"
Width	74.9"
Height	60.3"
Legroom — front	45.1"
Legroom — rear	39.5"
Headroom — front	35.7"
Headroom — rear	33.7"
Cargo capacity (cu. ft.)	18.7
Fuel capacity (gals.)	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production*	Change from LY*
Manhattan 2-Door Club Sedan, 6-p.	51467	\$2,617	0.00%	3335	NA*	NA*
Manhattan 4-Door Sedan, 6-p.	51367	\$2,670	0.00%	3375	NA*	NA*
TOTALS	Avg. Price	\$2,644	0.00%	Production	480	-91.56%

\*Model year production and change from LY are not available due to 1955 production figures not being kept by body style. See comments in 1955 Kaiser introduction.

# LINCOLN

*"Lincoln — For modern living. For magnificent driving!"*

In what would become a highly competitive 1955 automotive market, Lincoln was unfortunately not well prepared. While all of its direct competition had received all-new styling in 1954 or 1955, the Lincoln was saddled with a revision of its nice, but outdated, 1952 design. There were changes and improvements, but they were not enough to help a continued sales and production slide. Even ailing Packard more than doubled Lincoln's 1955 model year output.

There were bright spots, however. A newly revised engine increased displacement to 341 CID, boosted compression to 8.5:1, and raised power output to 225 horsepower at 4400 rpm. This was also the first year for Lincoln to have its own, Ford built, automatic transmission. The new "Turbo-Drive" automatic was touted as bringing "new flexibility, and new smoothness to driving."

Styling changes gave the Lincoln a customized look that made it easier to distinguish the new 1955 models from their '52 through '54 predecessors. Up front the vertical bars on the lower bumper were eliminated. In this area, and the open area above the bumper, were thin horizontal bars. The headlamps were given a new hooded trim ring, the fender top ornaments were removed, a slimmer hood ornament was fashioned, and the "V" emblem was removed from the front of the hood (the Lincoln crest remained), giving a sleek, clean look. The Lincoln name in block lettering also returned to the front hood edge.

Customized-style touches continued around back, with rear quarter panels being extended to create a tailfin, with a hooded vertical taillamp set in the end. Below this, the backup light jutted rearward, matching the new rear

bumper's shape, giving the appearance of a sideways "V" when viewed from the side.

Bodyside sheetmetal had a revision of the bodyside feature line, now set lower and having more rake to the forward slanting portion behind the front door. An almost imperceptible crease started off of the front wheel opening ridge and ended at the rear bodyside feature line. Trim on the lower body was redesigned and covered the slanting portion with a wide brushed stainless trim piece that extended down to the rocker panel area. On the Capri, it continued to sweep back to the rear bumper, covering the lower portion of the rear fender skirt and rear quarter panel. A rocker panel molding was also used. On the base Lincoln Custom, a slightly different stainless piece covered the slanting portion and had a thin stainless trim piece that ran to the back bumper.

Interior design was again updated with new patterns and colors. For added comfort, all Lincolns except the Capri convertible were now available with air conditioning.

The system was a cumbersome trunk-mounted unit, with rear quarter panel mounted air intakes and ducts mounted on the roof rail sides.

The Cosmopolitan series designation was dropped, and the base model became simply the Lincoln. However, the former's Custom suffix was adopted and the models were designated in advertising as Lincoln Customs. Most industry references referred to these cars as the Custom series to better distinguish them from the Lincoln Capri series. Also, the Lincoln-Mercury marketing and advertising departments continued to use the Capri Special Custom designations, but this would be the last year for the Special Custom suffix. Clearly the consumer and media had an influence on this decision, as road reports of the period almost universally refer to the Custom or Capri. And a final note, near the end of the model year, in April 1955, after a 10-year pairing with Mercury, Lincoln once again became a separate division of Ford Motor Company.



Capri 2-Door Convertible



Capri 2-Door Hardtop

**Model year production:** 27,222, down 26.41% from 1954.

**Domestic market share:** 0.38% (16th place).

**Base price range:** \$3,563 to \$4,072.

**Lincoln average base price:** \$3,793, up 1.09%.

**Introduction date:** November 1954.

**Assembly plants:** Los Angeles, CA (LA); and Wayne, MI (WA).

**Serial number identification:** Serial number consists of a

nine to ten digit code located on right side front door pillar, and read as follows: First two digits indicate year (55 = 1955); third and fourth letters indicate assembly plant from code above; the next four to five digits are sequential beginning with 5001 and ending with 8519 (Los Angeles plant) or 28595 (Wayne, MI, plant). The last digit indicates series: "H" for Lincoln and Capri.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
341 CID, 4-bbl., OHV V8	8.5:1	225	Turbo-Drive automatic	S

### Major Options

	<i>Lincoln Custom</i>	<i>Capri</i>
Heater and defroster	\$110	\$110
Air conditioning	\$	\$

	<i>Lincoln Custom</i>	<i>Capri</i>
Radio	\$110	\$110
Power windows	\$	\$*
4-way power front seat	\$	\$*
Power steering	\$129	\$129
Power brakes	\$	\$
Full wheel cover	S	S
Whitewall tires	\$37	\$37

\*Standard on Capri convertible.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Executive Black	01	Ermine White over Estate Green Metallic	50
Chalet Blue Metallic	02	Estate Green Metallic over Ermine White	51
Starlight Gray	06	Chalet Blue Metallic over Ermine White	52
Chancellor Gray Metallic	07	Ermine White over Chalet Blue Metallic	53
Brunswick Blue	09	Ermine White over Summit Green	54
Estate Green Metallic	10	Huntsman Red over Ermine White	55
Viceroy Brown Metallic	11	Ermine White over Huntsman Red	56
Galway Green Metallic	12	Ermine White over Brunswick Blue	57
Summit Green	13	Sunstone Yellow Green over Ermine White	58
Sunstone Yellow Green	19	Ermine White over Galway Green Metallic	59
Huntsman Red	21	Ermine White over Palomino Buff	60
Ermine White	23	Palomino Buff over Ermine White	61
Palomino Buff	25	Ermine White over Viceroy Brown Metallic	73
Cashmere Coral	27	Viceroy Brown Metallic over Ermine White	74
Taos Turquoise	28	Executive Black over Ermine White	75
Bahama Blue Metallic	30	Ermine White over Executive Black	76
Executive Black over Sunstone Yellow Green	34	Ermine White over Sunstone Yellow Green	89
Executive Black over Starlight Gray	37	Ermine White over Cashmere Coral	90
Galway Green Metallic over Summit Green	42	Cashmere Coral over Ermine White	91
Summit Green over Galway Green Metallic	43	Ermine White over Taos Turquoise	92
Estate Green Metallic over Summit Green	44	Taos Turquoise over Ermine White	93
Summit Green over Estate Green Metallic	45	Executive Black over Huntsman Red	96
Chancellor Gray Metallic over Starlight Gray	46	Huntsman Red over Executive Black	97
Starlight Gray over Chancellor Gray Metallic	47	Ermine White over Bahama Blue Metallic	98
Chalet Blue Metallic over Brunswick Blue	48	Bahama Blue Metallic over Ermine White	99
Brunswick Blue over Chalet Blue Metallic	49		

## Lincoln

*"Styled for the mobility of our time!"*

**Nameplate year of origin:** 1921.

**Current bodystyle lifespan:** 1952 through 1955.

**Percentage of division's sales volume:** 13.04%.

**Primary competition:** Buick Roadmaster, Chrysler New Yorker, and Packard 400.

**Notable changes:** Revised grille, lower body styling, and trim and detail changes. Replaces former Cosmopolitan series.

**Major standard equipment:** Cloth and leather upholstery, rear seat center armrest, full floor carpeting, electric clock, chrome window surround moldings, bodyside beltline trim, full-length bodyside stainless steel molding, rear fender skirts, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	123.0"
Length	215.6"
Width	77.6"
Height	62.7"
Legroom — front	44.3"
Legroom — rear	42.7"
Headroom — front	35.5"
Headroom — rear	34.7"
Cargo capacity (cu. ft.)	30.9
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Lincoln Custom 2-Door Hardtop Sport Coupe, 6-p.	60C	\$3,666	+1.13%	4185	1,362	-54.51%
Lincoln Custom 4-Door Sedan, 6-p.	73A	\$3,563	+1.16%	4235	2,187	-50.82%
TOTALS	<i>Avg. price</i>	\$3,615	+1.15%	<i>Production</i>	3,549	-52.30%

## Capri

*"Superb new beauty of line and form ...  
with new super-compression power!"*

**Nameplate year of origin:** 1952 (1950 as designation on Cosmopolitan coupe).

**Current bodystyle lifespan:** 1952 through 1955.

**Percentage of division's sales volume:** 86.96%.

**Primary competition:** Cadillac Series 62, Imperial and Packard Series 400.

**Notable changes:** Revised grille, lower body styling, and trim and detail changes.

**Major standard equipment:** Cloth and leather upholstery, rear seat center armrest, full floor carpeting, electric clock, chrome window surround moldings, bodyside beltline trim, full-length bodyside stainless steel molding, rocker panel molding, rear fender skirts, and 8.00 × 15 BSW tires. Convertible adds: Leather upholstery, power front seat, power windows, power top, and 8.20 × 15 BSW tires.

## Measurements

Wheelbase	123.0"
Length	215.6"
Width	77.6"
Height	62.7"
Legroom — front	44.3"
Legroom — rear	42.7"
Headroom — front	35.5"
Headroom — rear	34.7"
Cargo capacity (cu. ft.)	30.9
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Capri 2-Door Hardtop Sport Coupe, 6-p.	60A	\$3,910	+1.06%	4305	11,462	-18.15%
Capri 2-Door Convertible, 6-p.	76A	\$4,072	+1.02%	4415	1,487	-23.78%
Capri 4-Door Sedan, 6-p.	73B	\$3,752	+1.10%	4275	10,724	-21.14%
TOTALS	<i>Avg. price</i>	\$3,911	+1.06%	<i>Production</i>	23,673	-19.89%

# MERCURY

*"Ten new models in three distinctive series—  
each a new combination of beauty and power!"*

An all-new top of the line Mercury, the Montclair series, appeared for 1955, with a larger, sleeker body and a new 292 CID V8 engine, all riding on a slightly longer chassis. Station wagons continued to share the Ford platform, and indeed some features of the greenhouse, particularly on 2-Door hardtops and wagons showed the Ford in-

fluence, but the rest of the car looked more like a Lincoln. Ten years of the Lincoln-Mercury division would end in the spring of 1955, and Mercury would become a stand-alone division for about three more years, before being combined into the Mercury-Edsel-Lincoln division in 1958.

A larger version of 1954's new overhead valve V8 en-

gine was introduced for 1955. The new engine put out 188 horsepower in base form, with a 2-barrel carburetor. As the cars themselves were not substantially larger or heavier, this vast 50 percent jump in horsepower in just two short model years greatly enhanced Mercury's performance image.

Outside the cars carried all-new styling yet retained a link to the prior models. Up front, the grille-in-bumper design continued, this year with three vertical bars placed between the upper and lower bumper sections, capped with a bumper guard at each end. Along the top bumper bar, there was a horizontal ribbed chrome panel. The Mercury crest and a smaller hood ornament decorated the hood.

A chrome hood bar wrapped around the front fender edge and continued to form the front fender and door molding. The body side "speed line" crease used on the '52-'54 cars was moved up to the upper middle section of the rear quarter panel. All series had a chrome cap over the front end of this area. On the Custom, it covered only the top half, and then a rear quarter panel trim piece ran back to the end of the fender. On the Monterey and new Montclair, the front of this area had a full chrome cap, and the rear quarter panel trim ran back from its lower edge. All but the wagons also had a rear chrome gravel shield and rear fender skirts. Also the wagons used their own special rear quarter trim, which outlined this upper body feature line,

and had a ribbed chrome plate at the front of the enclosed area, with a round medallion and the Mercury crest mounted within. Around back a large combination tail-lamp and backup lamp was mounted vertically in the rear fender ends, which gave the slightest hint of a tailfin. Also new decklid trim was used.

Inside the 1955 models sported the widest array of upholstery and colors yet seen in a Mercury. A new instrument panel design included a relatively flat top section, which overhung the lower portion of the dash that carried the radio and ventilation controls. In front of the driver the top section curved over the arch style speedometer and gauges that were set within a V-shaped cluster, with the steering column being the base of the "V."

Although Mercury's sales brochure touted 10 models, the late introduction of the Montclair 4-Door Sedan added an eleventh. Originally intending the Montclair series to consist of a 2-Door hardtop and the 2-Door convertible and "glass top" Sun Valley hardtop that were formerly in the Monterey series, Mercury decided that a 4-Door model could add sales and added the sedan after the start of the model year. This model was unlike other Mercury 4-Doors in that it had a roofline more closely related to the 2-Door Hardtops, and was perhaps a stopgap measure until a 4-Door Hardtop could be put into production.



Custom 2-Door Sedan



Montclair 2-Door Hardtop



Montclair 2-Door Sun Valley Hardtop

**Model year production:** 329,808, up 27.19% from 1954.

**Domestic market share:** 4.63% (7th place).

**Base price range:** \$2,218 to \$2,844.

**Mercury average base price:** \$2,543, up 4.25%.

**Introduction date:** December 1954.

**Assembly plants:** Los Angeles, CA (LA); Metuchen, NJ (ME); St. Louis, MO (SL); and Wayne, MI (WA).

**Serial number identification:** Ten to eleven-digit number located on left front door pillar, and read as follows: The first two digits indicate model year (55 = 1955). Third and fourth digits indicate assembly plant code from above. The next digits are sequential with beginning number of 10001 and ending number as follows in the chart below. The last digit is M for Mercury.

### Highest Serial Numbers by Assembly Plant

<i>Assembly plant</i>	<i>Ending number</i>
Los Angeles, CA (LA)	48892
Metuchen, NJ (ME)	87345
St. Louis, MO (SL)	137530
Wayne, MI (WA)	94613



**Powertrains**

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Custom &amp; Monterey</i>	<i>Montclair</i>
292 CID Super-Torque, 2-bbl., OHV V8	7.6:1	188	3-speed manual	S	S
			Overdrive	\$110	\$110
			Merc-O-Matic Drive	\$190	-
292 CID Super-Torque, Power Pack 4-bbl., OHV V8	7.6:1	198	Merc-O-Matic Drive	\$225	\$190

**Major Options**

	<i>Custom</i>	<i>Monterey</i>	<i>Montclair</i>
Heater and defroster	\$	\$	\$
Radio	\$	\$	\$
Power front seat	\$	\$	\$
Power windows	\$	\$	\$
Power steering	\$108	\$108	\$108
Power brakes	\$45	\$45	\$45
Road lamps	\$	\$	\$
Rear fender skirts	\$	S	S
Hubcaps	S	S	S
Whitewall tires	\$35	\$35	\$35

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

**Paint Colors**

	<i>Code</i>		<i>Code</i>
Tuxedo Black	01	Tuxedo Black over Alaska White	64
Biltmore Blue	03	Alaska White over Carmen Red	65
Gulfstream Blue Metallic	04	Carmen Red over Alaska White	66
Kingston Gray	05	Gulfstream Blue Metallic over Biltmore Blue	67
Rockdale Gray Metallic	07	Biltmore Blue over Gulfstream Blue Metallic	68
Forester Green Metallic	08	Alaska White over Gulfstream Blue Metallic	69
Springdale Green	14	Gulfstream Blue Metallic over Alaska White	70
Canyon Cordovan Metallic	15	Rockdale Gray Metallic over Kingston Gray	71
Lime	16	Alaska White over Lime	72
Tropic Blue	17	Tuxedo Black over Yukon Yellow	77
Yukon Yellow	18	Alaska White over Canyon Cordovan Metallic	78
Arbor Green	20	Canyon Cordovan Metallic over Alaska White	79
Alaska White	22	Alaska White over Sunglaze	80
Glen Lake Blue Metallic	24	Alaska White over Tropic Blue	81
Sea Isle Green Metallic	26	Tropic Blue over Alaska White	82
Carmen Red	29	Alaska White over Arbor Green	83
Persimmon	31	Arbor Green over Alaska White	84
Forester Green Metallic over Springdale Green	32	Alaska White over Glen Lake Blue Metallic	85
Springdale Green over Forester Green Metallic	33	Glen Lake Blue Metallic over Alaska White	86
Alaska White over Sea Isle Green Metallic	35	Tuxedo Black over Lime	87
Sea Isle Green Metallic over Alaska White	36	Alaska White over Biltmore Blue	88
Alaska White over Forester Green Metallic	38	Alaska White over Persimmon	94
Forester Green Metallic over Alaska White	39	Rockdale Gray Metallic over Persimmon	95
Alaska White over Springdale Green	40	Sea Isle Green Metallic over Springdale Green	201
Tuxedo Black over Carmen Red	41	Springdale Green over Sea Isle Green Metallic	202
Forester Green Metallic over Yukon Yellow	62	Sunglaze	203
Alaska White over Tuxedo Black	63		



## Custom

*"For those who seek the most quality, beauty,  
and brilliant engineering a modest investment can buy!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 22.34%.

**Primary competition:** Dodge Royal, Hudson Wasp, Pontiac Chieftain 870, and Studebaker President.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth upholstery, rubber floor mats, electric clock, horn ring, chrome window surround moldings, luggage compartment light, full length body side stainless trim, and 7.10 × 15 BSW tires. Sport coupe adds: Vinyl and cloth upholstery, and C-pillar chrome appliqué. Station wagon adds: Vinyl upholstery, front fender and rear quarter stainless molding, and 7.60 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	119.0"	118.0"
Length	206.3"	201.2"
Width	76.4"	76.4"
Height	61.2"	62.4"
Legroom — front	43.8"	42.8"
Legroom — rear	42.8"	41.5"
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom 2-Door Sedan, 6-p.	70B	\$2,218	+1.09%	3395	31,295	-15.75%
Custom 2-Door Hardtop Sport Coupe, 6-p.	60E	\$2,341	+1.12%	3480	7,040	-53.79%
Custom 4-Door Sedan, 6-p.	73B	\$2,277	+1.16%	3450	21,219	-35.08%
Custom 4-Door Station Wagon, 6-p.	79B	\$2,686	NEW	3780	14,134	NEW
TOTALS	<i>Avg. price</i>	\$2,381	+5.64%	<i>Production</i>	73,688	-13.38%

## Monterey

*"For those who prefer advanced design with  
a hint of conservative distinction!"*

**Nameplate year of origin:** 1952 (1950 as a top line coupe designation).

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 45.92%.

**Primary competition:** Buick Special, Dodge Custom Royal, Hudson Wasp Custom, Nash Statesman, Oldsmobile 88, and Pontiac Star Chief.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, full length body side stainless trim, rear fender skirts, and 7.10 × 15 BSW tires. Sport coupe adds: Vinyl and cloth upholstery. Station wagon adds: Vinyl upholstery, front fender and rear quarter stainless molding, faux wood exterior door and quarter panel mahogany panels with maple trim, and 7.60 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	119.0"	118.0"
Length	206.3"	201.2"
Width	76.4"	76.4"
Height	61.2"	62.4"
Legroom — front	43.8"	42.8"
Legroom — rear	42.8"	41.5"
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Monterey 2-Door Hardtop Coupe, 6-p.	60B	\$2,465	+0.53%	3510	69,093	-13.13%

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Monterey 4-Door Sedan, 6-p.	73C	\$2,400	+2.87%	3500	70,392	+6.66%
Monterey 4-Door Station Wagon, 8-p.	79C	\$2,844	+2.45%	3770	11,968	+2.68%
TOTALS	<i>Avg. price</i>	\$2,570	+0.75%	<i>Production</i>	151,453	-13.08%

## Montclair

*"The jaunty spirit of a sports car and the mighty performance of a new Super Torque engine, with luxury you expect only in the most expensive cars!"*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 31.74%.

**Primary competition:** Buick Century, DeSoto Firedome, Hudson Hornet, Kaiser Manhattan, Nash Ambassador Custom, and Oldsmobile Super 88.

**Notable changes:** All-new series.

**Major standard equipment:** Cloth and vinyl upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, full length body side stainless trim, rocker panel molding, rear fender skirts, and 7.10 × 15 BSW tires. Sun Valley adds: Plexiglas tinted top on front half of roof. Convertible adds: Vinyl upholstery, power top, and 7.60 × 15 BSW tires.

### Measurements

Wheelbase	119.0"
Length	206.3"
Width	76.4"
Height	58.6"
Legroom — front	43.8"
Legroom — rear	42.8"
Headroom — front	35.4"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Montclair 2-Door Hardtop Coupe, 6-p.	64A	\$2,631	NEW	3490	71,588	NEW
Montclair 2-Door Sun Valley Hardtop Coupe, 6-p.	64B	\$2,712	+5.03%*	3560	1,787	-81.69%*
Montclair 2-Door Convertible, 6-p.	76B	\$2,712	+3.91%*	3685	10,668	+46.28%*
Montclair 4-Door Sedan, 6-p.	58A	\$2,685	NEW	3600	20,624	NEW
TOTALS	<i>Avg. price</i>	\$2,685	NEW	<i>Production</i>	104,667	NEW

\*Comparisons made to 1954 Monterey Sun Valley and Convertible.

# NASH

*"Presenting Nash for 1955! Nash gives you more!"*

Not to be outdone by the Big Three and all of their new cars and V8 engines, Nash, as part of the newly formed American Motors Corporation, took the lead with the styling, design, and even the construction of the corporation's vehicles, while Hudson was left out in the cold, contributing not much more than a name. Nash and Hudson

purchased new V8 powerplants from Packard, instead of developing their own engines. But, despite having less than a year to bring the 1955 marketing plan together, AMC made some interesting changes and decisions that, in the long term, would pay off in a big way with increased sales.

The long-standing Nash and Hudson lines were kept

as separate divisions of the new corporation. However, a third quasi-division was created by extracting the Rambler line from Nash, and placing it into its own marketing system with their cars being sold at both Nash and Hudson dealerships. Production totals were kept separately for Nash Ramblers and Hudson Ramblers, as were advertising and marketing plans. This same marketing style applied to the imported Metropolitan, which was likewise sold under both Nash and Hudson brands. For historical research, this separation of the same car creates difficulty in determining how the Rambler was distinguished between the brands, and it must have created the same confusion for AMC, as production records were kept only by brand and body style for 1955. This was a definite change from prior Nash and Hudson practice.

Rambler styling continued much as it had been for 1954, but did display a new egg-crate style grille and new full front wheel openings that gave the cars a much more modern appearance. Statesman and Ambassador models received a complete restyling based on the old 1952 body and chassis unit-construction structure. A full wraparound windshield was a nod to modern styling trends. Bodysides added a feature line running horizontally just above the still skirted wheel openings, although the front opening was raised slightly. Finally, a chrome trim strip ran from the front wheel opening straight to the rear bumper.

The new grille was of an enlarged, chrome-lined oval design, set between front fenders which extended forward of the grille area. The grille itself used concave vertical bars, but the unique part was that the headlamps were mounted within the ends of the grille, instead of being fender mounted as on nearly every other car on the road. Running lights (or parking and turn signal lamps) were mounted low on the front fender ends. Around back a revised vertical fin and horizontal taillamp treatment mimicked the front-end styling.

Interiors were as colorful as anything the Big Three in

Detroit were offering, and often times more luxurious. The Rambler instrument panel was essentially unchanged, but the Statesman and Ambassador were updated to accommodate the new windshield design. Nash seats were noted in period reviews as being the widest in the industry, a benefit made possible by the wide Nash body and unit construction. Of course, reclining front seats continued as a Nash signature feature. It should also be noted that an upgrade to a 12-volt electrical system was made this year, allowing for the addition of accessories such as power window lifts.

Under the hood, the Rambler series dropped the 184 CID 6-cylinder, making the 195.6 CID 6-cylinder the only engine offering. The Statesman continued to offer the same 6-cylinder engines as in the past. However, a new overhead valve 6-cylinder engine and a thoroughly modern V8 engine were offered as powerplants for the "luxury" Ambassador series. The new 320 CID V8 engine was actually purchased from Packard, which used the new engine in its Clipper series. Packard's new Ultra-matic automatic transmission was optionally available with the new V8 engine. The new 6-cylinder was a reworked version of the former 252.6 CID engine, receiving a horsepower increase of about 10 percent.

Model changes for the popular Rambler line included the expansion of the DeLuxe sub-series to include a 2-door Business sedan, 2-door wagon and a 4-door sedan. The Super Country Club 2-Door Hardtop was dropped, but a Super 4-Door Cross Country station wagon was added. The Custom sub-series lost the unique Convertible and 2-door wagon. In the Statesman and Ambassador series, both 2-door sedan models were discontinued. The imported Metropolitan continued into 1955 with few changes, and was available in both Nash and Hudson guises. Being an import, it is not included further in this reference, but is pictured below.



Metropolitan 2-Door Convertible



Rambler Custom 2-Door  
Country Club Hardtop



Rambler Custom 4-Door Sedan



Statesman Custom 2-Door  
Country Club Hardtop

**Model year production:** 96,065, up 23.47% from 1954.  
**Domestic market share:** 1.35% (13th place).  
**Base price range:** \$1,457 to \$2,795.  
**Nash average base price:** \$2,056, down 1.76%.  
**Introduction date:** February 1955.  
**Assembly plants:** Kenosha, WI (D, K and R); and El Segundo, CA (DC, KC and RC).

**Serial number identification:** Five to seven-digit code on plate located on right side of cowl under hood. First digit (two digits on California built cars) indicates assembly plant and series code from above. Remaining digits are sequential serial numbers as follows in chart below.

### Serial Numbers by Series

<i>Series</i>	<i>Series Code</i>	<i>Beginning</i>	<i>Ending</i>
Rambler	D	205001	276099
Rambler	DC	15001	23326
Statesman	K	635001	649123
Ambassador 6	R	742901	757866
Ambassador 6	RC	23001	23081
Ambassador V8	V	1001	11444
Ambassador V8	VC	1001	1055

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Rambler</i>	<i>Statesman</i>	<i>Ambassador</i>
195.6 CID Super Flying Scot, 1-bbl., L-head, 6-cyl.	7.3:1	90	3-speed manual	S	-	-
			Overdrive	\$104	-	-
			Dual-Range Hydra-Matic	\$179	-	-
195.6 CID Powerflyte, 1-bbl., L-head, 6-cyl.	7.45:1	100	3-speed manual	\$*	S	-
			Overdrive	\$*	\$104	-
			Dual-Range Hydra-Matic	\$*	\$179	-
195.6 CID Dual Powerflyte, 2-bbl., L-head, 6-cyl.	7.45:1	110	3-speed manual	-	\$40	-
			Overdrive	-	\$144	-
			Dual-Range Hydra-Matic	-	\$219	-
252.6 CID Super Jetfire, 1-bbl., OHV, 6-cyl.	7.6:1	130	3-speed manual	-	-	S
			Overdrive	-	-	\$112
			Dual-Range Hydra-Matic	-	-	\$179
252.6 CID LeMans, 2-bbl., OHV, 6-cyl.	7.6:1	140	3-speed manual	-	-	\$46
			Overdrive	-	-	\$158
			Dual-Range Hydra-Matic	-	-	\$225
320 CID, 2-bbl., OHV, V8	7.8:1	208	3-speed manual	-	-	\$295
			Ultramatic automatic	-	-	\$494

\*Available for Ramblers equipped for fleet service, and special order installation.

## Major Options

	Rambler	Statesman	Ambassador
Weather-Eye heater and defroster	\$74	\$74	\$74
All Season air conditioning	\$345	\$345	\$345
Radio and antenna	\$76	\$76	\$76
Air-liner reclining seats	\$11*	\$11*	\$11*
Twin bed seat mattress	\$15	\$15	\$15
Electric clock	\$17*	\$17*	\$17*
Power windows	-	\$	\$
Solex tinted glass	\$19	\$19	\$19
Power steering	-	\$108	\$108
Power brakes	-	\$	\$
Turn signals	\$16*	\$16*	\$16*
Full wheel covers	\$17*	\$17*	\$17*
White sidewall tires	\$	\$	\$

\*Standard on Custom models.

Options common to most models. (— = Not Available) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Black	P1
Caribbean Blue Green	P44
Midshipman Blue	P61
Island Green	P62
Rio Red	P64
Coral Red	P65
Sunburst Yellow	P66
Bermuda Green	P67
Mist Blue	P68
Snowberry White	P69
Palomino Brown	P71
Black over Sunburst Yellow	P66A1
Island Green over Bermuda Green	P67A62
Midshipman Blue over Mist Blue	P68A61
Snowberry White over Sunburst Yellow	P66A69
Snowberry White over Rio Red	P64A69
Snowberry White over Bermuda Green	P67A69
Snowberry White over Coral Red	P65A69
Snowberry White over Caribbean Blue Green	P44A69
Rio Red over Snowberry White	P69A64
Snowberry White over Black	P1A69
Snowberry White over Palomino Brown	P71A69

Two-tone paint available for \$16 extra.

# Rambler

*"American Motors presents the newest idea in automobiles.  
The Rambler for 1955!"*

Nameplate year of origin: 1950.

Current bodystyle lifespan: 1950 through 1955 (Four-Door: 1954 through 1955).

Percentage of division's sales volume: 58.30%.

Primary competition: Willys Aero.

Notable changes: Minor trim and detail changes.

Major standard equipment: Cloth and vinyl interior trim, rubber floor covering with front carpeted inserts, rubber front window surround, and 5.90 × 15 BSW tires. Super adds: Reclining front seats, stainless steel front window surround, stainless steel full-length lower body molding, and 6.40 × 15 BSW tires. Custom adds: Custom steering wheel, courtesy lights, electric clock, radio, Continental rear tire mount and cover (except station wagon), full wheel covers, and 6.40 × 15 BSW tires. Cross Country station wagon adds: Rooftop luggage rack.

## Measurements

	2-Doors	4-Doors
Wheelbase	100.0"	108.0"
Length	178.3"*	186.3"*
Width	73.5"	73.5"
Height	59.0"	59.4"
Legroom — front	44.0"	44.0"
Legroom — rear	37.5"	39.5"
Headroom — front	36.5"	36.5"
Headroom — rear	35.5"	35.5"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

\*Add 7" to length for Custom models.

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Rambler DeLuxe 2-Door Business Sedan, 3-p.	5512	\$1,457	NEW	2400	43	NEW
Rambler DeLuxe 2-Door Club Sedan, 5-p.	5516	\$1,585	+2.26%	2432	8,979*	NA*
Rambler DeLuxe 4-Door Sedan, 6-p.	5515	\$1,695	NEW	2567	15,998*	NEW
Rambler DeLuxe 2-Door Suburban Station Wagon, 5-p.	5514	\$1,771	NEW	2528	2,379*	NEW
Rambler Super 2-Door Club Sedan, 5-p.	5516-1	\$1,683	-1.00%	2450	NA*	NA*



	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Rambler Super 4-Door Sedan, 6-p.	5515-1	\$1,798	+0.11%	2570	NA*	NA*
Rambler Super 2-Door Suburban Station Wagon, 5-p.	5514-1	\$1,869	+3.83%	2532	NA*	NA*
Rambler Super 4-Door Cross Country Station Wagon, 6-p.	5518-1	\$1,975	NEW	2675	25,617*	NEW
Rambler Custom 2-Door Country Club Hardtop, 5-p.	5517-2	\$2,098	+7.59%	2518	2,993	-17.14%
Rambler Custom 4-Door Sedan, 6-p.	5515-2	\$1,989	+1.22%	2606	NA*	NA*
Rambler Custom 4-Door Cross Country Station Wagon, 6-p.	5518-2	\$1,995	-2.68%	2685	NA*	NA*
<b>TOTALS</b>	<i>Avg. Price</i>	\$1,810	-2.35%	<i>Production</i>	56,009	+54.83%

\*Production kept by model number (body style), but not by sub-series; therefore comparisons to prior year are not possible.

## Statesman

*"The sensational new 1955 Nash Statesman!"*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1952 through 1957.

**Percentage of division's sales volume:** 14.86%.

**Primary competition:** Buick Special, Dodge Royal, Hudson Wasp, Mercury Monterey, Oldsmobile 88, Pontiac Star Chief, and Studebaker President.

**Notable changes:** Completely restyled.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 6.70 × 15 BSW tires. Custom adds: Cloth two-tone upholstery, foam seat cushions, electric clock, turn signals, rocker panel moldings, Continental rear tire mount and cover, and full wheel covers.

### Measurements

Wheelbase	114.3"
Length	202.3"*
Width	78.0"
Height	61.8"
Legroom — front	42.5"
Legroom — rear	40.1"
Headroom — front	37.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

\*Add 10" for Custom models.

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Statesman Super 4-Door Sedan, 6-p.	5545-1	\$2,215	+2.64%	3134	12,877*	NA*
Statesman Custom 2-Door Country Club Hardtop, 5-p.	5547-2	\$2,495	+2.97%	3220	2,726	-48.83%
Statesman Custom 4-Door Sedan, 6-p.	5545-2	\$2,385	+2.27%	3204	NA*	NA*
<b>TOTALS</b>	<i>Avg. Price</i>	\$2,365	+4.84%	<i>Production</i>	14,272	-29.35%

\*Production kept by model number (body style), but not by sub-series; therefore comparisons to prior year are not possible.



# Ambassador

*"The luxurious new 1955 Nash Ambassador!"*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1952 through 1957.

**Percentage of division's sales volume:** 26.84%.

**Primary competition:** Buick Century, DeSoto Firedome, Hudson Hornet, Kaiser Manhattan, Mercury Montclair, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** Completely restyled.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length lower body molding, small hubcaps, and 7.10 × 15 BSW tires. Custom adds: Cloth two-tone upholstery, foam seat cushions, custom steering wheel, electric clock, turn signals, rocker panel moldings, Continental rear tire mount and cover, and full wheel covers.

## Measurements

Wheelbase	121.3"
Length	209.3"*
Width	78.0"
Height	62.3"
Legroom — front	42.5"
Legroom — rear	40.1"
Headroom — front	37.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

\*Add 10" for Custom models.

## Models Available

	Model No. <sup>†</sup>	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Ambassador Super 4-Door Sedan, 6-p.	5565-1	\$2,480	+2.61%	3538	22,614*	NA*
Ambassador Custom 2-Door Country Club Hardtop, 5-p.	5567-2	\$2,795	+2.19%	3593	3,170	-11.48%
Ambassador Custom 4-Door Sedan, 6-p.	5565-2	\$2,675	+2.88%	3576	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,650	+4.77%	<i>Production</i>	25,784	+20.33%

\*Production kept by model number (body style), but not by sub-series, therefore comparisons to prior year are not possible. †The "6" in the model number becomes "8" when equipped with a V8 engine.

# OLDSMOBILE

*"Oldsmobile rockets ahead ... with Flying Colors!"*

The slogan this year makes reference to three things — a more powerful "Rocket" engine, more color choices both inside and out, and "exclusive flying color styling." The more powerful engine seems to go without saying, as the mid-fifties were all about horsepower and who had the most. The 324 CID engine was boosted to 202 horsepower @ 4000 rpm in top form. Backing it up was the Hydra-Matic Super Drive automatic transmission. Dual exhaust would become available during the year, further boosting the performance and sound of the engine.

Interiors continued the two round dial theme on the instrument panel, with a large horizontal trim piece worked in through the top half, housing the gauges and radio controls. The optional air conditioning system was moved to a location under the hood, meaning that the vents and ductwork were now located within and under the instrument panel. Large vents positioned at opposite ends of the dash delivered cooled or heated air to passengers. New leathers and fabrics in a wide array of hues and shades were becoming an Oldsmobile signature.

The “flying color” styling theme was best expressed in the side trim. A nearly full-length trim piece ran straight back from the top of the “swept-cut” front wheel opening (meaning, that the trailing edge flowed back gradually creating a sportier look) then stopped just aft of the rear wheel opening. From there it came back forward, gradually moving up, and then at the back side window, curved up to the beltline dip. A straight trim piece also came forward from the backup light bezel and ended just inches short of the main bodyside trim. Ninety-Eight 2-door models used a variation of the main trim that ended in front of the rear wheel opening. The “98” also used the “swept-cut” rear wheel opening styling. All other Oldsmobile models used a rear fender skirt shaped to make the rear wheel opening appear to be “swept-cut.” A new 4-Door Holiday Hardtop

model arrived mid-year in all three series with styling very similar to the 2-Door Hardtops.

New front styling included a combined bumper and grille setup that retained the over-arching upper grille that Olds had become known for, while the bumper reflected the theme, giving an oval opening which housed the horizontal bar. Oval pod style bumper guards were again used, but the center bar this year had actual block lettering affixed on top of the bar, instead of molded into it. Hooded headlamps, the Oldsmobile globe hood emblem, and a new Rocket styled hood ornament completed the new front end. All cars now used one-piece wraparound front and rear windows. Minimal changes were seen at the rear, consisting mostly of badge placement changes and revised taillamp and bumper design.



88 4-Door Sedan



98 2-Door Holiday Hardtop



98 Starfire 2-Door Convertible interior



Super 88 2-Door Sedan

**Model year production:** 583,179, up 64.74% from 1954.  
**Domestic market share:** 8.18% (5th place).  
**Base price range:** \$2,297 to \$3,276.  
**Oldsmobile average base price:** \$2,718, up 1.61%.  
**Introduction date:** November 1954.  
**Assembly plants:** Atlanta, GA (A); Framingham, MA (B); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); Lansing, MI (M); Arlington, TX (T); and Wilmington, DE (W).

**Serial number identification:** Located on left front door hinge pillar. Eight to nine digit code read as follow: 1st two digits indicate year: 55. Third digit indicates series as follows: 7 = 88, 8 = Super 88, and 9 = 98. Fourth digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning number of 1001, and ending number as follows in the chart below.

### Highest Serial Numbers by Assembly Plant and Series

Series	Atlanta	Framingham	Los Angeles	Kansas City	Linden	Lansing	Arlington	Wilmington
88	25284	14033	23907	25801	26305	83115	13728	18188
Super 88	24050	13521	26134	26765	30220	95087	14606	18874
98	12463	7338	12655	12237	16111	48385	7937	9117

## Powertrains

Engine	Compression		Transmission	88	Super 88	98
	Ratio	Gross HP				
324 CID Rocket, 2-bbl., OHV, V8	8.5:1	185	3-speed manual	S	-	-
			Hydra-Matic Super Drive	\$178	-	-
324 CID Rocket, 4-bbl., OHV, V8	8.5:1	202	3-speed manual	-	S	S
			Hydra-Matic Super Drive	-	\$178	\$178

## Major Options

	88	Super 88	98
DeLuxe Condition-Air heater and defroster	\$74	\$74	\$74
Air conditioning (NA convertibles)	\$550	\$550	\$550
DeLuxe radio	\$94	\$94	\$94
Signal seeking radio	\$121	\$121	\$121
Autronic-Eye headlamp dimmer	\$45	\$45	\$45
Power windows	\$80	\$80*	\$80*
4-way power front seat adjustment	\$65	\$65	\$65
Tinted glass	\$30	\$30	\$30
Safety padded instrument panel	\$17	\$17	S
Power steering	\$108	\$108	\$108
Power brakes	\$38	\$38	\$38
Rear fender skirts	S	S	S†
Chrome wheel trim rings	\$8	\$8	-
DeLuxe wheel covers	\$28	\$28	S
Whitewall tires	\$32	\$32	\$32

\*Standard on Convertible models. †Not available on 2-Door models.

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code
Black	10
Burlingame Red	20
Regal Maroon	21
Mint Green	30
Glen Green Metallic	31
Grove Green Metallic	32
Twilight Blue	40
Panama Blue Metallic	41
Bimini Blue Metallic	42
Frost Blue	43
Mist Gray Metallic	50
Juneau Gray Metallic	51
Polar White	60
Caspian Cream	61
Coral	62
Bronze Metallic	63
Chartreuse	64
Shell Beige	65
Turquoise Metallic	70

Seventy-five two-tone combinations available, plus additional special two-tone combinations. First two digits of code are lower body color, second two digits are upper body color.

## Eighty-Eight

*"Thrilling in beauty ... outstanding in value!"*

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1954 through 1956.

Percentage of division's sales volume: 38.13%.

Primary competition: Buick Special, Dodge Royal, Hudson Wasp, Mercury Monterey, Nash Statesman Custom, Pontiac Star Chief, and Studebaker President.

Notable changes: Minor restyling.

Major standard equipment: Two-tone cloth upholstery, rubber floor mats, electric clock, lined luggage compartment, front and rear fender stainless trim, rear fender skirts, and 7.10 × 15 BSW tires.

## Measurements

Wheelbase	122.0"
Length	203.4"
Width	78.3"
Height	60.5"
Legroom — front	42.5"
Legroom — rear	43.8"
Headroom — front	35.6"
Headroom — rear	34.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
88 2-Door Sedan, 6-p.	3611	\$2,297	+1.10%	3688	37,507	+108.22%
88 2-Door Holiday Hardtop Coupe, 5-p.	3637	\$2,474	+1.02%	3707	85,767	+232.17%
88 4-Door Sedan, 6-p.	3669	\$2,362	+1.07%	3707	57,777	+99.04%
88 4-Door Holiday Hardtop Sedan, 6-p.	3639	\$2,546	NEW	3768	41,310	NEW
TOTALS	<i>Avg. price</i>	\$2,420	+2.85%	<i>Production</i>	222,361	+205.19%

## Super 88

*"Out in front ... with the new "Go-Ahead" look!"*

**Nameplate year of origin:** 1951 (88 series started 1949).

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 41.53%.

**Primary competition:** Buick Century, Dodge Custom Royal, Hudson Hornet, Kaiser Manhattan, Mercury Montclair, and Nash Ambassador.

**Notable changes:** Minor restyling.

**Major standard equipment:** Nylon and orlon cloth upholstery (leather trim also offered), full floor carpeting, electric clock, lined luggage compartment, front and rear fender stainless trim, rear fender skirts, and 7.60 × 15 BSW tires. Convertible adds: Leather interior, power front seat, power windows, and power top.

### Measurements

Wheelbase	122.0"
Length	203.4"
Width	78.3"
Height	60.5"
Legroom — front	42.5"
Legroom — rear	43.8"
Headroom — front	35.6"
Headroom — rear	34.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 88 2-Door Sedan, 5-p.	3611D	\$2,436	+1.08%	3720	11,950	-57.14%
Super 88 2-Door Holiday Hardtop Coupe, 5-p.	3637D	\$2,714	+0.97%	3765	62,534	+48.34%
Super 88 2-Door Convertible, 5-p.	3667DTX	\$2,894	+0.91%	3989	9,007	+39.60%
Super 88 4-Door Sedan, 6-p.	3669D	\$2,503	+1.05%	3762	111,316	-0.01%
Super 88 4-Door Holiday Hardtop Sedan, 6-p.	3639D	\$2,788	NEW	3825	47,385	NEW
TOTALS	<i>Avg. price</i>	\$2,667	+2.15%	<i>Production</i>	242,192	+28.95%

## Ninety-Eight

*"Spectacular is the word for Oldsmobile's Ninety-Eight.  
This is Oldsmobile at its finest!"*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 20.34%.

**Primary competition:** Buick Super, Chrysler Windsor DeLuxe, Hudson Hornet, Kaiser Manhattan, and Packard Clipper Custom.

**Notable changes:** Minor restyling.

**Major standard equipment:** Nylon and leather upholstery, front seat center armrest, full floor carpeting, electric clock, front and rear fender stainless trim, rear fender skirts (4-Door only), lined luggage compart-

### Measurements

Wheelbase	126.0"
Length	212.4"
Width	78.3"
Height	60.5"
Legroom — front	42.8"
Legroom — rear	44.0"
Headroom — front	35.6"
Headroom — rear	33.8"

ment, and 7.60 × 15 BSW tires. DeLuxe adds: Rear seat center armrest. Convertible adds: Leather interior, power windows and front seat adjustment, power top, and 8.00 × 15 BSW tires.

### Measurements (cont.)

Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
98 2-Door Holiday Hardtop, 5-p.	3037	\$3,069	+8.60%	3924	38,363	+332.75%
98 2-Door DeLuxe Starfire Convertible, 5-p.	3067DX	\$3,276	+0.83%	4159	9,149	+34.54%
98 4-Door DeLuxe Sedan, 6-p.	3069D	\$2,833	+0.96%	3864	39,847	-16.94%
98 4-Door DeLuxe Holiday Hardtop Sedan, 6-p.	3039D	\$3,140	NEW	3976	31,267	NEW
TOTALS	<i>Avg. price</i>	\$3,080	+3.31%	<i>Production</i>	118,626	+27.11%

# PACKARD

*“Packard Presents Two Great Lines of Cars for 1955!”*

Lacking funds for a totally new car, Packard made extensive upgrades to its basic 1951–1954 bodies and chassis — enough changes that they nearly qualified as totally new cars. At first glance, it is difficult to see the relationship, but a closer inspection reveals some of the old cars’ features, such as the rear fender feature line that is well hidden with trim, and even with a modified shape on senior Packards. After the corporate troubles of 1954, the new model year looked promising. New styling, powertrains and chassis features combined to produce Packard’s best season since 1950.

Styling updates for 1955 went in a decidedly modern direction. At the front end the Clipper series used a mesh type grille, while the senior Packard series had a large full-width egg-crate grille, both resting atop a full-width wrap-around bumper, which also wrapped under the car slightly, as was common on many makes this year. The new bumper also had an air inlet opening set between the bumper guards, below the main bumper bar, and above the area that curved under the car. The upper grille bar had a very faint trace of the old “ox-yoke” grille shape left intact. It arched upward slightly in the center, and then ran straight across beneath the hooded headlamps, wrapping around the fender to meet the front fender molding. All cars also featured wraparound parking lamps, which were set between the top grille bar and the bumper. Clippers had a center mounted grille emblem featuring a ship’s steering wheel, while the senior Packards used a gold-colored “V” and

Packard crest emblem. The total effect was of a larger, more modern car, with the overall front end canted slightly forward.

Changes in the greenhouse area included a new windshield, now of a full “sweep-around” design, along with new rectangular front door vent windows and one-piece wraparound rear windows on all closed cars. The back end of the Clipper series was a carry-over of the new-for-1954 Clipper design. However, the senior Packard line received all-new quarter panel designs, with a feature line that was flattened out below the rear side windows. This allowed for a vertical trim piece with a simulated air intake design on all models. The most distinctive change was the new rear tailfin design with rearward canting fins. Tall vertical tail-lamps were set within the ends of each fin, above backup lamps at the bottom end.

Visually, bodyside stainless steel trim and emblems were the most distinctive Packard feature for 1955. Medallions similar to those used on the hood graced the trunk lids, along with series script on Clippers. Clipper bodyside trim consisted of an upper molding beginning at the front door vent window, gradually moving down onto the body side, to a point near the rear edge of the front door. From there it ran straight back to the rear fender end. This was quite similar to the 1954 Caribbean trim. On the new Constellation hardtop (and optional on the Clipper Custom sedan), a second molding began off of the upper grille bar’s end, running straight back over the front wheel opening,



then curving downward as it moved onto the front door, and ending at the rocker panel molding near the back edge of the front door. This facilitated some very stylish, and sometimes unique, paint combinations for two-toned Clipper Customs. Senior Packards used two horizontal trim strips, the higher of which ran from the top grille bar straight back across the front wheel opening, ending at the vertical rear quarter panel trim. The lower piece began at the top of the rear bumper end and ran straight forward, meeting the bottom of the vertical quarter panel trim piece, and ending at the front wheel opening. This arrangement made it possible for Packard to be one of the first manufacturers to offer three-tone paint combinations, a choice likely to be forever associated with the Caribbean convertible and the 400 hardtops of 1955 and 1956.

What couldn't be seen on the exterior was mostly new also, with the big news being Packard's introduction of modern, overhead valve V8 engines. Offered in four variations, the engines immediately proved Packard's mastery of engine building. The new Twin Ultramatic automatic transmission promised to improve on the already great Ultramatic, but problems soon raised questions about Packard's engineering. A change with the senior Packard two-

door models put them onto the 127 inch wheelbase shared with the Patrician sedan. Equally new were Packard's new "Torsion-Bar" springs, consisting of two-full length torsion bars and two compensating bars, which combined to give a "stable, smooth, yet soft ride." This was available on any model. Also, a 12-volt electrical system was introduced for this year. Interiors received an upgrade as well, while continuing the basically flat instrument panel facing as in past Packards. Even more colors were introduced to coincide with the proliferation of colors on the exterior. And as was typical, more luxurious fabric and leathers were introduced, keeping Packard in step with the competition.

Finally, Packard's model lineup shrank by seven models this season. All three of the slow-selling 2-door sedans in the Clipper series were discontinued, and a more popular 2-door hardtop model replaced the 2-door Sportster coupe. Other casualties included the Cavalier 4-Door Sedan, the Packard convertible, and both Executive sedans. Henney coachbuilders had built the extended wheelbase Executive sedans. As Henney had its own financial problems and Packard was not selling very many Executives, the decision was made to discontinue them.



400 2-Door Hardtop



Caribbean 2-Door Convertible



Clipper Custom 2-Door Constellation Hardtop



Clipper Super 4-Door Sedan



Patrician 4-Door Sedan

**Model year production:** 55,517, up 90.09% from 1954.  
**Domestic market share:** 0.78% (14th place).  
**Base price range:** \$2,586 to \$5,932.  
**Packard average base price:** \$3,475, down 4.66%.  
**Introduction date:** January 1955.  
**Assembly plants:** Detroit, MI.  
**Serial number identification:** Eight to nine digit code lo-

cated on left front door hinge pillar, and read as follows: First four digits are model number from charts that follow. Remaining digits are sequential serial number beginning with 1001 and ending as follows in chart below. *Example:* 5522-1001 is a 1955 Clipper DeLuxe 4-Door sedan, with serial number 1001.



## Highest Serial Numbers by Model

<i>Model</i>	<i>Ending No.</i>
5522	9039
5542	8979
5547	8016
5562	9702
5567	7678
5582	10127
5587	8206
5588	1500

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Clipper DeLuxe &amp;</i>	<i>Patrician &amp;</i>	<i>400</i>	<i>Caribbean</i>
				<i>Super</i>	<i>Clipper Custom</i>		
320 CID, 2-bbl., V8	8.5:1	225	3-speed manual	S	-	-	-
			Overdrive	\$110	-	-	-
			Ultramatic Drive	\$199	-	-	-
352 CID, 4-bbl., V8	8.5:1	245	3-speed manual	-	S	-	-
			Overdrive	-	\$110	-	-
			Ultramatic Drive	-	\$199	-	-
352 CID, 4-bbl., V8	8.5:1	260	3-speed manual	-	-	\$*	-
			Ultramatic Drive	-	-	S	-
352 CID, Dual 4-bbl., V8	8.5:1	275	3-speed manual	-	-	-	\$*
			Ultramatic Drive	-	-	-	S

\*A 3-speed manual transmission was available by special order.

## Major Options

	<i>Clipper DeLuxe</i>	<i>Clipper Super</i>	<i>Clipper Custom</i>	<i>400 &amp; Patrician</i>	<i>Caribbean</i>
Heater and defroster	\$80	\$80	\$80	\$80	S
Air conditioning	\$647	\$647	\$647	\$647	-
Radio with antenna	\$102	\$102	\$102	\$102	S
Signal-seeking radio	\$125	\$125	\$125	\$125	\$23
Solex tinted glass	\$45	\$45	\$45	\$45	\$45
Full-leather interior	\$155	\$155	\$155	\$155	S
4-way power front seat	\$70	\$70	\$70	\$70	S
Power windows	\$108	\$108	\$108	\$108	S
Power steering	\$115	\$115	\$115	S	S
Power brakes	\$40	\$40	\$40	S	S
Fender skirts	\$20	\$20	\$20	S	S
Full wheel covers	\$18	S	S	S	S
White sidewall tires	\$30	\$30	\$30	\$33	S

Options common to most models. (—= Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Jade	A	Topaz Metallic	K
Tourmaline	B	Turquoise	L
Emerald Metallic	C	White Jade	M
Zircon	D	Agate	N
Ultramarine Metallic	E	Citrine	P
Sapphire Metallic	F	Sardonyx	R
Moonstone	G	Rose Quartz	U
Gray Pearl Metallic	H	Onyx	V
Fire Opal	J	Emerald Metallic over Moonstone	CG*

	<i>Code</i>		<i>Code</i>
Tourmaline over Jade	BA*	Topaz Metallic over Citrine	KP
Emerald Metallic over Jade	CA*	Topaz Metallic over Agate	KN
Tourmaline over Moonstone	BG*	Topaz Metallic over White Jade	KM*
Sapphire Metallic over Moonstone	FG*	White Jade over Citrine	MP*
Ultramarine Metallic over Zircon	ED*	White Jade over Sardonyx	MR
Sapphire Metallic over Zircon	FD*	Gray Pearl Metallic over Moonstone	HG*
Ultramarine Metallic over Moonstone	EG*	Onyx over White Jade	VM*
Moonstone over Turquoise	GL*	White Jade over Gray Pearl Metallic with Rose Quartz center section	MUH†
Onyx over Citrine	VP	White Jade over Onyx with Fire Opal center section	MJV†
Onyx over Fire Opal	VJ*	White Jade over Emerald Metallic with Jade center section	MAC†
Fire Opal over White Jade	JM*	White Jade over Sapphire Metallic with Zircon center section	MDF†
Agate over White Jade	NM*		

\*Marked two-tone combinations are reversible. †Tri-tone combinations available only on senior Packard 2-Door models.

## Clipper

*"The new leader of the medium-priced field!"*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 69.68%.

**Primary competition:** Buick Super, Chrysler Windsor DeLuxe, DeSoto Fireflite, Hudson Hornet, Mercury Montclair, and Oldsmobile 98.

**Notable changes:** Major restyling and new powertrain components.

**Major standard equipment:** Broadcloth and vinyl interior trim, full floor carpeting, stainless steel full-length bodyside moldings, front and rear window surround moldings, hood ornament, front and rear bumper guards, small hubcaps with trim rings, and 7.60 × 15 BSW tires. Super and Custom add: Electric clock, glove box light, rocker panel molding and full wheel covers.

### Measurements

Wheelbase	122.0"
Length	214.8"
Width	78.0"
Height	62.8"
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY*</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY*</i>
Clipper DeLuxe 4-Door Sedan, 6-p.	5522	\$2,586	NEW	3680	8,309	NEW
Clipper Super 2-Door Panama Hardtop Coupe, 6-p.	5547	\$2,776	NEW*	3700	7,016	NEW*
Clipper Super 4-Door Sedan, 6-p.	5542	\$2,686	NEW	3670	7,979	NEW
Clipper Custom 2-Door Constellation Hardtop Coupe, 6-p.	5567	\$3,076	-1.57%*	3865	6,672	+84.41%*
Clipper Custom 4-Door Touring Sedan, 6-p.	5562	\$2,926	+3.94%	3885	8,708	+38.88%
<b>TOTALS</b>	<i>Avg. Price</i>	\$2,810	+2.12%	<i>Production</i>	38,684	+67.66%

\*1955 Customs are compared to the 1954 Supers, as they are direct replacements with the same model number. The 1955 Panama can be considered a new model, as it had a new model number.

# Packard

*"The new Packard with Torsion-Level ride!"*

**Nameplate year of origin:** 1951 (400 and Patrician) and 1953 (Caribbean).

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 30.32%.

**Primary competition:** Cadillac Series 62 and Lincoln Capri. Caribbean competition: Cadillac Eldorado and Chrysler 300.

**Notable changes:** Major restyling and new powertrain components.

**Major standard equipment:** Leather and cloth interior trim, full floor covering, electric clock, stainless full-length bodyside molding, front and rear window surround moldings, hood ornament, rear fender skirts, full wheel covers, and 8.00 × 15 BSW tires. Caribbean adds: Leather interior, heater and defroster, power front seat, power windows, radio, power top, wheel opening moldings, rocker panel molding, power steering, power brakes, and 8.00 × 15 WSW tires.

## Measurements

Wheelbase	127.0"
Length	218.5"
Width	78.0"
Height	NA
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Packard 400 2-Door Hardtop Coupe, 6-p.	5587	\$3,930	NEW	4250	7,206	NEW
Packard Caribbean 2-Door Convertible, 6-p.	5588	\$5,932	-2.75%	4755	9,127	+812.70%
Packard Patrician 4-Door Sedan, 6-p.	5582	\$3,890	0.00%	4275	500	+25.00%
TOTALS		<i>Avg. Price</i> \$4,584	-11.05%	<i>Production</i>	16,833	+1430.27%

# PLYMOUTH

*"All-new '55 Plymouth. The biggest car in Plymouth history ... longer, lower, wider!"*

The advertising slogan sums up the changes for 1955 quite well. Plymouth had all-new body styling, in line with the other Chrysler products designed under the direction of Virgil Exner. Gone were the boxy and square cars, replaced with sleek, smoothly styled cars. Plymouth also received its first V8 powerplant this year, and a host of new optional equipment.

In just one model year, Plymouth went from one engine choice to four, with the addition of three varieties of V8 engines. The base 6-cylinder engine was upgraded with more power and was standard in all Plymouth models, except the Belvedere Convertible. The big news was the 260 CID V8 that was available in 2-barrel or "Power Pack" 4-barrel carbureted versions. With horsepower ratings up to 177, the 1955 Plymouth was the most powerful ever. An-

other option, introduced at mid-year, was a 241 CID V8, which gave buyers an economical V8 choice.

The new body styling followed the Exner "less is more" theme, with very basic lines down the bodyside, letting the side trim define the character of the car. Of course, optional two-tone paint schemes provided variations on the standard trim. Front and rear styling was simple and modern. A variation of the 1954 grille theme appeared with a heavier center bar. New hood medallions were basically a flat bar on 6-cylinder cars, and a large "V" with a small "8" in the middle on V8 cars. Across the bottom of each was the name Plymouth. Atop the hood, a highly stylized Mayflower ship was the new hood ornament. Front fender ends canted forward, providing a hooded inset for the headlamps, with rectangular parking lights directly below them

under the main grille bar. Around back a small half-cone shaped taillight was also under the hooded part of the rearward canting rear quarter panels. The only body side crease ran forward from just under the taillight to a point just above the front of the rear wheel opening. Model designations could be found in script on the front fenders in front of the wheel opening. All cars carried a one-piece, wrap-around windshield and (with the exceptions of Convertibles and Wagons) rear window.

Interiors received the expected styling changes that come with an all-new car. A lot of bright colors could be found inside and out, and new fabrics were used to coordinate colors. Instrument panels were of a unique symmetrical design. The speedometer was placed just to the left of the steering column, and fuel gauge, temperature gauge,

and shift selector (on PowerFlite equipped cars) were placed to the right. In the middle was the optional radio and glove box. The right side of the panel had round ornaments that mimicked the driver's side, housing such things as the clock, radio speaker, and cigarette lighter.

Model changes for the year resulted in the deletion of the Savoy Club Coupe and the Belvedere 2-Door Suburban Wagon. Added to the line were a new 4-Door Suburban for the Plaza and Belvedere series and a Belvedere 2-Door Club Sedan. All the changes resulted in Plymouth sales soaring, with an increase of over 50 percent from 1954. But Plymouth's sales ranking nonetheless dropped to fourth place, as a stellar selling season at Buick enabled it briefly to regain the third place in model year sales.



Belvedere 2-Door Convertible



Plaza 2-Door Suburban Station Wagon



Savoy 4-Door Sedan

**Model year production:** 704,464, up 53.97% from 1954.

**Domestic market share:** 9.89% (4th place).

**Base price range:** \$1,639 to \$2,351.

**Plymouth average base price:** \$1,984, up 1.94%.

**Introduction date:** November 17, 1954.

**Assembly plants:** Detroit, MI; Evansville, IN; and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. P-26 series: Eight digit code as follows — Detroit, 13835001 to 14119261; Evansville, 20745001 to 20819358; Los Angeles, 25180001 to 25200109. P-27 series: Eight digit code as follows — Detroit, 15663001 to 15871476; Evansville, 22182001 to 22244749; Los Angeles, 26524001 to 26549993, and 26500000 to 26500290.

## Powertrains

Engine	Compression		Transmission	Belvedere Convertible	
	Ratio	Gross HP		P-26 models*	(P-27 models)
230 CID PowerFlow, 1-bbl., L-head, 6-cyl.	7.4:1	117	3-speed manual	\$	-
			Automatic overdrive	\$108	-
			PowerFlite automatic	\$178	-
241 CID Hy-Fire, 2-bbl., V8	7.6:1	157	3-speed manual	\$	-
			Automatic overdrive	\$	-
			PowerFlite automatic	\$	-
260 CID Hy-Fire, 2-bbl., V8	7.6:1	167	3-speed manual	\$103	\$
			Automatic overdrive	\$211	\$108
			PowerFlite automatic	\$281	\$178
260 CID Hy-Fire Power Pack, 4-bbl., V8	7.6:1	177	3-speed manual	\$	\$
			Automatic overdrive	\$	\$
			PowerFlite automatic	\$	\$

\*A 6-cylinder car is a P-26 series, and if a V8 is ordered as optional equipment, it becomes a P-27 series.

## Major Options

	<i>Plaza</i>	<i>Savoy</i>	<i>Belvedere</i>
Heater and defroster	\$70	\$70	\$70
Airtemp air conditioning (V8 only)*	\$525	\$525	\$525
Radio	\$83	\$83	\$83
Power windows	\$95	\$95	\$95
Solex tinted glass	\$35	\$35	\$35
Power front seat	\$42	\$42	\$42
Power steering	\$97	\$97	\$97
Power brakes	\$35	\$35	\$35
Full wheel covers	\$	\$	\$
Wire wheel covers	\$99	\$99	\$99
White sidewall tires	\$25	\$25	\$25

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

\*Not available on convertible or station wagons.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Black	601	Gulf Green Metallic over Tamiami Green	666
Miami Blue	605	Saratoga Sand over Gulf Green Metallic	667
Biscayne Blue Metallic	606	Orlando Ivory over Palm Beach Gray	668
Tampa Turquoise	607	Cypress Brown Metallic over Saratoga Sand	669
Tamiami Green	615	Saratoga Sand over Cypress Brown Metallic	670
Gulf Green Metallic	616	Palm Beach Gray over Orlando Ivory	671
Glades Green	617	Bimini Blue Green Metallic over Tampa Turquoise	677
Largo Green Metallic	618	Saratoga Sand over Tampa Turquoise	678
Saratoga Sand	640	Black over Tampa Turquoise	679
Cypress Brown Metallic	641	Largo Green Metallic over Glades Green	680
Pompano Peach	650	Saratoga Sand over Glades Green	681
Seminole Scarlet	651	Black over Glades Green	682
Orlando Ivory	655	Cypress Brown Metallic over Pompano Peach	683
Biscayne Blue Metallic over Miami Blue	661	Saratoga Sand over Pompano Peach	684
Orlando Ivory over Miami Blue	662	Black over Pompano Peach	685
Miami Blue over Biscayne Blue Metallic	663	Black over Seminole Scarlet	686
Saratoga Sand over Biscayne Blue Metallic	664	Orlando Ivory over Seminole Scarlet	687
Tamiami Green over Gulf Green Metallic	665	Orlando Ivory over Black	688

## Plaza

*"New beauty and economy."*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 26.95%.

**Primary competition:** Chevrolet 150 Special, Ford Mainline, and Studebaker Champion Custom.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl interior trim, rubber floor covering, electric clock, black rubber windshield surround, stainless steel beltline molding, and 6.70 × 15 BSW tires.

## Measurements

Wheelbase	115.0"
Length	203.8"
Width	74.6"
Height	60.1"
Legroom — front	44.5"
Legroom — rear	43.6"
Headroom — front	35.0"
Headroom — rear	34.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Plaza 2-Door Business Coupe, 3-p.	P26-1	\$1,639	+1.30%	3025	4,882	-2.36%
Plaza 2-Door Club Sedan, 6-p.	P26-1	\$1,738	+0.64%	3089	53,610	+91.63%
Plaza 4-Door Sedan, 6-p.	P26-1	\$1,781	+0.91%	3129	84,156	+95.36%
Plaza 2-Door Suburban Station Wagon, 6-p.	P26-1	\$2,077	+0.63%	3261	31,788	-11.55%
Plaza 4-Door Suburban Station Wagon, 6-p.	P26-1	\$2,158	NEW	3282	15,442	NEW
TOTALS	<i>Avg. Price</i>	\$1,879	+4.74%	<i>Production</i>	189,878	+67.64%

## Savoy

*"Beauty queen of its class."*

**Nameplate year of origin:** 1954 (1951 as a station wagon designation.)

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 33.73%.

**Primary competition:** Chevrolet 210 DeLuxe, Ford Customline, and Studebaker Champion DeLuxe.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl interior trim, full carpeting, electric clock, stainless windshield surround and beltline molding, front fender and door body side trim, small hubcaps, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	115.0"
Length	203.8"
Width	74.6"
Height	60.1"
Legroom — front	44.5"
Legroom — rear	43.6"
Headroom — front	35.0"
Headroom — rear	34.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Savoy 2-Door Club Sedan, 6-p.	P26-2	\$1,837	+0.11%	3109	74,880	+194.85%
Savoy 4-Door Sedan, 6-p.	P26-2	\$1,880	+0.37%	3154	162,741	+16.76%
TOTALS	<i>Avg. Price</i>	\$1,859	+0.44%	<i>Production</i>	237,621	+21.28%

## Belvedere

*"The big new car with Glamour ... Getaway ... and Go!"*

**Nameplate year of origin:** 1954 (1951 as a 2-Door hardtop designation).

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 39.32%.

**Primary competition:** Chevrolet Bel Air, Ford Fairlane, and Studebaker Champion Regal.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl interior trim, full floor carpeting, electric clock, stainless steel windshield and rear window surround, stainless steel full-length body and beltline moldings, small hubcaps, and 6.70 × 15 BSW tires. Convertible adds: Vinyl interior trim and power top.

### Measurements

Wheelbase	115.0"
Length	203.8"
Width	74.6"
Height	60.1"
Legroom — front	44.5"
Legroom — rear	43.6"
Headroom — front	35.0"
Headroom — rear	34.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0



## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Belvedere 2-Door Club Sedan, 6-p.	P26-3	\$1,936	NEW	3129	41,645	NEW
Belvedere 2-Door Sport Coupe Hardtop, 6-p.	P26-3	\$2,113	-1.49%	3149	47,375	+85.12%
Belvedere 2-Door Convertible, 6-p.	P27-3	\$2,351	+2.17%	3409	8,473	+22.80%
Belvedere 4-Door Sedan, 6-p.	P26-3	\$1,979	+1.33%	3159	160,984	+51.02%
Belvedere 4-Door Suburban Station Wagon, 6-p.	P26-3	\$2,322	NEW	3330	18,488	NEW
TOTALS	<i>Avg. Price</i>	\$2,140	-1.45%	<i>Production</i>	276,965	+86.72%

# PONTIAC

*"New in everything but Pontiac's great name!"*

The sales slogan for the new model year says it all. Very little of the new Pontiac was carried over from prior years except the name and the "Silver Streaks," which were of an all-new twin stripe design. Even the names were somewhat new, as the Chieftain Special became the Chieftain 860 and the Chieftain DeLuxe became the Chieftain 870. Styling was all new inside and out, and new station wagon models appeared, but the most important new feature had to be the all-new Strato-Streak V8 engine.

Pontiac's new V8 engine was one of the most tested engines ever introduced, and it had to be right from the beginning as this would be the only powerplant offered for 1955. Several of Pontiac's main rivals, notably Dodge and Mercury, had been using V8 engines for several years. Pontiac's only prior experience with a V8 engine was in 1932, when a leftover engine design engineered by Oakland, and last used in the 1931 Oakland, became Pontiac's first 8-cylinder engine. Pontiac was Oakland's companion car from 1926 until 1931 when the Oakland was discontinued for the better selling Pontiac. In 1933, the V8 was dropped and replaced by a straight eight engine.

"Strato-Streak" engines were the most modern V8s on the market, boasting such features as a reverse-flow cooling system, five main bearings and a valve-in-head design. Horsepower was up an incredible 53 horsepower from the old in-line eight, making a 40 percent increase over 1954. At mid-year, a 4-barrel "Power Pack" option became available, and could be ordered with dual exhaust making for an even faster Pontiac. The "Dual-Range Hydra-Matic" was upgraded to accommodate the increased V8 power. In much the same way that the new for '55 Chevrolet V8 became a powerful staple in the Chevy line, the new Pontiac

V8 would serve as the basis for all future Pontiac V8s, and even a few 4-cylinder offshoots, through the 1960s with the famous 389 CID V8, and even into 1981 when the last 301 CID V8 engines were built.

New body styling was a bold departure from the conservative Pontiac of the past. Sharing the new corporate A-body with Chevrolet meant things like new wraparound windshield, doors, rear windows, and the beltline dip at the rear side window were all common features. But Pontiac managed a completely different look with its new grille design, body trim and unique front end and rear quarter styling. The front styling began with an over-arching bar attached to the hood and front fenders similar to 1954 models. The bumper was composed of a lower section that curved upwards and around the fender ends to meet the wraparound center bar. The center bar ran about a third of the way across the car from each side, where a filler pan behind it came outwards to complete the center horizontal section. Affixed to the center bar were three chrome strips leading back and over the top of the filler pan, which extended the full width of the front end. Twin "Silver Streaks" made up of nine ribs each ran the length of the hood, and became known as "suspenders." The Pontiac name was spelled out in block letters between the streaks on the front of the hood. Headlights sat below a hooded fender design and a jet styled hood ornament was standard, with a lighted ornament available.

Around back for the first time, rear quarter panels were flush with the main body, and a new raised section at the rear was a small concession to the tailfin craze, topped with a "Silver Streak" strip which ran down the back edge to the round taillight placed at mid-body level. Chieftain

station wagons used a rear end appearance adapted from the Chevrolet, with a taillight housing fitted with a round lamp. Trunk lids, and tailgates of Chieftain wagons, sported a variation of the 1954 Pontiac hood emblem design. And all but wagons used a two-piece rear bumper design, connected by a bar arching over the license plate area.

Body sides of all models carried a molding that began at the front door vent window, slanted slightly rearwards to the midpoint of the body side, and then turned straight back, ending at the taillight. On Star Chief models the rear slanting front portion was wider with three ribbed marks on it, and three chrome “stars” were used forward of the main horizontal trim, with two on the front door and one on the front fender. Star Chiefs also carried lower rear quarter panel stainless trim.

Interiors, of course, were all new with a horizontally designed instrument panel, half-moon speedometers, and many new fabrics and two-tone color combinations.

Several new station wagon models were introduced this year, as the popularity of the body style exploded. First up was a new Chieftain 860 2-Door, 6-passenger wagon replacing last year’s Chieftain Special 4-Door, 6-passenger wagon. But the big news was the mid-year introduction of the Star Chief Custom Safari 2-Door wagon. Based on the show car lines of the Chevrolet Nomad, this was to be the first in a string of stylish wagons from General Motors. Forward slanting B- and C-pillars distinguished the rakish lines of the Safari. From the rear, the Safari could easily be identified by its split rear bumper design and the vertical chrome strips decorating its tailgate.



Chieftain 860 4-Door Station Wagon



Chieftain 870 4-Door Sedan



Star Chief 2-Door Convertible



Star Chief 2-Door Convertible



Star Chief Custom 2-Door Catalina Hardtop



Star Chief Custom 2-Door Safari Station Wagon

**Model year production:** 554,106, up 92.57% from 1954.  
**Domestic market share:** 7.78% (6th place).  
**Base price range:** \$2,105 to \$2,962.  
**Pontiac average base price:** \$2,431, up 5.12%.  
**Introduction date:** October 1954. Safari introduced January 31, 1955.  
**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Framingham, MA (F); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); Arlington, TX (T); and Wilmington, DE (W).  
**Serial number identification:** Nine to eleven digit code lo-

cated on left front door hinge pillar and read as follows: First digit indicates assembly plant code from above. The second digit indicates series: 7 for Series 27 and 8 Series 28. The third and fourth digits indicate year code: 55 = 1955. Fifth digit indicates transmission attachment: S = Synchromesh 3-speed manual, H = Hydra-Matic. Remaining digits are sequential number by engine and transmission installation with beginning number of 1001 and ending number as follows in the chart below. Style number is located on body tag on cowl under hood.

## Highest Serial Numbers by Series and Assembly Plant

Series	Atlanta	Los Angeles	Framingham	Kansas City	Linden	Pontiac	Arlington	Wilmington
27 V8 w/3-speed	6802	4572	4714	5868	6536	26879	331	5564
27 V8 w/Hydra-Matic	26027	31707	15847	30873	33154	126714	14339	24851
28 V8 w/3-speed	1018	1061	1085	1061	1134	1696	1026	1075
28 V8 w/Hydra-Matic	17315	20372	10484	20584	24173	85247	10511	17278

## Powertrains

Engine	Compression		Transmission	Chieftain	Chieftain	Star
	Ratio	Gross HP		860	870	Chief
287 CID Strato-Streak, 2-bbl., V8	7.4:1	173	3-speed manual	S	S	S
	8.0:1	180	Dual-Range Hydra-Matic	\$178	\$178	\$178
287 CID Strato-Streak Power Pack, 4-bbl., V8	7.4:1	193	3-speed manual	\$35	\$35	\$35
	8.0:1	200	Dual-Range Hydra-Matic	\$213	\$213	\$213

## Major Options

	Chieftain 860	Chieftain 870	Star Chief
Heater and defroster	\$70	\$70	\$70
Air conditioning	\$592	\$592	\$592
Radio	\$80	\$80	\$80
Electric clock	\$17	\$17	S
Power front seat adjustment	\$	\$	\$
Power windows	\$97	\$97	\$97
Power steering	\$108	\$108	\$108
Power brakes	\$36	\$36	\$36
Rear fender skirts	\$11	\$11	\$11
Stainless steel rear fender skirts	-	-	\$15
Hubcaps	S	-	-
Full wheel covers	\$18	S	S
Wire wheel covers	\$	\$	\$
White sidewall tires	\$35	\$35	\$35

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code		Code
Raven Black	5500	Raven Black over Castle Gray (CC)	5520
Beaumont Blue Metallic	5501	White Mist over Firegold Metallic (CC)	5521
Corsair Tan	5502	White Mist over Turquoise Blue Metallic (CC)	5522
Persian Maroon Metallic	5503	Castle Gray over Corsair Tan (CC)	5523
Falcon Gray Metallic	5504	Castle Gray over Nautilus Blue (CC)	5524
Avalon Yellow	5505	Sequoia Green Metallic over Avalon Yellow (CC)	5525
Bolero Red	5506	Nautilus Blue over Castle Gray (CC)	5526
Valley Green	5507	Avalon Yellow over Raven Black (CC)	5527
Marietta Blue	5508	Raven Black over Nautilus Blue (CC)	5528
Castle Gray	5509	Avalon Yellow over Sequoia Green Metallic (CC)	5529
Sequoia Green Metallic	5510	Nautilus Blue over Raven Black (CC)	5530
Firegold Metallic	5511	Nautilus Blue	5531
Turquoise Blue Metallic	5512	Raven Black over Valley Green (CC)	5532
Raven Black over Valley Green (CC)	5513	Castle Gray over Falcon Gray Metallic (CC)	5533
Falcon Gray Metallic over Castle Gray (CC)	5514	Bolero Red over Raven Black (CC)	5534
Raven Black over Avalon Yellow (CC)	5515	Valley Green over Sequoia Green Metallic (CC)	5535
Raven Black over Bolero Red (CC)	5516	Marietta Blue over Beaumont Blue Metallic (CC)	5536
Sequoia Green Metallic over Valley Green (CC)	5517	Castle Gray over Marietta Blue (CC)	5537
Beaumont Blue Metallic over Marietta Blue (CC)	5518	Castle Gray over Raven Black (CC)	5538
Marietta Blue over Castle Gray (CC)	5519	Corsair Tan over Castle Gray (CC)	5539

	<i>Code</i>		<i>Code</i>
Driftwood Beige	5541	Nautilus Blue over Castle Gray (VC)	5566
Raven Black over Valley Green (VC)	5553	Avalon Yellow over Raven Black (VC)	5567
Falcon Gray Metallic over Castle Gray (VC)	5554	Raven Black over Nautilus Blue (VC)	5568
Raven Black over Avalon Yellow (VC)	5555	Avalon Yellow over Sequoia Green Metallic (VC)	5569
Raven Black over Bolero Red (VC)	5556	Nautilus Blue over Raven Black (VC)	5570
Sequoia Green Metallic over Valley Green (VC)	5557	Raven Black over Valley Green (VC)	5572
Beaumont Blue Metallic over Marietta Blue (VC)	5558	Castle Gray over Falcon Gray Metallic (VC)	5573
Marietta Blue over Castle Gray (VC)	5559	Bolero Red over Raven Black (VC)	5574
Raven Black over Castle Gray (VC)	5560	Valley Green over Sequoia Green Metallic (VC)	5575
White Mist over Firegold Metallic (VC)	5561	Marietta Blue over Beaumont Blue Metallic (VC)	5576
White Mist over Turquoise Blue Metallic (VC)	5562	Castle Gray over Marietta Blue (VC)	5577
Castle Gray over Corsair Tan (VC)	5563	Castle Gray over Raven Black (VC)	5578
Castle Gray over Nautilus Blue (VC)	5564	Corsair Tan over Castle Gray (VC)	5579
Sequoia Green Metallic over Avalon Yellow (VC)	5565	Polo White over Driftwood Beige (VC)	5582*

CC = Conventional Combination two-tone: roof over lower body. VC = Vogue Combination two-tone: roof and rear upper body over hood and lower body. \*1955 spring color.

## Chieftain 860

*"Splendor and power never before known to the low-priced field!"*

**Nameplate year of origin:** 1949 (1955 for 860 sub-series).

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 25.00%.

**Primary competition:** Dodge Coronet, Mercury Custom, Nash Statesman, and Studebaker Commander.

**Notable changes:** Completely redesigned. Replaces Chieftain Special line.

**Major standard equipment:** Morrokide and cloth upholstery, front and rear rubber floor mat, automatic interior lighting, stainless steel front and rear window trim, body side stainless molding, hubcaps, and 7.10 × 15 BSW tires. Station wagons add: Morrokide upholstery and 7.60 × 15 BSW tires.

### Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	122.0"	122.0"
Length	203.2"	203.2"
Width	76.6"	76.6"
Height	60.5"	61.0"
Legroom — front	43.4"	43.4"
Legroom — rear	42.0"	NA
Headroom — front	36.0"	35.9"
Headroom — rear	35.9"	NA
Cargo capacity (cu. ft.)	NA	87.0
Fuel capacity (gals.)	20.0	17.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY*</i>
Chieftain 860 2-Door Sedan, 6-p.	2711	\$2,105	+6.96%	3476	58,654	NA
Chieftain 860 4-Door Sedan, 6-p.	2719	\$2,164	+6.76%	3511	65,155	NA
Chieftain 860 2-Door Station Wagon, 6-p.	2763	\$2,434	NEW	3626	8,618	NA
Chieftain 860 4-Door Station Wagon, 8-p.	2762	\$2,518	+4.09%	3686	6,091	NA
TOTALS	<i>Avg. price</i>	\$2,305	+5.05%	<i>Production</i>	138,518	NA

\*Change from LY is not available as 1955 is first year for body style production reporting.

## Chieftain 870

*"Sweeps to exciting new heights in style and performance!"*

**Nameplate year of origin:** 1949 (1955 for 870 sub-series).

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 38.29%.

**Primary competition:** Dodge Royal, Hudson Wasp, Mercury Custom, Nash Statesman, and Oldsmobile 88.

**Notable changes:** Completely redesigned. Replaces Chieftain DeLuxe line.

**Major standard equipment:** Morrokide and cloth upholstery, full floor carpeting, automatic interior lighting, stainless steel front and rear window trim, beltline molding, body side stainless molding, full wheel covers, and 7.10 × 15 BSW tires. Station wagon adds: Morrokide upholstery, and 7.60 × 15 BSW tires.

### Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	202.7"	202.7"
Width	76.6"	76.6"
Height	60.5"	61.0"
Legroom — front	43.4"	43.4"
Legroom — rear	42.0"	NA
Headroom — front	36.0"	35.9"
Headroom — rear	35.9"	NA
Cargo capacity (cu. ft.)	NA	87.0
Fuel capacity (gals.)	20.0	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Chieftain 870 2-Door Sedan, 6-p.	2711D	\$2,209	+6.61%	3476	28,950	NA
Chieftain 870 2-Door Catalina Hardtop, 6-p.	2737D	\$2,335	+0.82%	3521	72,608	NA
Chieftain 870 4-Door Sedan, 6-p.	2719D	\$2,268	+6.43%	3511	91,187	NA
Chieftain 870 4-Door Station Wagon, 6-p.	2763DF	\$2,603	+3.95%	3676	19,439	NA
TOTALS	<i>Avg. price</i>	\$2,354	+3.19%	<i>Production</i>	212,184	NA

\*Change from LY is not available as 1955 is first year for body style production reporting.

## Star Chief

*"Breath-taking vision of the future in automotive design!"*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 36.71%.

**Primary competition:** Buick Special, Dodge Custom Royal, Hudson Hornet, Kaiser Manhattan, Mercury Monterey, Nash Ambassador, Oldsmobile 88, and Studebaker President.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Sharkskin and nylon upholstery, full carpeting, electric clock, DeLuxe steering wheel, body side stainless molding, belt line molding, lower rear quarter panel and rear wheel opening stainless trim, full wheel covers, and 7.10 × 15 BSW tires. Convertible adds: Leather upholstery and power top. Station wagon adds: 7.60 × 15 BSW tires. Custom adds: Cloth and leather or all-leather upholstery and pile carpeting.

### Measurements

	Cars	Wagon
Wheelbase	124.0"	122.0"
Length	213.6"	202.7"
Width	74.4"	76.6"
Height	60.5"	59.6"
Legroom — front	43.4"	43.4"
Legroom — rear	42.5"	NA
Headroom — front	36.0"	36.0"
Headroom — rear	35.9"	NA
Cargo capacity (cu. ft.)	NA	71.0
Fuel capacity (gals.)	20.0	16.0



## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Star Chief DeLuxe 2-Door Convertible Coupe, 6-p.	2867DTX	\$2,691	+2.32%	3791	19,762	NA
Star Chief DeLuxe 4-Door Sedan, 6-p.	2819D	\$2,362	+2.65%	3556	44,800	NA
Star Chief Custom 2-Door Catalina Hardtop, 6-p.	2837SD	\$2,499	-2.27%	3566	99,929	NA
Star Chief Custom 4-Door Sedan, 6-p.	2819SD	\$2,455	+2.55%	3556	35,153	NA
Star Chief Custom 2-Door Safari Station Wagon, 6-p.	2764DF	\$2,962	NEW	3636	3,760	NEW
TOTALS	<i>Avg. price</i>	\$2,594	+4.99%	<i>Production</i>	203,404	+76.74%

\*Change from LY is not available as 1955 is first year for body style production reporting.

# STUDEBAKER

*"The new American car that is setting the style for the world!"*

When most other manufacturers were introducing all-new models, including its new business partner Packard, Studebaker had to make do with a slightly restyled version of its 1953 cars. There was new power to be found under the hood, which arrived just in time for the "horsepower wars," and the new V8s in particular were a success. Also new were two names from the past, most importantly the return of the President nameplate. As in the past, it took its place as the top-of-the-line series. Also returning was the sub-series designation of "State" used on the top line models in the President series.

Exterior styling changes freshened the 1953 design; however, they came in two stages. At the start of the model year, all cars received a new grille and bodyside trim. Up front, the twin grilles were replaced by a heavy chrome arched grille opening extending onto the front fender where the turn signal/parking lamp combination was housed in a rectangular opening beneath the headlamp. At the bottom of the grille opening was a large horizontal bar, and in the opening created was a large, wide "V" ornament, with a small vertical bar at the center. A jet-like hood ornament topped the revised hood, and fender top ornaments were standard on the President and available on all other models. Custom and DeLuxe trim levels did not use a bodyside molding, while the Regal, State and Speedster models used a full-length molding that earned the nickname of "butter knife" molding, due to its shape on the rear quarter panel.

Another round of restyling came about at mid-season. All sedans and station wagon models received a new cowl and wraparound windshield. This also necessitated a new upper section for the front door, as the wraparound wind-

shield created a small dogleg. Because of this styling change, body style numbers were different between the two variations. What makes this mid-season change interesting is that this new cowl, windshield and door design would become the basis for the '56 to '58 models.

The truly big news for the year was found under the hood. The 6-cylinder engine received an upgrade with more displacement and horsepower. A heavily revised V8 engine lineup included two new more powerful V8 engines, including Studebaker's first 4-barrel carburetor installation. Power brakes were newly available for 1955. Also introduced at mid-year was optional, trunk-mounted air conditioning for V8 powered sedans.

Studebaker seemed to have a passion for changing the instrument panel every year or two, and this year was no exception. Instrument panels now used a flat panel face, without the chrome band seen in 1953 and 1954. Two large, round gauges were placed directly in front of the driver in separate pods. All other controls were placed in small round pods around the larger pods. All DeLuxe, Regal and State models used a wood-grain appliqué finish on the gauge cluster, while the President Speedster used an engine-turned aluminum appliqué. A padded vinyl dashboard top could be ordered as an added safety feature. Other new interior features include optionally available power front seat and power window controls, both of which were introduced at mid-year.

Model changes included the Champion Regal 2-Door sedan being dropped. The Commander added a Custom sub-series, and the prior Commander Land Cruiser moved to the President DeLuxe sub-series. The result was a match-



ing line-up of cars between the Champion and Commander series. The reinstated President series had the aforementioned DeLuxe 4-Door sedan and a reinstated State sub-series with Coupe, Hardtop and 4-Door sedan. To top

off the new series was a quasi-luxury Speedster 2-Door Hardtop that had nearly all of Studebaker's available accessories as standard equipment.



Champion Regal 2-Door Hardtop



Commander Custom 2-Door Sedan



President DeLuxe 4-Door Sedan



President State 4-Door Sedan

**Model year production:** 133,827, up 63.33% from 1954.  
**Domestic market share:** 1.88% (11th place).  
**Base price range:** \$1,741 to \$3,253.  
**Studebaker average base price:** \$2,133, down 1.36%.  
**Introduction date:** September 1954.  
**Assembly plants:** Los Angeles, CA, and South Bend, IN.

**Serial number identification:** Seven to eight digit code located on left front door hinge pillar and read as follows: First digit indicates series (Champion = G; Commander = 8, and President = 7), followed by six to seven digit sequential serial number by series and assembly plant as in chart that follows.

### Serial Numbers by Assembly Plant and Series

<i>Assembly plant</i>	<i>Beginning</i>	<i>Ending</i>
Los Angeles, CA — Champion	932501	936679
Los Angeles, CA — Commander	841201	849083
Los Angeles, Ca — President	805001	808480
South Bend, IN — Champion	1316501	1357374
South Bend, IN — Commander	380601	429407
South Bend, IN — President	150001	170827

### Powertrains

<i>Engine</i>	<i>Compression</i>		<i>Gross HP</i>	<i>Transmission</i>	<i>Champion</i>	<i>Commander</i>	<i>President</i>
	<i>Ratio</i>						
185.6 CID, 1-bbl., L-head, 6-cyl.	7.5:1	101	3-speed manual	S	-	-	
			Overdrive	\$115	-	-	
			Automatic Drive	\$216	-	-	
224.3 CID, 2-bbl., OHV, V8	7.5:1	140	3-speed manual	-	S	-	
			Overdrive	-	\$118	-	
			Automatic Drive	-	\$227	-	
259.2 CID, 4-bbl., OHV, V8	7.5:1	175*	3-speed manual	-	-	S	

Engine	Compression Ratio	Gross HP	Transmission	Champion	Commander	President
			Overdrive	-	-	\$118
			Automatic Drive	-	-	\$227

\*Mid- to late-season models had 185-horsepower output.

### Major Options

	Champion	Commander	President
Climatizer heater and defroster	\$63	\$63	\$63*
Air conditioning (sedans only)	-	\$567	\$567
Electric clock	\$	\$	S
Starline 6-tube radio	\$66	\$66	\$66
Stratoline 8-tube radio	\$	\$	\$*
Power front seat adjustment	\$	\$	\$
Power windows	\$	\$	\$
Tinted glass	\$	\$	\$*
Power steering	\$108	\$108	\$108*
Power brakes	\$	\$	\$*
Hill-Holder	\$	S	S
Hubcaps	\$	S	S
Full wheel covers	\$	\$	\$
Simulated wire wheel covers	\$	\$	\$*
Whitewall tires	\$	\$	\$*

\*Standard on President Speedster.

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Velvet Black	W-ND
Alpena Blue	W-ZA
Cascade Green	W-ZB
Pima Red	W-ZC
Encino Cream	W-ZD
Sheridan Green	W-ZE
Tilden Gray	W-ZF
Saginaw Green	W-ZG
Windsor Blue	W-ZH
Sonora Beige	W-ZI/W-ZV
Hialeah Green Metallic	W-ZW
Sun Valley Yellow	W-ZX
Pimlico Gray Metallic	W-ZY
Congo Ivory	W-ZZ
Rancho Red	8848
Shasta White	P-2614-C
Windsor Blue over Alpena Blue	P-2588-C*
Sonora Beige over Saginaw Green	P-2589-C*
Sonora Beige over Encino Cream	P-2590-C*
Sheridan Green over Cascade Green	P-2591-C*
Velvet Black over Pima Red	P-2592-C*
Sheridan Green over Encino Cream	P-2593-C*
Sonora Beige over Pima Red	P-2594-C*
Pima Red over Tilden Gray	P-2595-C*
Hialeah Green Metallic over Sun Valley Yellow	8821/8823*
Congo Ivory over Pimlico Gray Metallic	8829/8827*
Windsor Blue over Alpena Blue	P-2606-C†
Sonora Beige over Saginaw Green	P-2607-C†
Sonora Beige over Encino Cream	P-2608-C†
Sheridan Green over Cascade Green	P-2609-C†
Velvet Black over Pima Red	P-2610-C†
Sheridan Green over Encino Cream	P-2611-C†
Sonora Beige over Pima Red	P-2612-C†
Pima Red over Tilden Gray	P-2613-C†

\*Passenger car two-tone choices. †Station wagon two-tone choices. Two-tones are not available on Champion Custom models.

## Champion

*"A new and more powerful Champion line for 1955 ... styled to star in expensive company ... very low in price!"*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1953 through 1958 (Coupe continued to 1961).

Percentage of division's sales volume: 37.64%.

Primary competition: Chevrolet Two-Ten, Ford Customline, and Plymouth Savoy.

### Measurements

	Coupes & HT	Sedans	Wagons
Wheelbase	120.5"	116.5"	116.5"
Length	204.4"	202.3"	197.8"
Width	71.0"	69.5"	69.8"

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Cloth and nylon upholstery, full floor rubber mat, driver's door armrest, driver's side sunvisor, and 6.40 × 15 BSW tires. DeLuxe adds: Nylon and vinyl upholstery, front and rear armrests, dual sunvisors, full-floor rubber color-keyed carpeting, and stainless steel front, rear and side window moldings. Coupe adds: Rear seat center armrest. Regal adds: Cloth and nylon upholstery and full-length stainless steel molding. Conestoga wagons add: Two-tone vinyl upholstery, color-keyed rubber floor mats, and 6.70 × 15 BSW tires.

### Measurements (cont.)

	<i>Coupes &amp; HT</i>	<i>Sedans</i>	<i>Wagons</i>
Height	56.3"	60.0"	62.4"
Legroom — front	NA	42.5"	42.5"
Legroom — rear	NA	40.0"	40.0"
Headroom — front	NA	36.0"	36.0"
Headroom — rear	NA	34.5"	34.5"
Cargo capacity (cu. ft.)	NA	NA	64.0
Fuel capacity (gals.)	18.0	18.0	18.0

### Models Available

	<i>Style No.*</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Champion Custom 2-Door Sedan, 6-p.	16G6-F1	\$1,741	-0.97%	2740	2,801	+5.58%
Champion Custom 4-Door Sedan, 6-p.	16G6-W1	\$1,783	-1.00%	2790	3,290	+15.03%
Champion DeLuxe 2-Door Coupe, 5-p.	16G6-C3	\$1,875	-4.92%	2790	5,572	-20.87%
Champion DeLuxe 2-Door Sedan, 6-p.	16G6-F3	\$1,841	-1.81%	2780	7,666	+72.31%
Champion DeLuxe 4-Door Sedan, 6-p.	16G6-W3	\$1,885	-1.72%	2805	13,621	+40.89%
Champion DeLuxe 2-Door Conestoga Wagon, 6-p.	16G6-D3	\$2,141	-2.10%	2980	3,517	-10.05%
Champion Regal 2-Door Coupe, 5-p.	16G6-C5	\$1,975	-5.05%	2795	2,721	-46.91%
Champion Regal 2-Door Hardtop, 5-p.	16G6-K5	\$2,129	-5.00%	2865	2,408	-44.03%
Champion Regal 4-Door Sedan, 6-p.	16G6-W5	\$1,993	-1.63%	2815	7,406	+1.65%
Champion Regal 2-Door Conestoga Wagon, 6-p.	16G6-D5	\$2,312	+0.74%	2985	1,372	-55.37%
TOTALS	<i>Avg. price</i>	\$1,968	-2.23%	<i>Production</i>	50,374	-2.06%

\*Sedan and wagon models with non-wraparound windshields use odd number suffix 1, 3, or 5. Models with wraparound windshields use even number suffix 2, 4, or 6.

## Commander

*"The pace-setting new 1955 Commander V8 series ...  
Sensationally stepped up in power and performance ...  
the most impressive looking car in its price field!"*

**Nameplate year of origin:** 1927.

**Current bodystyle lifespan:** 1953 through 1958 (Coupe continued to 1961).

**Percentage of division's sales volume:** 43.93%.

**Primary competition:** Chevrolet Bel Air, Ford Fairlane, Nash Statesman, and Plymouth Belvedere.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Cloth and nylon upholstery, full floor rubber mat, driver's door armrest, driver's side sunvisor, and 6.40 × 15 BSW tires. DeLuxe adds: Nylon and vinyl upholstery, front and rear armrests, dual sunvisors, color-keyed rubber full-floor carpeting, and stainless steel front, rear and side window moldings. Coupe adds: Rear seat center armrest. Regal adds: Cloth and nylon upholstery and full-length stainless steel molding. Conestoga wagons add: Two-tone vinyl upholstery, color-keyed rubber floor mats, and 6.70 × 15 BSW tires.

### Measurements

	<i>Coupes &amp; HT</i>	<i>Sedans</i>	<i>Wagons</i>
Wheelbase	120.5"	116.5"	116.5"
Length	204.4"	202.3"	197.8"
Width	71.0"	69.5"	69.8"
Height	56.3"	60.0"	62.4"
Legroom — front	NA	42.5"	42.5"
Legroom — rear	NA	40.0"	40.0"
Headroom — front	NA	36.0"	36.0"
Headroom — rear	NA	34.5"	34.5"
Cargo capacity (cu. ft.)	NA	NA	64.0
Fuel capacity (gals.)	18.0	18.0	18.0

## Models Available

	Style No. *	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commander Custom 2-Door Sedan, 6-p.	16G8-F1	\$1,873	NEW	3105	1,413	NEW
Commander Custom 4-Door Sedan, 6-p.	16G8-W1	\$1,919	NEW	3065	2,082	NEW
Commander DeLuxe 2-Door Starlight Coupe, 5-p.	16G8-C3	\$1,989	-10.93%	3065	6,975	+143.20%
Commander DeLuxe 2-Door Sedan, 6-p.	16G8-F3	\$1,969	-7.82%	3045	6,834	+529.28%
Commander DeLuxe 4-Door Sedan, 6-p.	16G8-W3	\$2,014	-7.57%	3075	16,768	+263.34%
Commander DeLuxe 2-Door Conestoga Wagon, 6-p.	16G8-D3	\$2,274	-7.11%	3265	4,280	+123.85%
Commander Regal 2-Door Starlight Coupe, 5-p.	16G8-C5	\$2,094	-10.55%	3065	4,639	+47.22%
Commander Regal 2-Door Starliner Hardtop, 5-p.	16G8-K5	\$2,282	-8.79%	3150	3,296	-34.60%
Commander Regal 4-Door Sedan, 6-p.	16G8-W5	\$2,127	-7.00%	3080	9,985	+288.37%
Commander Regal 2-Door Conestoga Wagon, 6-p.	16G8-D5	\$2,445	-4.34%	3275	2,516	-12.58%
TOTALS	<i>Avg. price</i>	\$2,099	-10.57%	<i>Production</i>	58,788	+92.72%

\*Sedan and wagon models with non-wraparound windshields use odd number suffix 1, 3, or 5. Models with wraparound windshields use even number suffix 2, 4, or 6.

## President

*“Cars of truly impressive power and superb proportions ... each a masterpiece in interior elegance — carrying prestige anywhere in the world!”*

**Nameplate year of origin:** 1927 (name not used from 1942 to 1954).

**Current bodystyle lifespan:** 1955 through 1958 (Coupe continued to 1961).

**Percentage of division's sales volume:** 18.43%.

**Primary competition:** Buick Special, Dodge Custom Royal, Hudson Wasp, Mercury Monterey, Oldsmobile 88, and Pontiac Star Chief.

**Notable changes:** New series.

**Major standard equipment:** Crestweave nylon and nylon twill upholstery, color-keyed full floor rubber carpeting, deluxe steering wheel, front and rear armrests, dual sunvisors, automatic dome light switch, automatic courtesy lights, stainless steel side window moldings, and 7.10 × 15 BSW tires. State adds: Vinyl and nylon upholstery, full-floor carpeting, rear seat center armrests, and full-length bodyside moldings. Speedster adds: Power steering, power brakes, fog lights within bumperettes, backup lights, directional signals, chrome fender ornaments, simulated wire wheel covers, and 7.10 × 15 WSW tires.

### Measurements

	Coupes	Sedans
Wheelbase	120.5"	120.5"
Length	204.5"	206.3"
Width	71.0"	69.5"
Height	56.3"	60.0"
Legroom — front	NA	42.5"
Legroom — rear	NA	40.0"
Headroom — front	NA	36.0"
Headroom — rear	NA	34.5"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	18.0	18.0

## Models Available

	Style No. *	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
President DeLuxe 4-Door Sedan, 6-p.	6H-Y3	\$2,311	NEW	3165	1,021	NEW
President State 2-Door Coupe, 5-p.	6H-C5	\$2,270	NEW	3110	3,327	NEW
President State 2-Door Hardtop, 5-p.	6H-K5	\$2,456	NEW	3175	3,468	NEW
President State 4-Door Sedan, 6-p.	6H-Y5	\$2,381	NEW	3220	14,634	NEW
President Speedster 2-Door Hardtop, 5-p.	6H-K7	\$3,253	NEW	3301	2,215	NEW
TOTALS	<i>Avg. price</i>	\$2,534	NEW	<i>Production</i>	24,665	NEW

\*Sedan models with non-wraparound windshields use odd number suffix 3 or 5. Models with wraparound windshields use even number suffix 4 or 6.

# WILLYS

*“New 1955 models priced to meet motordom’s most competitive year!”*

Trim and name changes seemingly gave the old Aero a new life. The actual Aero name was dropped, and the restyled cars went by the Willys name with new Custom and Bermuda trim levels. As the semi-exotic name might suggest, the Bermuda was the top-of-the-line 2-door hardtop model. The Custom was the 2- and 4-door sedan line. Records show that there was also a small run of 1955 Ace 2-door sedans, but they were most likely leftover 1954 cars that were renumbered, so they are not included within the 1955 Willys section.

A new grille was introduced for the only time in the Aero-Willys’s brief life. But again, it seemed to mimic the 1955 Ford design. A slight difference was that there were a pair of horizontal oval openings, with a shorter, narrower one being fully open and set atop the larger oval. The larger oval was the main portion that looked like Ford’s new grille, and it consisted of many concave vertical bars, with a round parking lamp at each end of the grille. Hooded chrome headlight bezels and a blade-like hood ornament were also introduced, adding to the Ford look.

Revised full-length body side stainless steel trim completed the new look. Front fender and door trim was the

same as prior years, but behind the front door, the trim angled down at about a 45-degree angle for about a foot, and then angled back into a horizontal strip continuing to the end of the rear fender, just below the new oversized tail-lamps and bezels. Rear fender trim at the same level as the front fender trim continued to be used, creating a rather odd looking trim configuration. Larger bumper guards, both front and rear, contributed to an increase in the overall length of the standard cars. Finally, interiors and powertrains were carried over from 1954.

Kaiser-Willys ceased automobile production during April 1955. Production of the increasingly popular Jeep and Willys station wagon would continue in the Willys-Overland Toledo, Ohio, plant for many years. Since Kaiser had international production and marketing capabilities, the Willys automobile would continue in Brazil for a while. As the Kaiser body dies had been sent to Argentina, the Willys body dies were shipped to Brazil, and production of the 1955 U.S. style model continued with few changes through 1962. It was then modernized, but still carried the Aero Willys name and sold there from 1963 through 1971.



Bermuda 2-Door Hardtop



Custom 4-Door Sedan

**Model year production:** 5,985, down 23.92% from 1954.

**Domestic market share:** 0.08% (18th place).

**Base price range:** \$1,663 to \$1,795.

**Willys average base price:** \$1,748, down 12.57%.

**Introduction date:** January 1955 (Custom 2-door sedan added February 1955).

**Assembly plants:** Toledo, OH.

**Serial number identification:** Ten-digit code on plate located on left front door hinge pillar. First digit denotes company (5 = Willys). Second through fifth digits denote body style codes from series model number chart. Remaining digits are sequential serial numbers as follows in chart below.

## Serial Numbers by Series

Series	Series code	Beginning	Ending
Custom	52367-52467	10001	Unknown
Bermuda	52567	10001	Unknown



## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Willys</i>
226.2 CID Super Hurricane, 1-bbl., L-head, 6-cyl.	7.3:1	115	3-speed manual	S
			Overdrive	\$80
			Dual-Range Hydra-Matic automatic	\$165

### Major Options

	<i>Custom</i>	<i>Bermuda</i>
Heater and defroster	\$63	\$63
Radio	\$71	\$71
Electric clock	\$	\$
Directional signals	\$17	\$17
Full wheel covers	S	S
White sidewall tires	\$18	\$18

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Raven Black	21
Granada Green Metallic	31
Gulf Blue Metallic	32
Coral Rust Metallic	33
Gale Gray Metallic	34
Beryl Green	35
Bristol Red	36
Arctic White over Gulf Blue Metallic	37
Coronado Sand over Granada Green Metallic	38
Raven Black over Bristol Red	39
Gale Gray Metallic over Arctic White	40
Coronado Sand over Coral Rust Metallic	41
Coronado Sand over Bristol Red	42
Coronado Sand over Beryl Green	43
Granada Green Metallic over Coronado Sand	44
Coral Rust Metallic over Coronado Sand	45
Bristol Red over Coronado Sand	46
Beryl Green over Coronado Sand	47
Arctic White over Gale Gray Metallic	48
Gulf Blue Metallic over Arctic White	49
Raven Black over Arctic White	50

*Two-tone paint combinations available for \$17 extra.*

# Willys

*"Willys presents the value leaders for 1955!"*

**Nameplate year of origin:** 1914 (first use of name on production car).

Willys-Overland was first used as corporate name in 1907.

**Current bodystyle lifespan:** 1952 through 1955.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** Nash Rambler.

**Notable changes:** New grille and minor trim and detail changes.

**Major standard equipment:** Two-tone fabric upholstery, rubber floor mats, front and rear armrests, dual sun visors, dome light, locking glove box, two-spoke steering wheel, stainless steel window surrounds, one-piece curved windshield, one-piece wraparound rear window, full-length body side molding, hood ornament, small hubcaps, and 6.40 × 15 BSW tires. Bermuda adds: Cloth and vinyl interior upholstery, additional chrome interior trim, cigar lighter, chrome C-pillar trim, and full wheel covers.

### Measurements

Wheelbase	108.0"
Length	189.9"
Width	72.0"
Height	60.8"
Legroom — front	42.5"
Legroom — rear	36.3"
Headroom — front	35.5"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	24.0
Fuel capacity (gals.)	18.0



### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Willys Custom 2-Door Sedan, 5-p.	2467	\$1,663	NEW	2751	288	NEW
Willys Custom 4-Door Sedan, 5-p.	2367	\$1,725	NEW	2778	2,882	NEW
Willys Bermuda 2-Door Hardtop, 5-p.	2567	\$1,795	NEW	2847	2,156	NEW
TOTALS	<i>Avg. Price</i>	\$1,748	-12.57%	<i>Production</i>	5,985	-23.92%

# 1956

Most Chrysler, Ford and General Motors models for 1956 were updates of the basic 1955 designs with the typical new grille, trim and colors. Two companies had redesigned models, with American Motors introducing a slightly larger Rambler based on the body of the 4-door Ramblers introduced in 1954, and Studebaker redesigning its entire line, although they were still based on the 1953 models. The only all-new car for the year was the ultra-luxurious Continental Mark II from Ford. Also noteworthy was the expansion of the 4-door hardtop models to all divisions at GM and the addition of that body style to most Ford, Chrysler and American Motors lines. In fact, AMC took the idea a step further and adapted the body style to the station wagon, making the Rambler Cross Country the first 4-door hardtop station wagon on the market.

With the automobile industry now down to five major players, Studebaker-Packard was at the bottom and struggled to keep up. Since Packard models were restyled for 1955, it was Studebaker's turn to get an update. Lacking adequate funds, engineers and designers had to work with the basic 1953 platform, but their efforts were quite successful. The stylish Loewy coupe design continued in modified form as the new Hawk series. The rest of the line featured raised fender, hood and trunk lines, making the cars slightly boxier, but more closely resembling the styling trends set by the Big Three. With rising consumer interest in station wagons, Studebaker introduced three new models in this body style with the Pelham, Parkview and Pinehurst 2-door station wagons.

Packards had been restyled in 1955, so trim and details were the order of the day for 1956. Interestingly, Clipper models were marketed as a separate line for 1956, apparently to maintain the luxury reputation of the rest of the Packard line. Note that Clippers are included under the Packard section herein. Packard's luxury reputation was proven by the fact that the top of the line Patrician Sedan and 400 Hardtop were the most popular models, account-

ing for nearly 25 percent of production. As sales fell, there were rising concerns about the future of Packard, and over a two-year period, 600 dealerships were lost. The corporation cut the advertising budget, and by June 25, 1956, the last "real" Packard, a Patrician 4-Door Sedan, rolled off the line. After this 1,443 Packard employees were laid off. The Packard name would survive for two more years, but the cars that bore it hereafter were restyled Studebakers.

American Motors made more trim and styling changes to its "large" cars and completely redesigned the smaller Rambler, which along with the Metropolitan, continued to be available through both Nash and Hudson dealerships. By this time, AMC was focusing on making the Rambler its own division of AMC, and many saw this as a sign that at least Hudson would soon be gone. The big Nashes' restyling incorporated full front wheel openings for the first time since the 1948 models, and various trim changes. An all-new V8 engine, purchased from Packard, replaced the previous Nash V8 engine and powered the Ambassador V8, while Hudson also used this engine in some Hornet V8 models. The famous Twin-H Hudson engine was discontinued after 1956. A slightly larger Rambler, based on the previous 4-door sedan wheelbase and powertrains, replaced the compact Rambler. Identifying features from the outside were a new, slightly larger body with wraparound windshield and reverse-slanting C-pillars. As in 1955, the redesigned Rambler was sold in both Nash and Hudson models.

Following up on the highly popular "Forward Look" introduced in 1955, Chrysler Corporation's main news for 1956 came from engineering advancements. The new Torqueflite automatic transmission was introduced at mid-year, initially only on the Imperial line. But Torqueflite would prove to be one of the best automatic transmissions on the market, and would serve Chrysler in this basic form for the next 30 years. All Chrysler products equipped with automatic transmissions adopted pushbutton drive with

mechanical linkage. Chrysler also pioneered the use of transistorized radios in the automobile this year. For the only time in its short lifespan, a DeSoto was selected as the official pace car for the Indianapolis 500 Memorial Day race. The production version of the pace car was designated the Fireflite Pacesetter Convertible.

The Lincoln division's turn in the limelight came in 1956, with all-new models being introduced. But even Lincoln was upstaged by the October 4, 1955, introduction of an all-new Continental Mark II. The Mark II was designed to bring back the allure and mystique that surrounded the original Lincoln Continental introduced in 1941. The Mark II, officially a product of the new Continental division of Ford, was not officially a Lincoln, although that is how it would forever be known, as the names Lincoln and Continental historically were used together. The other Ford and Mercury products carried on into 1956 with minor styling and trim changes. The focus for this year was on safety, and multiple safety items and packages were available on all Ford products, including padded dashboards, seat belts, deep-dish steering wheels, and safer instrument panel, door and window controls and knobs. Recognizing Ford's efforts in this area, *Motor Trend* magazine resumed its "Car of the Year" award and the entire Ford Motor Company was the deserving recipient. After 1956, the *Motor Trend* "Car of the Year" competition would become an annual award that manufacturers coveted.

The big news from General Motors came in the form of a major boost to the Corvette's image with sportier

styling and more powerful engines. With the addition of a V8 engine, Chevrolet was able to promote the racing prowess of the Corvette, with its racy lines and newfound power, moving the Corvette image from European roadster to American performance car. All five GM divisions restyled their new models, some more than others, and as previously mentioned, 4-door hardtop models were now available from every division and in nearly every series except the lowest priced lines.

For light-duty trucks there were no major changes this season. Studebaker did some minor restyling to their truck line and added the name Transtar. Most manufacturers, including Studebaker, had horsepower improvements of five to ten percent, which mirrored increases found on the automobile side of the business.

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### 1956 Overview and Changes from Prior Year

- **Total industry production:** 6,243,825, down 12.37%.
- **Number of manufacturers for model year:** 18, down from 19.
- **Number of models and body types offered:** 242, up from 225.
- **Industry average base price:** \$2,928, up 13.76%.
- **Industry base price range:** \$1,734 for the Chevrolet 150 2-Door Utility Sedan to \$9,695 for the Continental Mark II 2-Door Hardtop.

# BUICK

*"The Best Buick Yet!"*

In this final year of a three-year run for the corporate B- and C-bodied cars, there were not a lot of styling changes for Buick. Most noticeable was that all 4-door sedans and wagons now sported the round, full rear wheel openings, previously seen only on the hardtop and convertible models. They also appeared on the new for '56 Super and Roadmaster 4-Door Hardtops. A revised grille and bumper design with a slightly forward-angled center point highlighted the new season.

Around back, new taillights were incorporated. Body sides were similar to 1955, except that the Ventiports were oval shaped this year, as compared to the previous round

ones. Also, on the Roadmaster, the "Sweeppear" did not dip to the rocker panel as on other models, but instead went to a point about halfway down the rear wheel opening, and did not actually reach the opening, before sweeping rearward. This was done to help differentiate the Roadmaster from lower-priced Buicks. Inside, there were trim changes, with the Special gaining the "Red-Liner" horizontal speedometer. This was the first year since World War II that all lines used the same instrument panel.

Changes that could not be seen were minor as well. As with the instrument panel mentioned above, this was the first time since World War II that all series used the same

cubic inch displacement engine, the 322 CID Fireball V8. The Special received a 2-barrel version, while all other series retained their 4-barrel carburetion. A new rear axle and shocks and revised front suspension helped to improve dri-

visibility. Nineteen fifty-six marked the first year for Dynaflo to be standard equipment on the Super, and the last year for a 3-speed manual transmission to appear in the Century.



Century 2-Door Convertible



Century 4-Door Riviera Hardtop



Roadmaster 2-Door Riviera Hardtop



Special 4-Door Estate Wagon



Super 4-Door Sedan

**Model year production:** 570,630, down 22.58% from 1955.  
**Domestic market share:** 9.14% (4th place).  
**Base price range:** \$2,357 to \$3,704.  
**Buick average base price:** \$3,089, up 9.04%.  
**Introduction date:** November 1955.  
**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4); Wilmington, DE (5); Atlanta, GA (6); Framingham, MA (7); and Arlington, TX (8).

**Serial number identification:** Nine digit code read in which 1st digit indicates series (e.g., 4 = Series 40 Special), 2nd digit identifies the year (C = 1956), 3rd digit indicates assembly plant code from above, followed by 6-digit sequential number by assembly plant beginning with 001001 for each plant. Style number can be found on body identification plate. An "X" after the style number denotes power windows.

### Powertrains

Engine	Compression		Gross HP	Transmission	Special	Century	Super & Roadmaster
	Ratio						
322 CID Fireball, 2-bbl., V8	8.9:1	220	3-speed manual	S	-	-	
			Variable Pitch Dynaflo Drive	\$204	-	-	
322 CID Fireball, 4-bbl., V8	9.5:1	255	3-speed manual	-	S	-	
			Variable Pitch Dynaflo Drive	-	\$204	S	

### Major Options

	Special	Century	Super	Roadmaster
Weather-Warden venti-heater	\$85	\$85	\$85	\$85
Buick Air conditioner	\$403	\$403	\$403	\$403
Power brakes	\$37	\$37	\$37	S
Power steering	\$108	\$108	S	S
Power windows	\$	\$*	\$*	\$†
Power front seat adjustment	\$	\$*	\$*	\$†
Sonomatic AM radio	\$96	\$96	\$96	\$96
Selectronic AM radio	\$126	\$126	\$126	\$126
Easy-Eye tinted glass	\$32	\$32	\$32	\$32

### Paint Colors

	Code
Carlsbad Black	A
Castle Gray Metallic	B
Dover White	C
Electric Blue Metallic	D
Bedford Blue	E
Cadet Blue Metallic	F
Cambridge Blue	G
Laurel Green Metallic	H
Foam Green	J

## Major Options (cont.)

	Special	Century	Super	Roadmaster
Outside LH rear view mirror	\$	\$*	\$*	S
Full wheel covers	\$13	\$13	\$13	S
15" × 6" chrome wire spoke wheels	-	\$	\$	\$

\*Standard on Convertibles. †Standard on all 2-Door models.

Options common to most models. (— = Not Available; S = Standard equipment)  
Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors (cont.)

	Code
Glacier Green	K
Claret Red Metallic	L
Seminole Red	M
Tahiti Coral	N
Cameo Beige	P
Harvest Yellow	R
Bittersweet (1956 Spring Color)	T
Apricot (1956 Spring Color)	U

Two-tone combinations: First letter indicates upper body color and second letter indicates lower body color. Example: BD is Castle Gray over Electric Blue Metallic. Two tones available at \$15 extra cost.

## Special

*“For the budget-minded ... 220 horsepower and step-ahead styling in this low-priced beauty.”*

Nameplate year of origin: 1935.

Current bodystyle lifespan: 1954 through 1956.

Percentage of division's sales volume: 58.53%.

Primary competition: Dodge Coronet, Mercury Custom, Oldsmobile 88, and Pontiac Chieftain 870.

Notable changes: Restyled front and rear.

Major standard equipment: Cordaveen and vinyl upholstery, front and rear side armrests, full floor covering, sliding sun shades, three Ventiports per side, “Sweepstear” stainless bodyside trim, front and rear bumper guards, and 7.10 × 15, 4-ply tires. Convertible adds: All Cordaveen upholstery and power convertible top.

## Measurements

Wheelbase	122.0"
Length	205.1"
Width	75.5"
Height	60.4"
Legroom — front	42.9"
Legroom — rear	40.9"
Headroom — front	35.6"
Headroom — rear	34.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special 2-Door Sedan, 6-p., Model 48	4411	\$2,357	+5.55%	3750	38,672	-37.50%
Special 2-Door Riviera Hardtop, 6-p., Model 46R	4437	\$2,457	+5.36%	3775	113,861	-26.93%
Special 2-Door Convertible, 6-p., Model 46C	4467	\$2,740	+5.79%	3880	9,712	-2.97%
Special 4-Door Sedan, 6-p., Model 41	4469	\$2,416	+5.46%	3790	66,972	-20.44%
Special 4-Door Riviera Hardtop, 6-p., Model 43	4439	\$2,528	+4.94%	3860	91,025	+37.07%
Special 4-Door Estate Wagon, 6-p., Model 49	4481	\$2,775	-6.56%	3945	13,770	+366.46%
TOTALS	<i>Avg. price</i>	\$2,546	+3.02%	<i>Production</i>	334,017	-12.39%

## Century

*“For the performance-minded ... America's biggest horsepower-per-dollar buy!”*

Nameplate year of origin: 1935.

Current bodystyle lifespan: 1954 through 1956.

Percentage of division's sales volume: 17.91%.

## Measurements

Wheelbase	122.0"
Length	205.1"

**Primary competition:** Chrysler Windsor, DeSoto Firedome, Hudson Hornet, and (Packard) Clipper.

**Notable changes:** Restyled front and rear.

**Major standard equipment:** Nylon and Cordaveen interior trim, full carpeting, trunk light, "Sweepspear" stainless bodyside trim, front and rear bumper guards, four Ventiports on front fenders, and 7.60 × 15, 4-ply tires. Model 63D adds: Deluxe interior trim. Convertible adds: Leather interior trim and power convertible top, front seat, and windows.

### Measurements (cont.)

Width	75.5"
Height	59.8"
Legroom — front	42.8"
Legroom — rear	40.6"
Headroom — front	35.3"
Headroom — rear	34.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Century 2-Door Riviera Hardtop, 6-p., Model 66R	4637	\$2,963	+13.92%	3890	33,334	-58.51%
Century 2-Door Convertible, 6-p., Model 66C	4667X	\$3,306	+10.53%	4045	4,721	-15.52%
Century 4-Door Riviera Hardtop, 6-p., Model 63	4639	\$3,025	+10.68%	4000	20,891	-62.08%
Century 4-Door Riviera Hardtop, 6-p., Model 63D	4639D	\$3,041	NEW	4000	35,082	NEW
Century 4-Door Estate Wagon, 6-p., Model 69	4681	\$3,256	+2.55%	4080	8,160	+92.32%
TOTALS	<i>Avg. price</i>	\$3,118	+10.98%	<i>Production</i>	102,188	-35.54%

## Super

*"Super ... and that means superior in every respect."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 14.19%.

**Primary competition:** DeSoto Fireflite and Oldsmobile Super 88.

**Notable changes:** Restyled front and rear.

**Major standard equipment:** Patterned nylon and Cordaveen interior trim, full carpeting, electric clock, trunk light, "Sweepspear" stainless bodyside trim, four Ventiports on front fenders, and 7.60 × 15, 4-ply tires. Convertible adds: Cordaveen interior trim and power convertible top, front seat, and windows.

### Measurements

Wheelbase	127.0"
Length	213.6"
Width	80.0"
Height	62.5"
Legroom — front	43.1"
Legroom — rear	45.8"
Headroom — front	36.6"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 2-Door Riviera Hardtop, 6-p., Model 56R	4537	\$3,204	+4.00%	4140	29,540	-65.51%
Super 2-Door Convertible, 6-p., Model 56C	4567X	\$3,544	+4.28%	4340	2,489	-29.43%
Super 4-Door Sedan, 6-p., Model 52	4569	\$3,250	+4.60%	4200	14,940	-65.48%
Super 4-Door Riviera Hardtop, 6-p., Model 53	4539	\$3,340	NEW	4265	34,029	NEW
TOTALS	<i>Avg. price</i>	\$3,335	+4.96%	<i>Production</i>	80,998	-38.85%



# Roadmaster

*"Classic blending of beauty and grace."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 9.36%.

**Primary competition:** Chrysler New Yorker, Lincoln Capri, and Oldsmobile 98.

**Notable changes:** Restyled front and rear.

**Major standard equipment:** Custom nylon, Cordaveen and leather upholstery choices with double depth Foamtex cushions, full carpeting, rear seat center armrests on Sedan, electric clock, "Sweepstear" stainless bodyside trim, four Ventiports on each front fender, power steering, power brakes, deluxe wheel covers, and 8.00 × 15, 4-ply tires.

Convertible and 2-Door Hardtop add: Bright front seat cushion trim bands, power windows, and power front seat. Convertible adds:

Leather interior trim and power convertible top.

## Measurements

Wheelbase	127.0"
Length	213.6"
Width	80.0"
Height	62.5"
Legroom — front	43.2"
Legroom — rear	46.3"
Headroom — front	37.4"
Headroom — rear	35.7"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Roadmaster 2-Door Riviera Hardtop, 6-p., Model 76R	4737	\$3,591	+4.00%	4235	12,490	-55.51%
Roadmaster 2-Door Convertible, 6-p., Model 76C	4767X	\$3,704	+4.28%	4395	4,354	-8.12%
Roadmaster 4-Door Sedan, 6-p., Model 72	4769	\$3,503	+4.60%	4280	11,804	-62.78%
Roadmaster 4-Door Riviera Hardtop, 6-p., Model 73	4739	\$3,692	NEW	4355	24,779	NEW
TOTALS	<i>Avg. price</i>	\$3,623	+4.96%	<i>Production</i>	53,427	-17.20%

# CADILLAC

*"Cadillac presents the most inspiring motor cars the world has ever seen!"*

A pair of new models appeared this year, both of which would meet with considerable success. The more mainstream of the two was the first Sedan de Ville. The Sedan de Ville was Cadillac's first 4-Door Hardtop bodystyle. It was appointed similarly to the already popular 2-Door Coupe de Ville, and would become a mainstay in the Cadillac line. The second new addition was in the Eldorado series, which gained a 2-Door Hardtop to complement the luxury sport convertible. Designated the Eldorado Seville, this new model was equipped and priced at the same level as the newly rechristened Eldorado Biarritz convertible.

Significant styling and engineering changes marked the entire 1956 Cadillac line. A larger displacement, higher-compression V8 engine put a noticeable boost in the throttle. Now rated at 285 horsepower in base form, the new engine was mated to a newly improved Hydra-Matic automatic transmission, and together they gave Cadillac smooth, powerful and quiet performance. The "Power Pack" dual 4-barrel carburetor version put out 305 horsepower and continued to be available in all models, and standard in the Eldorado line.

Outside, the now two-year-old bodies needed a freshening and that is what they got. The greenhouse area was

essentially unchanged with all the new styling below the beltline. Up front, yet another variation of the egg-crate grille appeared, flanked by two large bumper “Dagmars” that were mounted just a little higher and slightly farther out towards the ends of the grille. The grille insert itself was of a slightly more refined texture and had a small horizontal chrome bar through the mid-section. Interestingly, buyers could opt for a gold finish on their grille in place of the standard satin finish grille. The hood appeared slightly lower with a slight point in the center, while fender lines were similar to the 1955 models. A hood ornament and Cadillac crest with “V” emblem still adorned the hood. The Eldorado line sported an exclusive twin-fin style hood ornament.

Side trim remained similar to previous years, with the exception of the rear quarters. A slight bulge that matched up to the rear bumper line ran forward to a point ending just over the front edge of the rear wheel opening. This was

standard on all models except the Eldorado. A similar design feature was introduced in 1955 on the Eldorado, but instead at the trailing end it met up with the taillight housings, and this design continued for the new 1956 Eldorado models. The Eldorado also continued to use a rear wheel opening sans fender skirts, contributing to its sporty appearance. At the back end, the Eldorado continued with the taillights at the bottom of the tailfin, while all other models used a slightly larger appearing taillight atop a tailfin that seemed more prominent.

Typical changes to the interior marked the new year. Fabrics, colors and patterns were updated along with other detail changes. Also noteworthy, this was the last year for the air conditioning unit to be trunk-mounted, and therefore the 1956 models were the last to have the round air intake appendages atop each rear quarter panel. Models without air conditioning definitely had a smoother look, but weren’t as “cool” in 90-plus degree weather.



Series 60 Special 4-Door Sedan



Series 62 2-Door Convertible



Series 62 4-Door Sedan deVille Hardtop



Eldorado Biarritz 2-Door Convertible



Eldorado Seville 2-Door Hardtop

**Model year production:** 152,089, up 9.89% from 1955.  
**Domestic market share:** 2.44% (9th place).  
**Base price range:** \$4,201 to \$6,828.  
**Cadillac average base price:** \$5,424, up 7.90%.  
**Introduction date:** October 1955.  
**Assembly plants:** Detroit, MI (1).  
**Engine and serial number identification:** Ten-digit code for

engine number (used as serial number). For all cars the number is stamped on front right side of the crankcase above the water pump. Series motors numbered as follows: 62 — 5662000000 and up; 60 Special — 5660000000 and up; 75 — 5675000000 and up. Ending engine number for all series — 154631.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Series 62, 60 Special & 75 Fleetwood	Eldorado
365 CID, 4-bbl., V8	9.75:1	285	Hydra-Matic Automatic	S	-
365 CID, Dual 4-bbl., V8	9.75:1	305	Hydra-Matic Automatic	\$	S

## Major Options

	62	Eldorado	60 Special	75 Fleetwood
Air conditioning	\$540	\$540	\$540	\$540
Heater and ventilation system	\$	S	\$	\$
Signal seeking radio	\$132	S	\$132	\$132
Power windows	\$108*	S	S	S
Power 2-way front seat (6-way on Eldorado)	\$81*	S	S	S
Power brakes	\$40	S	\$40	\$40
Autronic Eye headlight dimmer	\$55	S	\$55	\$55
White sidewall tires	\$38	S	\$38	\$40

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

\*Standard on Series 62 Convertible, Coupe de Ville and Sedan de Ville.

## Paint Colors

	Code		Code		Code
Black	10	Princess Green Metallic	32	Chantilly Metallic	52
Canyon Gray	11	Persian Green Metallic	34	Alpine White	90
Cascade Gray	14	Arlington Green Metallic	36	Starlight Metallic	92
Dawn Gray	16	Cape Ivory	40	Bahama Blue Metallic	94
Camelot Gray Metallic	18	Goddess Gold	42	Emerald Green Metallic	96
Sonic Blue	20	Pecos Beige	44		
Tahoe Blue	24	Mountain Laurel	46		
Cobalt Blue Metallic	26	Taupe Metallic	48		
Duchess Green	30	Mandan Red	50		

Two-tone combinations available at extra cost.

## Series 62

*"Make the move to Cadillac ... both for pride and for practicality!"*

Nameplate year of origin: 1940.

Current bodystyle lifespan: 1954 through 1956.

Percentage of division's sales volume: 83.50%.

Primary competition: Imperial, Lincoln Premiere, and Packard 400 and Patrician.

Notable changes: Restyled front and rear.

Major standard equipment: Two-tone tufted interior trim with gabardine bolsters and gabardine or nylon inserts, rear seat center armrest, carpeting, rocker panel moldings, rear fender skirts, small hubcaps and trim rings, and 8.00 × 15 BSW tires. Coupe de Ville and Sedan de Ville add: Leather and nylon interior trim, power front seat and windows. Convertible adds: power top.

## Measurements

	4-Door Sedan	All other models
Wheelbase	129.0"	129.0"
Length	214.9"	221.9"
Width	79.8"	79.8"
Height	62.0"	NA
Legroom — front	43.3"	43.3"
Legroom — rear	46.3"	46.3"
Headroom — front	35.8"	35.8"
Headroom — rear	35.6"	35.5"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 62 2-Door Hardtop, 6-p.	6237	\$4,201	+8.22%	4420	26,649	-4.41%
Series 62 2-Door Convertible, 6-p.	6267	\$4,766	+7.15%	4645	8,300	+1.84%
Series 62 4-Door Sedan, 6-p.	6219	\$4,296	+8.02%	4430	26,222	-41.60%
Series 62 2-Door Hardtop Coupe de Ville, 6-p.	6237D	\$4,624	+7.41%	4445	24,086	-27.67%
Series 62 4-Door Hardtop Sedan de Ville, 6-p.	6239D	\$4,753	NEW	4550	41,732	NEW
TOTALS	<i>Avg. Price</i>	\$4,528	+9.03%	<i>Production</i>	126,989	+11.17%

# Eldorado

*"The Spectacular and Exclusive Cadillac."*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 3.98%.

**Primary competition:** Continental Mark II and Packard Caribbean.

**Notable changes:** Restyled front and rear.

**Major standard equipment:** Leather interior, color-keyed carpeting, signal seeking radio, windshield washers, power front seat adjustment, power windows, automatic heating system, LH outside rear view mirror, and 8.20 × 15 WSW tires. Convertible adds: power top.

## Measurements

Wheelbase	129.0"
Length	222.2"
Width	79.8"
Height	59.8"
Legroom — front	43.3"
Legroom — rear	46.3"
Headroom — front	35.8"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 62 Eldorado Seville 2-Door Hardtop, 6-p.	6237S	\$6,556	NEW	4665	3,900	NEW
Series 62 Eldorado Biarritz 2-Door Convertible, 6-p.	6267S	\$6,556	+4.30%	4880	2,150	-45.57%
TOTALS	<i>Avg. Price</i>	\$6,556	+4.30%	<i>Production</i>	6,050	+53.16%

# Series 60 Special

*"The World-Renowned Cadillac."*

**Nameplate year of origin:** 1938.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 11.18%.

**Primary competition:** Imperial.

**Notable changes:** Restyled front and rear.

**Major standard equipment:** Two-tone nylon, all-wool broadcloth or V-Crest pattern nylon interior trim, carpeting, power front seat, power windows, vertical chrome fender louvers in front of rear wheel opening, rear fender skirts, and 8.00 × 15 BSW tires.

## Measurements

Wheelbase	133.0"
Length	225.9"
Width	79.8"
Height	62.0"
Legroom — front	43.3"
Legroom — rear	46.3"
Headroom — front	35.8"
Headroom — rear	35.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 60 Special 4-Door Sedan, 6-p.	6019	\$5,047	+6.75%	4610	17,000	-7.10%
TOTALS	<i>Avg. Price</i>	\$5,047	+6.75%	<i>Production</i>	17,000	-7.10%

## Series 75 Fleetwood

*"The Distinguished Cadillac."*

Nameplate year of origin: 1936.

Current bodystyle lifespan: 1954 through 1956.

Percentage of division's sales volume: 1.35%.

Primary competition: Imperial Crown Imperial.

Notable changes: Restyled front and rear.

Major standard equipment: Bedford cord or broadcloth interior trim, folding rear seat foot rests, color-keyed carpeting, power front seat, power windows, auxiliary jump seats, full-length lower body trim molding, rear fender skirts, hubcaps, and 8.20 × 15 BSW tires. Imperial adds: glass division window.

### Measurements

Wheelbase	149.8"
Length	235.7"
Width	79.8"
Height	63.9"
Legroom — front	43.4"
Legroom — rear	81.9"
Headroom — front	36.5"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 75 Fleetwood 4-Door Sedan, 8-p.	7523	\$6,613	+6.89%	5050	1,095	+1.86%
Series 75 Fleetwood Imperial 4-Door Sedan, 8-p.	7533	\$6,828	+6.65%	5130	955	+13.56%
TOTALS	<i>Avg. Price</i>	\$6,721	+6.77%	<i>Production</i>	2,050	+6.99%

# CHEVROLET

*"The Hot One's Even Hotter!"*

Following the phenomenal success of the 1955 models, Chevrolet created an equally successful line for 1956. More power to the road and even sportier styling combined to help Chevy to capture 25 percent of the domestic market share on a model year production basis. With sales for the entire industry generally on a downward trend, Chevrolet slipped but less than many other makes. Part of this success could be attributed to increases in power for all engines and improvements in transmissions, which combined to make Chevrolet a hot car, as the advertising slogan for the year proclaimed.

Factor in revised styling that gave a new look, and one begins to realize why the 1956 line was so well accepted by the buying public. Up front, a side-view gave an effect of thrusting forward. However minor the actual slant forward may have been, it gave a "faster" look to the '56 line. A full-width grille made up of small rectangular sections gave an impression of greater width and lower height. Cars powered

by a V8 engine got a new "V" emblem under the bowtie crest emblem on the hood and deck lid. New stainless steel side trim for Bel Air models was full body length this season, and began with two trim pieces just above the front wheel opening. The lower trim basically ran straight back and began to sweep downward above the new swept back rear wheel opening, to meet the top edge of the rear bumper. The upper piece was just a few inches above and ran to a point just aft of the front door, with a louvered vertical trim piece up to the beltline dip, as in 1955. On two-tone models, this trim separated the colors between front and lower body areas, and rear and upper body. The visual effect made the cars look longer and lower than they really were. Two-Ten side trim utilized only the lower Bel Air trim, but with a longer vertical molding up to the beltline dip. The One-Fifty line used a molding that ran straight back from the front fender to a point just past the beltline dip, and a vertical molding between the beltline dip and bodyside molding.



Rear styling appeared to sweep back, making the car look like it was in motion, even when standing still. Tail-lights were of a round, bullet shaped design, and set into bezels that were slightly enlarged. Backup lights continued to be placed immediately below the taillights. Interiors were similar to 1955 in look and features.

Another part of this success could be attributed to the two new 4-Door Hardtop Sport Sedan models, one each in the Two-Ten and Bel Air lines. General Motors debuted this new body style for some 1955 Buick and Oldsmobile series with much success. The new Sport Sedan applied the open, airy feel of the 2-Door Hardtop to a 4-Door model. They were quite popular, and would remain a fixture of the model line for the next 20 years. Other changes to the model lineup included a new Two-Ten Beauville 9-passenger station wagon. The Bel Air Beauville station wagon

was now a 9-passenger model as well. All 1955 Wagons had been marketed as 6-passenger wagons.

Of course, a completely new look for the Corvette topped off the 1956 line. While still based on some of the original Corvette's design, the outward appearance took a giant leap forward, as did the performance. All Corvettes now came standard with V8 power, and optional power up to 240 horsepower finally created a true American sports car. The styling changes created an entirely new look, even though much underneath was the same. Sloping rear quarters and deck, fully exposed headlights, fender top fresh air intakes, and chrome outlined concave side coves marked the 1956 Corvette. Roll-up windows and exterior door handles were also added. Interior colors were limited to beige or red this year, but otherwise were mostly unchanged from the 1955 Corvette.



One-Fifty 4-Door Sedan



Two-Ten 2-Door Delray Club Coupe



Bel Air 4-Door Hardtop



Bel Air 2-Door Convertible



Bel Air 2-Door Nomad Station Wagon



Corvette 2-Door Convertible with optional removable hardtop



Corvette 2-Door Convertible



**Model year production:** 1,567,196, down 8.07% from 1955.

**Domestic market share:** 25.10% (1st place).

**Base price range:** \$1,734 to \$3,149.

**Chevrolet average base price:** \$2,176, up 8.00%.

**Introduction date:** November 1955.

**Assembly plants:** Atlanta, GA (A); Baltimore, MD (B); Flint, MI (F); Janesville, WI (J); Kansas City, MO (K); Los Angeles, CA (L); Norwood, OH (N); Oakland, CA (O); St. Louis, MO (S); and Tarrytown, NY (T).

**Serial number identification:** Ten or eleven digit code located on left front door hinge pillar and read as follows:

First letter(s) designate series and engine, as follows: "A" for One-Fifty 6-cylinder, "B" for Two-Ten 6-cylinder, "C" for Bel Air 6-cylinder, and "VE" for Corvette. A "V" in front of the previous letters indicates a V8 engine. Next two numbers designate model year; fourth digit indicates assembly plant from list above, and remaining digits are consecutive serial number, 001001 through 220555. Sequential numbering for Corvette is 001001 through 004467. *Example:* VA56F001001 is a 1956 One-Fifty with V8 engine built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	One-Fifty, Two-Ten & Bel Air		Corvette
235.5 CID Blue-Flame, 1-bbl., 6-cyl.	7.5:1	140	3-speed manual	S	-	
			Overdrive	\$108	-	
			Powerglide Automatic	\$189	-	
265 CID Turbo-Fire, 2-bbl., V8	8.0:1	162	3-speed manual	\$99	-	
			Overdrive	\$207	-	
		170	Powerglide Automatic	\$288	-	
265 CID Super Turbo-Fire, 4-bbl., V8	9.25:1	205	3-speed manual	\$134	-	
			Overdrive	\$242	-	
			Powerglide Automatic	\$323	-	
265 CID Super Turbo-Fire, 4-bbl., V8	9.25:1	210	3-speed manual	-	S	
			Powerglide Automatic	-	\$175	
265 CID Super Turbo-Fire, 4-bbl., V8 w/Hi-Lift cam	9.25:1	225	3-speed manual	-	\$175	
			Powerglide Automatic	-	\$350	
265 CID Super Turbo-Fire, Dual 4-bbl., V8	9.25:1	240	3-speed manual	-	\$172	
			Powerglide Automatic	-	\$347	

## Major Options

	One-Fifty	Two-Ten & Bel Air	Corvette
DeLuxe heater and defroster	\$95	\$95	\$124
Air conditioner (V8 only; not available on convertible)	\$431	\$431	-
Directional signals	\$17	\$17	\$17
Electric windshield wipers	\$16	\$16	S
Windshield washer	\$12	\$12	\$12
Deluxe pushbutton radio	\$65	\$65	-
Signal seeking AM radio	\$145	\$145	\$185
Power windows	\$	\$	\$60
Power front seat adjustment	-	\$	-
Power convertible top	-	S	\$100
Removable hardtop	-	-	\$215
Power steering	\$92	\$92	-
Power brakes	\$38	\$38	-
Full wheel covers (std. on Bel Air)	\$16	\$16	S
White sidewall tires	\$32	\$32	\$32

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code		Code
Onyx Black	687	Sherwood Green Metallic	690
Pinecrest Green	688	Nassau Blue	691

	<i>Code</i>		<i>Code</i>
Harbor Blue Metallic	692	India Ivory over Matador Red	711
Dusk Plum Metallic	693	Cascade Green (Corvette only)	712
India Ivory	694	Arctic Blue Metallic (Corvette only)	713
Crocus Yellow	695	Venetian Red (Corvette only)	714
Onyx Black over Crocus Yellow	696	Dune Beige over Matador Red	715
Matador Red	697	Crocus Yellow over Laurel Green Metallic	717 or 792
Twilight Turquoise	698	Polo White (Corvette only)	718
Adobe Beige over Sierra Gold Metallic	700	India Ivory over Dawn Gray Metallic	721
India Ivory over Onyx Black	701	Tropical Turquoise	749
Sherwood Green Metallic over Pinecrest Green	702	Calypso Cream	750
Nassau Blue over Harbor Blue Metallic	703	Inca Silver Metallic	752
Onyx Black (Corvette only)	704	India Ivory over Tropical Turquoise	754
India Ivory over Pinecrest Green	705	Calypso Cream over Onyx Black	755
India Ivory over Sherwood Green Metallic	706	Calypso Cream over Grecian Gold Metallic	756
India Ivory over Nassau Blue	707	Imperial Ivory over Inca Silver	757
India Ivory over Dusk Plum Metallic	708	Adobe Beige over Laurel Green Metallic	763
India Ivory over Twilight Turquoise	710	Aztec Copper (Corvette only)	NA

## One-Fifty

*“Neat and trim ... with brilliant performance. Yet it’s lowest priced of all!”*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division’s sales volume:** 10.04%.

**Primary competition:** Ford Mainline, Plymouth Plaza, and Studebaker Champion.

**Notable changes:** Restyled front and rear, and trim and detail changes.

**Major standard equipment:** Combinations of patterned cloth and vinyl upholstery, black rubber floor mat (rear compartment on utility sedan), driver-side sun visor, two-spoke steering wheel, small hubcaps, and 6.70 × 15 BSW tires. Wagons add: All-vinyl upholstery and linoleum covered load floor.

### Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	115.0"	115.0"
Length	197.5"	197.5"
Width	74.0"	74.0"
Height	60.5"	60.8"
Legroom — front	43.7"	43.5"
Legroom — rear	42.6"	42.0"
Headroom — front	35.6"	35.5"
Headroom — rear	35.1"	34.9"
Cargo capacity (cu. ft.)	20.0*	87.0
Fuel capacity (gals.)	16.0	17.0

*\*Utility Sedan adds 31 cu. ft. in rear compartment.*

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
One-Fifty 2-Door Utility Sedan, 3-p.	1512	\$1,734	+8.85%	3127	9,879	-11.76%
One-Fifty 2-Door Sedan, 6-p.	1502	\$1,826	+8.37%	3164	82,384	+24.04%
One-Fifty 4-Door Sedan, 6-p.	1503	\$1,869	+8.16%	3206	51,544	+72.40%
One-Fifty Handyman 2-Door Wagon, 6-p.	1529	\$2,171	+6.95%	3309	13,487	-24.80%
TOTALS	<i>Avg. price</i>	\$1,900	+8.02%	<i>Production</i>	157,294	+25.39%

## Two-Ten

*"Thrillingly eager, yet lists for a price that's pleasantly and surprisingly low."*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 47.05%.

**Primary competition:** Ford Customline, Hudson/Nash Rambler, Plymouth Savoy, and Studebaker Commander.

**Notable changes:** Restyled front and rear and trim and detail changes.

**Major standard equipment:** Combinations of patterned cloth and vinyl upholstery, black rubber floor mat, dual sun visors, two-spoke steering wheel with full horn ring, stainless steel trim on windshield, side windows, and rear window, rear quarter panel trim, small hubcaps, and 6.70 × 15 BSW tires. Wagons add: All-vinyl upholstery and linoleum covered load floor. Delray Coupe adds: All-vinyl two-tone upholstery, two-tone door panels, and full carpeting.

### Measurements

	Cars	Wagons
Wheelbase	115.0"	115.0"
Length	197.5"	197.5"
Width	74.0"	74.0"
Height	60.5"	60.8"
Legroom — front	43.7"	43.5"
Legroom — rear	42.6"	42.0"
Headroom — front	35.6"	35.5"
Headroom — rear	35.1"	34.9"
Cargo capacity (cu. ft.)	20.0	87.0
Fuel capacity (gals.)	16.0	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Two-Ten 2-Door Sedan, 6-p.	2102	\$1,912	+7.72%	3177	205,545	-17.49%
Two-Ten 2-Door Delray Club Coupe, 6-p.	2124	\$1,971	+7.41%	3182	56,382	-51.22%
Two-Ten 2-Door Hardtop Sport Coupe, 6-p.	2154	\$2,063	+5.31%	3204	18,616	+59.45%
Two-Ten 4-Door Sedan, 6-p.	2103	\$1,955	+7.48%	3212	283,125	-10.89%
Two-Ten 4-Door Hardtop Sport Sedan, 6-p.	2113	\$2,117	NEW	3262	20,021	NEW
Two-Ten Handyman 2-Door Station Wagon, 6-p.	2129	\$2,215	+6.54%	3344	22,038	-23.79%
Two-Ten Townsman 4-Door Station Wagon, 6-p.	2109	\$2,263	+6.39%	3381	113,656	+38.09%
Two-Ten Beauville 4-Door Station Wagon, 9-p.	2119	\$2,348	NEW	3500	17,988	NEW
TOTALS		<i>Avg. price</i> \$2,106	+8.96%	<i>Production</i>	737,371	-8.44%

## Bel Air

*"It's a beautiful thing to handle."*

**Nameplate year of origin:** 1953 (1950 as 2-door hardtop model designation).

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 42.69%.

**Primary competition:** Ford Fairlane, Plymouth Belvedere and Studebaker President.

**Notable changes:** Restyled front and rear and trim and detail changes.

**Major standard equipment:** Combinations of patterned cloth and vinyl upholstery, full carpeting, dual sun visors, three-spoke steering wheel with full horn ring, electric clock, stainless steel trim on windshield, side windows, and rear window, stainless steel front fender and rear quarter panel trim, full wheel covers, and 6.70 × 15 BSW tires. Wagon adds: Vinyl interior, rubber floor covering, and linoleum covered load floor. Convertible adds: All-vinyl interior and power top.

### Measurements

	Cars	Wagons
Wheelbase	115.0"	115.0"
Length	197.5"	197.5"
Width	74.0"	74.0"
Height	60.5"	60.8"
Legroom — front	43.7"	43.5"
Legroom — rear	42.6"	42.0"
Headroom — front	35.6"	35.5" <sup>†</sup>
Headroom — rear	35.1"	34.9" <sup>†</sup>
Cargo capacity (cu. ft.)	20.0*	87.0 <sup>†</sup>
Fuel capacity (gals.)	16.0	17.0

\*Convertible cargo capacity is 17.0 cu. ft. <sup>†</sup>Nomad front headroom is 34.7"; rear headroom is 34.2"; cargo capacity is 71.0 cu. ft.

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Bel Air 2-Door Sedan, 6-p.	2402	\$2,025	+7.26%	3197	104,849	-37.71%
Bel Air 2-Door Hardtop Sport Coupe, 6-p.	2454	\$2,176	+5.27%	3232	128,382	-30.81%
Bel Air 2-Door Convertible, 5-p.	2434	\$2,344	+6.26%	3340	41,268	-0.06%
Bel Air 4-Door Sedan, 6-p.	2403	\$2,068	+7.04%	3231	269,798	-21.88%
Bel Air 4-Door Hardtop Sport Sedan, 6-p.	2413	\$2,230	NEW	3280	103,602	NEW
Bel Air Nomad 2-Door Station Wagon, 6-p.	2429	\$2,608	+5.50%	3362	7,886	-5.96%
Bel Air Beauville 4-Door Station Wagon, 9-p.	2419	\$2,482	+9.73%	3516	13,279	-45.38%
TOTALS	<i>Avg. price</i>	\$2,276	+6.47%	<i>Production</i>	669,064	-13.47%

## Corvette

*"A new Corvette by Chevrolet. Now even greater than the original in Looks and Performance!"*

Nameplate year of origin: 1953.

Current bodystyle lifespan: 1956 through 1957.

Percentage of division's sales volume: 0.22%.

Primary competition: Ford Thunderbird.

Notable changes: Restyled; trim and detail changes.

Major standard equipment: All-vinyl bucket seats, instrument panel with full gauges, floor mounted transmission shifter, canvas manual folding top, bodyside cove lined in chrome trim, dual exhaust, full wheel covers and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	102.0"
Length	168.1"
Width	70.5"
Height — top up	51.6"
Legroom — front	44.2"
Legroom — rear	-
Headroom — front — top up	34.3"
Headroom — rear	-
Cargo capacity (cu. ft.)	10.0
Fuel capacity (gals.)	16.4

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Corvette 2-Door Convertible, 2-p.	2934	\$3,149	+12.50%	2764	3,467	+395.29%
TOTALS	<i>Avg. price</i>	\$3,149	+12.50%	<i>Production</i>	3,467	+395.29%

# CHRYSLER

*"The Forward Look in Motor Car Styling and Design."*

After the completely redesigned car of 1955, the 1956 Chrysler was heavily restyled both front and back. For the first time, the Windsor and New Yorker each used a different grille. The Windsor had three horizontal bars within a chrome surround and used a front bumper similar to the

1955's with small bumper guards mounted to each end, and a center license tag mount. The parking light and turn signal lamp combo were in a rectangular grille extension, mounted directly below the headlights. The New Yorker used a finer texture grille with five vertical bars, between

which there were numerous horizontal bars. It also used the same parking light and turn signal setup, but the front bumper was different, being larger and using large ends that were turned up, and wrapped around the front fender edge to the front wheel opening. The 300B continued using the same frontal styling as in 1955, which utilized the Imperial style grille.

A new upswept rear fender line marked Chrysler's entry into the tailfin era. A well-executed bodyline began mid-body and smoothly flowed back to make the fin on all cars, including the 300B. Wagons used a chrome ornament added to lower fenders to simulate the tailfin. The taillamps and backup light were blended into a rearward slanting fender tip the line of which was mimicked in the rear bumper line. Bodyside trim was simple, although available two-tone and three-tone paint combinations added trim. New Yorkers added eight vertical chrome strips to the upper rear quarter panel, which would become a New Yorker hallmark.

Interior changes were minimal, with a few exceptions. The automatic transmission selector was now activated by pushbutton controls mounted on the left-hand side of the instrument panel. This novel idea made the Chrysler seem

futuristic and was emblematic of the times. An optional "Highway Hi-Fi" phonograph was another sign of the times gimmick that proved to be popular and was in the option list for several seasons. Mounted under the dash, it was designed to minimize skipping and provide music directly through the car's speakers. Another novelty was an available steering wheel mounted electric clock.

The Hemi V8 received its first major upgrade this year, in the form of more displacement and greater compression ratios. The new engine was 354 cubic inches, and horsepower was up about 10 percent in all variations. In the 300B, it led to several racing championships, and made the 300B the fastest production car available. During the year, special racing equipment became available from the factory, which furthered its winning reputation. Also, at mid-year, Chrysler's new TorqueFlite 3-speed automatic transmission became available on the 300B. And finally, all Chrysler lines now came equipped with a 12-volt electrical system.

To keep up with the competition, a new 4-Door Hardtop body style was added to both the Windsor and New Yorker lines. It was designated a Newport in keeping with Chrysler's tradition of giving hardtops the Newport name.



300 2-Door Hardtop



New Yorker 2-Door St. Regis Hardtop

New Yorker 4-Door  
Town & Country Station Wagon

Windsor 2-Door Newport Hardtop

**Model year production:** 128,332, down 16.01% from 1955.

**Domestic market share:** 2.06% (10th place).

**Base price range:** \$2,870 to \$4,523.

**Chrysler average base price:** \$3,684, up 7.54%.

**Introduction date:** October 1955.

**Assembly plants:** Detroit, MI (no code); and Los Angeles, CA (L).

**Serial number identification:** Located on left front door

hinge pillar. Windsor C-71 series: Seven or eight digit code as follows — Detroit, W561001 to W5675206; Los Angeles, W56L1001 to W56L7091. New Yorker C-72 series: Seven or eight digit code as follows — Detroit, N561001 to N5636162; Los Angeles, N56L1001 to N56L5197. 300B C-72-300 series: Eight digit code as follows — Detroit, 3N561001 to 3N562150.

## Powertrains

Engine	Compression		Transmission	Windsor	New Yorker	300B
	Ratio	Gross HP				
331 CID Spitfire, 2-bbl., V8	8.5:1	225	3-speed manual PowerFlite Automatic	S \$189	- -	- -

Engine	Compression		Gross HP	Transmission	Windsor	New Yorker	300B
	Ratio						
331 CID Spitfire Power Pack, 4-bbl., V8	8.5:1	250	3-speed manual	\$	-	-	
			PowerFlite Automatic	\$	-	-	
354 CID FirePower, 4-bbl., V8	9.0:1	280	PowerFlite Automatic	-	S	-	
354 CID FirePower, Dual 4-bbls., V8	9.0:1	340	PowerFlite Automatic	-	-	S	
			3-speed manual	-	-	\$*	
			TorqueFlite Automatic	-	-	\$†	
354 CID FirePower, Dual 4-bbls., V8*	10.0:1	355	PowerFlite Automatic	-	-	S	

\*Special order only. †Late year availability.

### Major Options

	Windsor	New Yorker	300B
Custom Conditioner air heater	\$78	\$78	\$78
Air-Temp air conditioning	\$	\$	\$
Solex tinted windshield	\$20	\$20	\$20
Music-Master radio	\$101	\$101	\$101
Electro-Touch Tuner radio	\$	\$	\$
Highway Hi-Fi phonograph	\$	S	S
Four-way power front seat	\$	\$	\$
Power windows	\$125	\$125	\$125
PowerPilot steering	\$97	\$97	\$97
Power brakes	\$	S	S
White sidewall tires	\$	\$	\$

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Raven Black	01
Stardust Blue	05
Mediterranean Blue Metallic	06
Glacier Blue-Green	07
Turquoise	08
Crown Blue Metallic	09
Mint Green	16
Surf Green Metallic	17
Hunter Green Metallic	18
Crown Green Metallic	19
Satin Gray	25
West Point Gray Metallic	26
Sand Dune Beige	30
Rosewood Tan	31
Desert Rose	35
Geranium Red	36
Regimental Red	37
Crown Maroon Metallic	38
Cloud White	41
Nugget Gold Metallic	42
Crocus Yellow	261
Blue Jade	262
Copper Glow Metallic	263

202 two-tone combinations and 9 tri-tone combinations available at extra cost.

## Windsor

*“Here is the Forward Look — the new look of style and distinction in the medium-priced field.”*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 67.08%.

**Primary competition:** Buick Super, DeSoto Fireflite, Hudson Hornet, Oldsmobile 98, and Packard Clipper.

**Notable changes:** Restyled.

**Major standard equipment:** Two-tone cloth interior trim, color-keyed front floor mat and rear carpeted floors, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 7.60 × 15 BSW tires. Convertible adds: Power top. Town & Country station wagon adds: Simulated leather interior.

### Measurements

Wheelbase	126.0"
Length	220.4"
Width	78.8"
Height	60.6"
Legroom — front	44.6"
Legroom — rear	44.8"
Headroom — front	35.0"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	21.0*

\*Town & Country wagon, 18.5 gals.



## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor Nassau 2-Door Hardtop, 6-p.	C-71	\$2,905	+7.47%	3910	11,400	-38.29%
Windsor Newport 2-Door Hardtop, 6-p.	C-71	\$3,041	+7.91%	3920	10,800	-17.72%
Windsor 2-Door Convertible, 6-p.	C-71	\$3,336	+7.96%	4100	1,011	-27.53%
Windsor 4-Door Sedan, 6-p.	C-71	\$2,870	+7.89%	3900	53,119	-16.87%
Windsor Newport 4-Door Hardtop, 6-p.	C-71	\$3,128	NEW	3990	7,050	NEW
Windsor Town & Country 4-Door Station Wagon, 6-p.	C-71	\$3,598	+7.98%	4290	2,700	+36.16%
TOTALS	<i>Avg. Price</i>	\$3,146	+7.73%	<i>Production</i>	86,080	-12.94%

## New Yorker

*"The perfect combination of style and beauty, and a performance that is as exclusively Chrysler as is the new PowerStyle design."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 32.06%.

Primary competition: Buick Roadmaster, Lincoln Capri, and Packard Series 400.

Notable changes: Restyled.

Major standard equipment: Cloth interior trim, full carpeting, rear seat center armrest, electric clock, safety accessory group, full wheel covers, and 8.00 × 15 BSW tires. Town & Country station wagon adds: Simulated leather interior. Convertible adds: Leather interior and power top.

### Measurements

Wheelbase	126.0"
Length	221.2"
Width	81.0"
Height	60.9"
Legroom — front	44.6"
Legroom — rear	44.8"
Headroom — front	35.0"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	21.0*

\*Town & Country wagon, 18.5 gals.

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
New Yorker Newport 2-Door Hardtop, 6-p.	C-72	\$3,951	+8.19%	4175	4,115	-28.77%
New Yorker St. Regis 2-Door Hardtop, 6-p.	C-72	\$3,995	+8.27%	4175	6,686	-39.64%
New Yorker 2-Door Convertible, 6-p.	C-72	\$4,243	+8.13%	4360	921	-2.64%
New Yorker 4-Door Sedan, 6-p.	C-72	\$3,779	+8.16%	4110	24,749	-25.77%
New Yorker Newport 4-Door Hardtop, 6-p.	C-72	\$4,102	NEW	4220	3,599	NEW
New Yorker Town & Country 4-Door Station Wagon, 6-p.	C-72	\$4,523	+7.46%	4460	1,070	+3.28%
TOTALS	<i>Avg. Price</i>	\$4,099	+8.04%	<i>Production</i>	41,140	-21.15%

## 300B

*"America's most powerful car."*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 0.86%.

Primary competition: DeSoto Fireflite Adventurer.

### Measurements

Wheelbase	126.0"
Length	218.8"
Width	79.1"

**Notable changes:** Restyled rear end treatment.

**Major standard equipment:** Leather interior trim, full floor carpeting, electric clock, two-speed electric windshield wipers, luggage compartment light, Imperial-style grille, full wheel covers, and 8.00 × 15 BSW tires.

### Measurements (cont.)

Height	NA
Legroom — front	44.6"
Legroom — rear	NA
Headroom — front	35.0"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	21.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
300B 2-Door Hardtop Sport Coupe, 6-p.	C-72-300	\$4,419	+7.52%	4145	1,102	-36.12%
TOTALS	<i>Avg. Price</i>	\$4,419	+7.52%	<i>Production</i>	1,102	-36.12%

# CONTINENTAL

*"The quiet competence of this superlative motor car is one of the most gratifying facts of Continental ownership!"*

The 1956 Continental was introduced on October 6, 1955, as the newest division of Ford Motor Company. Since the demise of the slow-selling original Lincoln Continental at the end of the 1948 model year, Lincoln had been left without a prestigious top-of-the-line model, such as Cadillac had with the Fleetwood 60 Special and Eldorado, or Packard with the Patrician and Caribbean convertible. In the early 1950s, Ford management decided to look into bringing back the original concept in a modern car that would be powerful, luxury and most of all have the exclusiveness of the original. The result was the Mark II. Basically the new division's sole reason for existence was to produce and market the limited production car, and along the way develop new innovations for the rest of the company. Among their engineering feats was a prototype of a powered retractable hardtop. While it would not find its way to production in the Mark II, the mechanics and basic design would be adapted to the 1957–59 Ford Skyliner.

The Mark II personal luxury coupe was among the first of its type in modern, postwar automobiles. Designed specifically to carry four passengers in a stylish and luxurious, 2-Door hardtop environment, the Continental Mark II would set the standard for future personal luxury cars. Only GM's convertibles of 1953 and 1954, the Cadillac Eldorado, Oldsmobile Starfire and Buick Skylark, had come

close to what the Continental offered.

The Mark II's design was quite advanced for 1956, with a low-slung chassis cradled between the wheels, something that would become more mainstream over the next five years. Power was provided by the 368 CID Lincoln engine, which was new for '56, and transmitted through Lincoln's Turbo-Drive automatic transmission. Combine these features with near perfect proportions of long hood and short rear deck, and the Mark II was destined to be a classic in the same way the original Continental had quickly become one.

Exterior styling was among the most modern in the automotive industry. As previously mentioned, the front fenders and hood were long and nearly flat across the top. A single body side feature line began at bumper level and arched up over the front wheel opening, ran back to just in front of the rear wheel opening, arched slightly over it then ran straight back to the taillamps. Also, in an era of excessive use of chrome, the Continental proved that less was more when it came to bodyside trim, using chrome trim only around the window areas and on the rocker panel. The roofline was rather formal compared to contemporary two-door hardtops, with a larger than normal C-pillar, much like the original Continental used, adding an elegant touch.

Front and rear styling was also uniquely Continental. Up front, rounded fender ends housed the single headlamp. A relatively simple bumper housed an oval parking lamp at each end and mimicked the dual exhaust outlets on the rear bumper. The grille was a large yet simple gridlike affair, consisting of five columns separating rows of horizontal slots. The now familiar Lincoln hood ornament with a four-point star within a rectangle was used atop the hood and decorated the trunk lid.

At the back, a hump on the trunk lid introduced the world to the Continental's version of a "Continental kit," being formed into the sheetmetal, rather than an appendage to the rear bumper. This design would be a Continental trademark for decades to come. Small taillamps, the design of which would grace Lincoln Continentals of the sixties, finished off the rear quarter panel, and its rather small tail-fin treatment.

Of course, the interiors were luxurious, with full

leather seating areas, plush carpeting and a full array of power equipment. Every imaginable accessory of the period was standard equipment on the Continental, except for trunk-mounted air conditioning, the lone item on the option list. The instrument panel was somewhat flat, with a hooded area in front of the driver carrying round gauge pods, and a horizontal pod on the lower portion housing other controls.

Though the car was popularly referred to as the Lincoln Continental Mark II, Lincoln did not play a large part in the development of the 1956–57 Continental Mark II, other than providing the powertrain and the dealer network. Since the Continental was an independent Ford division from 1956 through mid-1958 and continued to be marketed separately through 1960, it appears separately in this book. The reader may refer to the Lincoln section of the appropriate year for more information on Lincoln cars.



Mark II 2-Door Hardtop



Mark II 2-Door Hardtop

**Model year production:** 2,550.  
**Domestic market share:** 0.04% (18th place).  
**Base price range:** \$9,695.  
**Continental average base price:** \$9,695.  
**Introduction date:** October 6, 1955.  
**Assembly plant:** Dearborn, MI.  
**Serial number identification:** Serial number consists of an

eight digit code located on top left side of front frame cross member, and read as follows: First digit is "C" for Continental division. Next two digits indicate year (56 = 1956); fourth letter is an assigned production month symbol, A through K; the next four digits are sequential beginning with 1001 and ending with 3399.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Mark II</i>
368 CID, 4-bbl., OHV V8	9.0:1	285	Turbo-Drive automatic	S

### Major Options

	<i>Mark II</i>
Air conditioning	\$595

## Paint Colors

	<i>Code</i>		<i>Code</i>
Presidential Black	01	Summit Green	18A
Admiralty Blue Metallic	02	Sunburst Yellow	19
Centurion Gray	06	Huntsman Red	21A
Balmoral Gray Metallic	07	Starmist White	23
Fairmont Blue	09	Desert Buff	25
Shenandoah Green Metallic	10	Island Coral	27
Briar Brown Metallic	11	Taos Turquoise	28
Wisteria	12	Dubonnet	29
Summit Green	13	Champlain Blue	30
Amethyst	16		

## Mark II

*"Distinctive styling! Exhilarating, spirited performance!"*

**Nameplate year of origin:** 1956 (1940 for Lincoln Continental nameplate).

**Current bodystyle lifespan:** 1956 through 1957.

**Percentage of division's sales volume:** 100.00%.

**Primary competition:** Cadillac Eldorado and Packard Caribbean.

**Notable changes:** All-new model.

**Major standard equipment:** Choice of cloth or leather upholstery, rear seat center armrest, full floor carpeting, heater and defroster, electric clock, AM radio, tachometer, power front seat adjustment, power windows, power vent windows, trunk carpeting, chrome window surround moldings, rocker panel molding, power steering, power brakes, full wheel covers, and 8.00 × 15 WSW tires.

### Measurements

Wheelbase	126.0"
Length	218.5"
Width	77.5"
Height	56.0"
Legroom — front	42.5"
Legroom — rear	39.1"
Headroom — front	35.1"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	25.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Mark II 2-Door Hardtop, 4-p.	60A	\$9,695	NEW	4825	2,550	NEW
TOTALS	<i>Avg. price</i>	\$9,695	NEW	<i>Production</i>	2,550	NEW

# DESOTO

*"Stunning new beauty ... the Forward Look DeSoto for 1956."*

Several engineering advances appeared on the 1956 DeSoto line. Most important was a change to a 12-volt electrical system, necessitated by the proliferation of electrically powered accessories in recent years. As if to prove

the point, new options for 1956 included a power radio antenna, Highway Hi-Fi record player and front power seat with more adjustment options.

The powerful V8 engine was again enlarged, this time

into two new versions. Firedome and Fireflite models received a 330.4 CID version with up to 255 horsepower output. A higher output 341 CID version was created for a special new model, the Fireflite Adventurer. Sometimes referred to as the Golden Adventurer and technically a sub-series of the Fireflite, this sporty 2-door hardtop was DeSoto's lower-priced, lower-powered cousin of the Chrysler 300. The Adventurer was powered by the new 341 CID engine with dual exhausts, custom interior appointments and trim, and special exterior finishes. It also offered as standard equipment a padded instrument panel, power front seat, power windows, power brakes, a heavy-duty suspension, and many other features. Also new for all PowerFlite equipped cars, and standard on Fireflite models, was pushbutton shifting. Mounted in a pod to the left of the instrument panel, pushbutton shifting was the latest gimmick to find widespread use in late-fifties automobiles.

Styling changes included trim changes that marked a cleaner, more streamlined look for DeSoto. The vertical bar grille used in various iterations on every model since 1946 was gone, replaced by a mesh style grille with a large "V" centered within. The large front bumper guards used last year were continued, but they now incorporated the parking lamps. Other changes at the front included a hooded headlight ring, a short-lived styling craze seen on several '56 models.

Around back, the rear fender line was slightly raised with a new taillight design capping off the raised tailfin. Set into a hooded rear fender, the "Control Tower" was made up of three vertically stacked turret-style lenses, a backup light in the center flanked by the taillight/turn signal and stop lamp. Below this was a large U-shaped bumper end that housed the exhaust outlet. A large, gold-trimmed, V-shaped emblem adorned the trunk lid. The full length body side trim (or the upper trim piece on two tone models) was changed from a down-swept style, to an up-swept section that ended at the tip of the hooded rear fender end. The trim and color sweep insert varied by model, but looked similar across the line. All of these changes resulted in a longer, lower looking car.

Joining the sporty new Adventurer 2-Door Hardtop was a Fireflite "Pacesetter" Convertible, the replica of the Official 1956 Indianapolis 500 Pace car. All Pacesetter models included heavy-duty suspension, and most were heavily equipped with power accessories. Three new 4-Door Hardtop models, two in the Firedome line and one in the Fireflite line, also joined the line. The new models were designated Sportsman in keeping with DeSoto tradition, except the low priced Firedome model, which, along with a new low priced 2-Door Hardtop, was designated as the Seville hardtop. This would be a one-year-only model.



Firedome 2-Door Sportsman Hardtop



Firedome 4-Door Station Wagon



Fireflite 2-Door Convertible,  
Indianapolis 500 Pace Car



Fireflite 2-Door Sportsman Hardtop interior

**Model year production:** 111,422, down 3.52% from 1955.

**Domestic market share:** 1.78% (11th place).

**Base price range:** \$2,678 to \$3,728.

**DeSoto average base price:** \$3,176, up 12.90%.

**Introduction date:** October 1955.

**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. Firedome S-23 series: Eight digit code, 55258001 to 55329506 (LA plant, 64028001 to 64034406). Fireflite S-24 series: Eight digit code, 50366001 to 50392114 (LA plant, 62048001 to 62051424). Adventurer S-24A series: Eight digit code, 50366001 to 50392114.



## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Firedome</i>	<i>Fireflite</i>	<i>Adventurer</i>
330.4 CID, Firedome 2-bbl., V8	8.5:1	230	3-speed manual	S	-	-
			Overdrive	\$108	-	-
			PowerFlite Automatic	\$189	-	-
330.4 CID, Fireflite 4-bbl., V8	8.5:1	255	PowerFlite Automatic	-	S	-
341 CID, Adventurer Dual 4-bbl., V8	9.5:1	320	PowerFlite Automatic	-	-	S

## Major Options

	<i>Firedome</i>	<i>Fireflite</i>	<i>Adventurer</i>
Heater and defroster	\$92	\$92	\$92
Airtemp air conditioning	\$567	\$567	\$567
AM radio	\$110	\$110	S
Power front seat	\$70	\$70	S
Power windows	\$102	\$102	S
Tinted glass	\$32	\$32	\$32
Electric clock	\$24	\$24	S
Power steering	\$97	\$97	\$97
Power brakes	\$40	\$40	S
White sidewall tires	\$30	\$30	S

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Jet Black	301	Dutch Blue over White	383
Dutch Blue	305	Pearl Gray over Iridescent Blue Metallic	384
Iridescent Blue Metallic	306	Iridescent Blue Metallic over Pearl Gray	385
Light Aqua	315	White over Iridescent Blue Metallic	386
Sage Green	316	Iridescent Blue Metallic over White	387
Iridescent Green Metallic	317	Sage Green over Light Aqua	390
Pearl Gray	330	Light Aqua over Sage Green	391
Iridescent Gray Metallic	331	Iridescent Green Metallic over Light Aqua	392
Shell Pink	350	Light Aqua over Iridescent Green Metallic	393
Iridescent Lavender Metallic	351	White over Light Aqua	394
Iridescent Plum Metallic	352	Light Aqua over White	395
Crimson	353	White over Sage Green	396
Sunny Yellow	355	Sage Green over White	397
White	356	White over Iridescent Green Metallic	398
Pearl Gray over Jet Black	360	Iridescent Green Metallic over White	399
Jet Black over Pearl Gray	361	Iridescent Gray Metallic over Pearl Gray	400
Shell Pink over Jet Black	362	Pearl Gray over Iridescent Gray Metallic	401
Jet Black over Shell Pink	363	Iridescent Plum Metallic over Pearl Gray	402
Iridescent Lavender Metallic over Jet Black	364	Pearl Gray over Iridescent Plum Metallic	403
Jet Black over Iridescent Lavender Metallic	365	Crimson over Pearl Gray	404
Iridescent Plum Metallic over Jet Black	366	Pearl Gray over Crimson	405
Jet Black over Iridescent Plum Metallic	367	Sunny Yellow over Pearl Gray	406
Crimson over Jet Black	368	Pearl Gray over Sunny Yellow	407
Jet Black over Crimson	369	White over Pearl Gray	408
Sunny Yellow over Jet Black	370	Pearl Gray over White	409
Jet Black over Sunny Yellow	371	Shell Pink over Iridescent Gray Metallic	410
White over Jet Black	372	Iridescent Gray Metallic over Shell Pink	411
Jet Black over White	373	Iridescent Lavender Metallic over Iridescent	
Iridescent Blue Metallic over Dutch Blue	380	Gray Metallic	412
Dutch Blue over Iridescent Blue Metallic	381	Iridescent Gray Metallic over Iridescent	
White over Dutch Blue	382	Lavender Metallic	413



	<i>Code</i>		<i>Code</i>
Iridescent Plum Metallic over Iridescent Gray Metallic	414	Iridescent Lavender Metallic over Iridescent Plum Metallic	427
Iridescent Gray Metallic over Iridescent Plum Metallic	415	White over Iridescent Lavender Metallic	428
Crimson over Iridescent Gray Metallic	416	Iridescent Lavender Metallic over White	429
Iridescent Gray Metallic over Crimson	417	White over Iridescent Plum Metallic	430
Sunny Yellow over Iridescent Gray Metallic	418	Iridescent Plum Metallic over White	431
Iridescent Gray Metallic over Sunny Yellow	419	White over Crimson	432
White over Iridescent Gray Metallic	420	Crimson over White	433
Iridescent Gray Metallic over White	421	White over Sunny Yellow	434
Iridescent Lavender Metallic over Shell Pink	422	Sage Green over Sunny Yellow	436
Shell Pink over Iridescent Lavender Metallic	423	Sunny Yellow over Sage Green	437
White over Shell Pink	424	Adventurer Gold Metallic over White	438
Shell Pink over White	425	White over Adventurer Gold Metallic	439
Iridescent Plum Metallic over Iridescent Lavender Metallic	426	Jet Black over Adventurer Gold Metallic	440
		Adventurer Gold Metallic over Jet Black	441

## Firedome

*“Drive a DeSoto before you decide.”*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 71.71%.

**Primary competition:** Hudson Hornet Super, Mercury Monterey, Nash Ambassador Super, and Oldsmobile Super 88.

**Notable changes:** Minor restyle with trim and detail changes.

**Major standard equipment:** Color-keyed fabric and vinyl interior trim (ribbed fabric on Seville models), full floor carpeting, stainless steel body side moldings, full wheel covers, and 7.60 × 15 BSW tires. Convertible adds: All-vinyl upholstery and power top. Station wagon adds: Two-tone vinyl interior.

### Measurements

	<i>2-Door</i>	<i>4-Door</i>	<i>Wagon</i>
Wheelbase	126.0"	126.0"	126.0"
Length	220.9"	217.9"	218.6"
Width	78.3"	78.3"	78.3"
Height	60.3"	60.6"	NA
Legroom — front	45.7"	45.7"	45.7"
Legroom — rear	NA	44.7"	NA
Headroom — front	35.0"	35.1"	35.1"
Headroom — rear	NA	34.5"	NA
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	20.0	20.0	18.5

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Firedome Seville 2-Door Hardtop, 6-p.	S23	\$2,734	+7.60%*	3800	19,136*	-26.40%*
Firedome Seville 4-Door Hardtop, 6-p.	S23	\$2,833	NEW	3920	4,030	NEW
Firedome Sportsman 2-Door Hardtop, 6-p.	S23	\$2,854	+7.54%	3835	4,589	+55.93%
Firedome 2-Door Convertible, 6-p.	S23	\$3,081	+9.10%	4080	2,646	+323.36%
Firedome 4-Door Sedan, 6-p.	S23	\$2,678	+7.21%	3780	44,909	-3.19%
Firedome Sportsman 4-Door Hardtop, 6-p.	S23	\$2,953	NEW	3945	1,645	NEW
Firedome 4-Door Station Wagon, 6-p.	S23	\$3,371	+6.34%	4095	2,950	+63.62%
TOTALS	<i>Avg. Price</i>	\$2,929	+7.00%	<i>Production</i>	79,905	+2.76%

\*Comparison made to 1955 Firedome Special 2-Door Hardtop.

# Fireflite

*"Designed for the super highway age!"*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 27.39%.

Primary competition: Buick Super, Chrysler Windsor

Deluxe, Hudson Hornet Custom, Nash Ambassador Custom, Oldsmobile 98, and Packard Clipper Custom.

Notable changes: Minor restyle with trim and detail changes.

Major standard equipment: Color-keyed tri-pattern nylon and leather interior trim, full floor carpeting, stainless steel body side moldings, full wheel covers, and 7.60 × 15 BSW tires. Convertible adds: Leather upholstery and power top. Pacesetter pace car replica adds: Heavy-duty suspension and special exterior paint color.

## Measurements

	2-Door	4-Door	Wagon
Wheelbase	126.0"	126.0"	126.0"
Length	220.9"	217.9"	218.6"
Width	78.3"	78.3"	78.3"
Height	60.3"	60.6"	NA
Legroom — front	45.7"	45.7"	45.7"
Legroom — rear	NA	44.7"	NA
Headroom — front	35.0"	35.1"	35.1"
Headroom — rear	NA	34.5"	NA
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	20.0	20.0	18.5

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fireflite Sportsman 2-Door Hardtop, 6-p.	S24	\$3,346	+13.85%	3905	7,479	-27.48%
Fireflite 2-Door Convertible, 6-p.	S24	\$3,544	+12.47%	4075	1,485	+91.48%
Fireflite 2-Door Pacesetter Convertible, 6-p.	S24	\$3,615	NEW	4070	*	NEW
Fireflite 4-Door Sedan, 6-p.	S24	\$3,119	+14.37%	3860	18,207	-31.65%
Fireflite Sportsman 4-Door Hardtop, 6-p.	S24	\$3,431	NEW	3970	3,350	NEW
TOTALS	<i>Avg. Price</i>	\$3,411	+16.06%	<i>Production</i>	30,521	-19.10%

\*Production included within 2-Door Convertible total.

# Adventurer

*"Sensational new V8 power, exhilarating performance, and lithe beauty."*

Nameplate year of origin: 1956.

Current bodystyle lifespan: 1956.

Percentage of division's sales volume: 0.89%.

Primary competition: None.

Notable changes: All-new model.

Major standard equipment: Color-keyed nylon and leather interior trim, full floor carpeting, electric clock, radio, power front seat, power windows, stainless steel body side and rocker panel moldings, power brakes, full wheel covers, dual exhausts, and 7.60 × 15 WSW tires.

## Measurements

Wheelbase	126.0"
Length	220.9"
Width	78.3"
Height	60.3"
Legroom — front	45.7"
Legroom — rear	NA
Headroom — front	35.0"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fireflite Adventurer 2-Door Hardtop, 6-p.	S24-A	\$3,728	NEW	3870	996	NEW
TOTALS	<i>Avg. Price</i>	\$3,728	NEW	<i>Production</i>	996	NEW

# DODGE

*“Dramatic New ’56 Dodge! Born of success to challenge the future.”*

Touted as the “Value leader of the Forward Look,” the 1956 Dodge line featured the expected updates for a body design in its second year. Minor interior and exterior styling changes were typical, with the dash-mounted automatic shift lever replaced by a pushbutton selector pod to the left of the driver. Powerplants were boosted again, with the L-head 6-cylinder adding 8 horsepower. A longer stroke and different cam in the 270 CID V8 created a larger 315 CID V8 Red-Ram engine with nearly 30 more horsepower. But the star of the year was the 315 CID V8 with dual 4-barrel carburetors, pumping out a big 260 horsepower. This really was remarkable, considering that just two years earlier, the most powerful V8 had a 150 horsepower output rating.

Styling changes consisted of a slightly revised center grille bar and changes to the side trim and taillights, which combined to make the cars appear longer this year. The taillights were still the dual stacked type, but were now housed within a fin that was pointed at the top, visually extending the fender line. From the side, the surrounding area of the taillamps was a more pronounced “V” shape, which contributed to a taller looking tailfin. On the body sides, the trim was nearly identical on the front half of the car, but at the midpoint it gradually started to run down the body-

side and met the top corner of the rear bumper. On the Custom Royal, an additional trim piece extended from that point, and paralleled the tailfin to the top of the fender.

The new Custom Royal series Lancer 4-Door Sedan was replaced with the new 4-Door Hardtop body style. Four-door hardtop models were also found in the Coronet and Royal lines. Other model changes included a new Coronet Convertible, the combining of the Coronet V8 2-Door Sedan and Club Sedan into a single model, and a new Royal Custom Suburban 2-Door Wagon. It is interesting that Dodge began offering a 6-cylinder engine in fewer models in each successive year, with 1956 down to three such models.

The previous year’s La Femme option package was deemed a success, and returned for 1956 with a few changes. The new year’s color combination was Misty Orchid and Regal Orchid. Inside, changes were made to the color-coordinated upholstery, carpeting, headliner and molding colors. Also, the storage compartment for the standard purse, rain coat and assorted accessories was revised. Less successful in its second year, the La Femme was quietly dropped after approximately 900 to 1,000 copies had been produced.



Coronet 2-Door Convertible



Custom Royal Lancer 4-Door Hardtop



Royal 4-Door Sedan



Royal 4-Door, 6-passenger  
Custom Sierra Station Wagon

**Model year production:** 240,686, down 13.72% from 1955.

**Domestic market share:** 3.85% (8th place).

**Base price range:** \$2,194 to \$2,974.

**Dodge average base price:** \$2,642, up 9.20%.

**Introduction date:** October 7, 1955.

**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front door hinge pillar. Eight digit code as follows: Coronet V8 D63-1, Royal V8 D63-2 and Custom Royal V8 D63-3 series: Detroit, 34972001 to 35167854; Los Angeles, 42608001 to 42618518. Coronet 6 D62 series: Detroit, 32227001 to 32254093; Los Angeles, 48016501 to 48016723.

## Powertrains

Engine	Compression		Transmission	Coronet	Coronet	Custom	
	Ratio	Gross HP		D62 series	D63 series	Royal	Royal
230 CID Get-Away, 2-bbl., L-head, 6-cyl.	7.6:1	131	3-speed manual	S	-	-	-
			Automatic Overdrive	\$102	-	-	-
			PowerFlite Drive	\$184	-	-	-
270 CID Red Ram, 2-bbl., V8	8.0:1	189	3-speed manual	\$108	S	-	-
			Automatic Overdrive	\$210	\$102	-	-
			PowerFlite Drive	\$292	\$184	-	-
315 CID Red Ram, 2-bbl., V8	8.0:1	218	3-speed manual	\$132	\$24	S	-
			Automatic Overdrive	\$234	\$126	\$102	-
			PowerFlite Drive	\$316	\$208	\$184	-
315 CID Super Red Ram, 4-bbl., V8	8.0:1	230	3-speed manual	\$152	\$44	\$20	S
			Automatic Overdrive	\$254	\$146	\$122	\$102
			PowerFlite Drive	\$336	\$228	\$204	\$184
315 CID D-500, Dual 4-bbl., V8	9.25:1	260	3-speed manual	\$340	\$232	\$208	\$188
			Automatic Overdrive	\$442	\$334	\$310	\$290
			PowerFlite Drive	\$524	\$416	\$392	\$372

## Major Options

	Coronet	Royal	Custom Royal
Heater and defroster	\$78	\$78	\$78
Airtemp air conditioning	\$567	\$567	\$567
Radio	\$110	\$110	\$110
4-way power front seat	\$70	\$70	\$70
Power windows (4-windows)	\$102	\$102	\$102
Solex tinted glass	\$	\$	\$
Power steering	\$92	\$92	\$92
Power brakes	\$38	\$38	\$38
Wheel covers	\$15	\$15	\$15
Wire wheels	\$	\$	\$
White sidewall tires	\$30	\$30	\$30

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code
Jewell Black	501	Garnet Metallic	552
Wedgewood Blue	505	Sapphire White	555
Royal Blue Metallic	506	Crown Yellow	556
Aquamarine	515	Sapphire White over Jewell Black	560
Neptune Green Metallic	516	Royal Blue Metallic over Wedgewood Blue	561
Sea Foam Green	517	Sapphire White over Royal Blue Metallic	562
Jade Green Metallic	518	Jewell Black over Aquamarine	563
Cloud Gray	540	Sapphire White over Neptune Green Metallic	564
Iridescent Charcoal Metallic	541	Jade Green Metallic over Sea Foam Green	565
Chinese Rose	550	Sea Foam Green over Jade Green Metallic	566
Oriental Coral	551	Iridescent Charcoal Metallic over Cloud Gray	567

	Code		Code
Iridescent Charcoal Metallic over Chinese Rose	568	Sapphire White over Neptune Green Metallic*	564-3
Garnet Metallic over Chinese Rose	569	Jade Green Metallic over Sea Foam Green*	565-2
Sapphire White over Chinese Rose	570	Sea Foam Green over Jade Green Metallic*	566-3
Iridescent Charcoal Metallic over Oriental Coral	571	Iridescent Charcoal Metallic over Cloud Gray*	567-2
Sapphire White over Oriental Coral	572	Iridescent Charcoal Metallic over Chinese Rose*	568-2
Jewell Black over Garnet Metallic	573	Garnet Metallic over Chinese Rose*	569-3
Iridescent Charcoal Metallic over Crown Yellow	574	Sapphire White over Chinese Rose*	570-3
Sapphire White over Crown Yellow	575	Iridescent Charcoal Metallic over Oriental Coral*	571-2
Sapphire White over Jewell Black*	560-4	Sapphire White over Oriental Coral*	572-3
Royal Blue Metallic over Wedgewood Blue*	561-2	Jewell Black over Garnet Metallic*	573-2
Sapphire White over Royal Blue Metallic*	562-3	Iridescent Charcoal Metallic over Crown Yellow*	574-2
Jewell Black over Aquamarine*	563-2	Sapphire White over Crown Yellow*	575-3

\*Three-tone combinations — third color is roof color by following codes: 2 = Sapphire White; 3 = Jewell Black; 4 = Oriental Coral. Example: 560-4 is Oriental Coral roof, over Sapphire White "Saddle" (hood, decklid, fender edge) and Jewell Black lower body.

## Coronet

"Puts the 'show' on the road."

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 59.25%.

Primary competition: Hudson Rambler, Mercury Medalist, Nash Statesman, Pontiac Chieftain 860 and Studebaker President.

Notable changes: Minor restyling.

Major standard equipment: Jacquard and Cordagrain "Panel-Perfect" interiors; full floor rubber covering; two-speed electric windshield wipers; windshield, rear window, vent window, and beltline stainless trim; and 6.70 × 15 BSW tires. Suburban and Sierra wagons add: Cordagrain vinyl interior trim. Lancer models and Sierra wagons add: 7.10 × 15 BSW tires. Lancers models add: Stainless steel roof rail and window trim. Convertible adds: Power top.

### Measurements

	Cars	Wagons
Wheelbase	120.0"	120.0"
Length	212.0"	214.9"
Width	74.6"	74.5"
Height	60.3"	61.0"
Legroom — front	44.5"	44.5"
Legroom — rear	45.0"	45.0"
Headroom — front	35.5"	35.5"
Headroom — rear	34.9"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	Model No. (6-cyl./V8)	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Coronet 2-Door Club Sedan, 6-p.	D62/D63-1	\$2,194	+3.30%	3250	*	*
Coronet 2-Door Lancer Hardtop, 6-p.	D63-1	\$2,438	+6.88%	3430	*	*
Coronet 2-Door Convertible, 6-p.	D63-1	\$2,678	NEW	3600	*	NEW
Coronet 4-Door Sedan, 6-p.	D62/D63-1	\$2,267	+8.31%	3295	*	*
Coronet 4-Door Lancer Hardtop, 6-p.	D63-1	\$2,552	NEW	3560	*	NEW
Coronet 2-Door Suburban Station Wagon, 6-p.	D62/D63-1	\$2,491	+1.14%	3455	*	*
Coronet 4-Door Suburban Station Wagon, 6-p.	D63-1	\$2,716	+15.62%	3600	*	*
Coronet 4-Door Suburban Station Wagon, 8-p.	D63-1	\$2,822	+10.02%	3715	*	*
TOTALS	Avg. Price	\$2,520	+11.02%	Production	142,613	+26.22%

\*Production records were not kept by body style per series; therefore change from LY cannot be calculated.

# Royal

*"Challenges the future in style and ride."*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 20.27%.

**Primary competition:** Buick Special, Hudson Wasp, Mercury Custom, Nash Ambassador Special, Oldsmobile 88, and Pontiac Chieftain 870.

**Notable changes:** Minor restyling.

**Major standard equipment:** Three-tone Jacquard and Cordagrain

"Panel-Perfect" interior; full floor carpeting; two-speed electric windshield wipers; windshield, rear window, beltline and bodyside stainless trim; rear fender gravel shields; and 7.10 × 15 BSW tires. Custom

Sierra wagons add: Two-tone Cordagrain vinyl interior trim.

## Measurements

	Cars	Wagons
Wheelbase	120.0"	120.0"
Length	212.0"	214.9"
Width	74.6"	74.5"
Height	60.6"	61.0"
Legroom — front	44.5"	44.5"
Legroom — rear	45.0"	45.0"
Headroom — front	35.5"	35.5"
Headroom — rear	34.9"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Royal 2-Door Lancer Hardtop, 6-p.	D63-2	\$2,583	+7.85%	3505	*	*
Royal 4-Door Sedan, 6-p.	D63-2	\$2,513	+8.79%	3475	*	*
Royal 4-Door Lancer Hardtop, 6-p.	D63-2	\$2,697	NEW	3625	*	NEW
Royal 2-Door Custom Sierra Station Wagon, 6-p.	D63-2	\$2,729	NEW	3620	*	NEW
Royal 4-Door Custom Sierra Station Wagon, 6-p.	D63-2	\$2,869	+7.90%	3710	*	*
Royal 4-Door Custom Sierra Station Wagon, 9-p.	D63-2	\$2,974	+7.71%	3800	*	*
TOTALS	<i>Avg. Price</i>	\$2,728	+7.75%	<i>Production</i>	48,780	-36.37%

\*Production records were not kept by body style per series; therefore change from LY cannot be calculated.

# Custom Royal

*"Glamorous rewards ... born of success."*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 20.48%.

**Primary competition:** Hudson Hornet, Mercury Monterey, Nash Ambassador, Oldsmobile Super 88, and Pontiac Star Chief.

**Notable changes:** Minor restyling.

**Major standard equipment:** Three-tone Jacquard and Cordagrain

"Panel-Perfect" interior; full floor carpeting; two-speed electric windshield wipers; windshield, rear window, beltline and bodyside stainless trim; rear fender gravel shields; and 7.60 × 15 BSW tires. Convertible adds: Three-tone Cordagrain interior and power top.

## Measurements

Wheelbase	120.0"
Length	212.0"
Width	74.6"
Height	60.6"
Legroom — front	44.5"
Legroom — rear	45.0"
Headroom — front	35.5"
Headroom — rear	34.9"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom Royal 2-Door Lancer Hardtop, 6-p.	D63-3	\$2,693	+5.90%	3480	*	*
Custom Royal 2-Door Lancer Convertible, 6-p.	D63-3	\$2,913	+6.00%	3610	*	*



	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom Royal 4-Door Sedan, 6-p.	D63-3	\$2,623	+6.07%	3485	*	*
Custom Royal 4-Door Lancer Hardtop, 6-p.	D63-3	\$2,807	NEW	3505	*	NEW
TOTALS	Avg. Price	\$2,759	+7.35%	Production	49,293	-44.80%

\*Production records were not kept by body style per series; therefore change from LY cannot be calculated.

# FORD

*"The fine car at half the fine-car price!"*

From the outside Ford was definitely looking the part of a higher-priced car, especially in the Fairlane series. All of the regular Ford line received updated front end styling that continued to feature a concave grille, now made up of horizontal rectangular sections, 6 rows tall and 12 columns wide, as opposed to last year's squares, 6 rows tall and 36 columns wide. Most noticeable was that the round "spinner" style parking lamps were removed in favor of larger oblong units mounted horizontally atop the bumper ends in a pod that continued around the front fender edge. The new look was much more modern, while still using the same sheetmetal. Atop the hood was a new jet-style ornament that was partially inset into a simulated scoop that mimicked the Thunderbird's hood scoop.

Bodyside trim continued in basically the same position on the Fairlane models, with the rear portion now having three grooves running the length of the car. The mid-range Customline was given a new variation on the 1955 Fairlane style trim, with the "V" being placed farther to the rear under the rear side window and the dip of the "V" expanded to carry the series name. The Mainline continued without side trim. Around back a larger taillamp set in a slightly larger chrome bezel also mimicked the Thunderbird look.

Ford's two new-for-'54 transparent features were on their way out. The "Astra-Dial" speedometer was gone, replaced with a more conventional hooded gauge cluster with a large round speedometer above the steering column, flanked by four smaller gauges. A full-width horizontal section carried series name badges on the right side. The radio, vent controls and ignition switch were placed on the lower portion of the dashboard. The transparent Plexiglas topped Crown Victoria had been in a steady sales decline since the first season and would not return after the 1956 model year. Curiously, it did regain the Skyliner designation used in

1954, and that name would return for 1957 on the retractable hardtop.

Several new things could be found under the hood. First up was the move to a 12-volt electrical system, which allowed for the expanded offering of luxury features, such as air conditioning, and better operation of power assists. And of course, more power from the engine was in order. Compression was up on all engines, resulting in more horsepower. The powerful Thunderbird 292 CID V8, or "Y8" as Ford called it, was now available on all Fairlane and station wagon models.

As for the popular Thunderbird, it received a new, even more powerful 312 CID V8 engine. Styling was similar to '55, continuing the unique body side feature line and hood scoop. What was added gave the T-Bird a "Continental flair": an exterior mounted spare tire. The result was a more European look and more usable cargo space, along with additional rear weight that affected handling negatively. The issue would be resolved for 1957. A Ford crest replaced the "Y8" emblem on the front fender. And a turquoise color "American Indian" style Thunderbird emblem made its first appearance on the front header panel, replacing last year's Ford crest over crossed flags emblem, and would become a prominent feature of future T-Birds.

"Lifeguard design," Ford's terminology for safety features used on its cars, was heavily promoted for '56. Ford was one of the first car companies to take a proactive approach to passenger safety. Such features as a standard deep-dish steering wheel, safety door latches, available seat belts, and padded instrument panel were among the features, first introduced in 1955.

New models for the regular Ford line included a Fairlane Park Lane 2-Door Station Wagon and a 4-Door Victoria Hardtop, as well as a new Customline 2-Door Victoria Hardtop. Partially as a response to the sporty Chevrolet

Bel Air Nomad 2-Door Station Wagon, Ford took the easy route with the Park Lane, taking a regular 2-Door Ranch Wagon and adding Fairlane trim and chrome covered B-pillars to give a flashy, sporting look. Of course the 4-Door Victoria was a matter of keeping up with the Joneses, as all other major manufacturers were offering 4-door hardtops.

The new Customline Victoria 2-Door Hardtop was added to extend the popular body style to the more affordable series. Finally, the 8-passenger Country Sedan was moved up to the Fairlane trim level, as a non-wood-paneled companion to the Country Squire.



Fairlane 2-Door Park Lane Station Wagon



Fairlane 2-Door Victoria Hardtop



Mainline 2-Door Ranch Wagon



Thunderbird 2-Door Convertible

**Model year production:** 1,408,478, down 2.94% from 1955.

**Domestic market share:** 22.56% (2nd place).

**Base price range:** \$1,748 to \$3,151.

**Ford average base price:** \$2,223, up 7.04%.

**Introduction date:** September 1955.

**Assembly plants:** Atlanta, GA (A); Buffalo, NY (B); Chester, PA (C); Chicago, IL (G); Dallas, TX (D); Dearborn, MI (F); Mahwah, NJ (E); Kansas City, MO (K); Long Beach, CA (L); Louisville, KY (U); Memphis, TN (M); Norfolk, VA (N); San Jose, CA (R); Somerville, MA (S); and Twin Cities (St. Paul), MN (P).

**Serial number identification:** Ten-digit number located on

left front door hinge pillar and read as follows: First digit indicates engine installation: "A" for 6-cylinder, "U" for 272 CID V8, "M" for 292 CID V8, and "P" for 312 CID V8. The second digit indicates model year: "6" = 1956.

Third digit indicates assembly plant code from above. Fourth digit indicates the body type as follows: Sunliner (C); Crown Victoria (W); all Ranch Wagons and Parklane (R); Country Sedan (X); Country Squire (Y); Victoria 4-door (F); Victoria 2-doors (V); Fairlane Club and Town sedans (T); Thunderbird (H); all others (G). Remaining digits are sequential with beginning number of 100001 and ending number as follows in the chart below.

### Highest Serial Numbers by Assembly Plant

<i>Assembly plant</i>	<i>Ending No.</i>
Atlanta, GA (A)	165955
Buffalo, NY (B)	167774
Chester, PA (C)	171299
Chicago, IL (G)	196913
Dallas, TX (D)	228684
Dearborn, MI (F)*	359556
Mahwah, NJ (E)	247972
Kansas City, MO (K)	169125
Long Beach, CA (L)	177406
Louisville, KY (U)	189500
Memphis, TN (M)	162867
Norfolk, VA (N)	171701
San Jose, CA (R)	203920

## Assembly plant

## Ending No.

Somerville, MA (S)

181747

Twin Cities (St. Paul), MN (P)

173599

*\*All Thunderbirds were built at Dearborn, MI.*

## Powertrains

Engine	Compression		Transmission	Mainline & Fairlane &		Thunderbird
	Ratio	Gross HP		Customline	all Wagons	
223 CID Mileage Maker, 1-bbl., 6-cyl.	8.0:1	137	3-speed manual	S	S	-
			Overdrive	\$110	\$110	-
			Ford-O-Matic Drive	\$178	\$178	-
272 CID Ford, 2-bbl., V8	8.0:1	173	3-speed manual	\$100	-	-
			Overdrive	\$210	-	-
			Ford-O-Matic Drive	\$278	-	-
292 CID Thunderbird, 4-bbl., V8	8.0:1	200	3-speed manual	-	\$100	S
			Overdrive	-	\$210	-
			Ford-O-Matic Drive	-	\$278	-
312 CID Thunderbird Special, 4-bbl., V8	8.4:1	215	Overdrive	-	-	\$148
			9.0:1	225	Ford-O-Matic Drive	-

## Major Options

	Mainline	Customline	Fairlane	Thunderbird
Magic Air heater and defroster	\$85	\$85	\$85	\$85
SelectAire conditioner	\$	\$	\$	-
Electric clock	\$15	\$15	\$15	\$15
Radio	\$100	\$100	\$100	\$107
I-rest tinted glass	\$	\$	\$	\$25
Windshield washers	\$10	\$10	\$10	\$10
Power windows	-	\$	\$	\$70
Power seat, 4-way	-	\$60	\$60	\$65
Master-Guide power steering	\$53	\$53	\$53	\$64
Swift Sure power brakes	\$32	\$32	\$32	\$34
Rear fender skirts	\$	\$	\$	S
Convertible fabric top	-	-	-	\$75
Fiberglass top and fabric top	-	-	-	\$290
Full wheel covers	\$	\$	\$	S
Wire wheel covers	-	-	-	\$35
White sidewall tires	\$27	\$27	\$27	\$30

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code
Raven Black	A
Nocturne Blue Metallic	B <sup>1</sup>
Bermuda Blue	C <sup>1</sup>
Diamond Blue	D <sup>1</sup>
Colonial White	E
Pine Ridge Green Metallic	F <sup>1</sup>
Meadowmist Green	G <sup>1</sup>
Platinum Gray	H <sup>1</sup>
Buckskin Tan	J
Fiesta Red	K
Peacock Blue	L
Goldenglow Yellow	M <sup>1</sup>
Mandarin Orange	N <sup>1</sup>
Gray Metallic	T <sup>2</sup>
Berkshire Green	V <sup>1</sup>
Springmist Green	W <sup>1</sup>
Sunset Coral	Y <sup>1</sup>
Sage Green	Z <sup>2</sup>
Navajo Gray	<sup>2</sup>
Colonial White over Raven Black <sup>1</sup>	AE
Colonial White over Fiesta Red <sup>1</sup>	KE
Meadowmist Green over Pine Ridge Green Metallic <sup>1</sup>	FG
Colonial White over Meadowmist Green <sup>1</sup>	GE
Colonial White over Peacock Blue <sup>1</sup>	LE
Colonial White over Bermuda Blue <sup>1</sup>	CE
Colonial White over Diamond Blue <sup>1</sup>	DE
Pineridge Green Metallic over Meadowmist Green <sup>1</sup>	GF
Colonial White over Platinum Gray <sup>1</sup>	HE
Fiesta Red over Raven Black <sup>1</sup>	AK
Colonial White over Goldenglow Yellow <sup>1</sup>	ME
Colonial White over Buckskin Tan <sup>1</sup>	JE
Fiesta Red over Colonial White <sup>1</sup>	KE <sup>3</sup>
Bermuda Blue over Diamond Blue <sup>1</sup>	CD <sup>4</sup>

For the conventional two-tone codes, the first letter indicates lower body color and second code indicates upper body color. On station wagons, the first code letter indicates the mid-body area and the second letter the lower body and roof. For Style-Tone two-tone codes, in general, the first letter indicates roof and lower body color, and the second code letter indicates the middle body color. <sup>1</sup>Not available on Thunderbird. <sup>2</sup>Thunderbird exclusive color. <sup>3</sup>Station Wagon exclusive combination. <sup>4</sup>Parklane Wagon exclusive combination.

# Mainline

*"Styled for distinction!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 15.11%.

**Primary competition:** Chevrolet One-Fifty, Plymouth Plaza, and Studebaker Champion.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Nylon and vinyl upholstery, black rubber floor covering, horn button, driver's side sun visor, rubber front and rear window moldings, hood ornament, and 6.70 × 15 BSW tires.

Ranch Wagon adds: Woven plastic and vinyl or all-vinyl upholstery and linoleum cargo floor.

## Measurements

	Cars	Wagon
Wheelbase	115.5"	115.5"
Length	198.5"	197.6"
Width	75.9"	75.9"
Height	61.0"	62.2"
Legroom — front	44.2"	44.2"
Legroom — rear	41.2"	NA
Headroom — front	35.6"	35.6"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Mainline 2-Door Business Coupe, 3-p.	70D	\$1,748	+8.84%	3032	8,020	-8.96%
Mainline 2-Door (Tudor) Sedan, 6-p.	70A	\$1,850	+8.38%	3087	106,974	+39.47%
Mainline 4-Door (Fordor) Sedan, 6-p.	73A	\$1,895	+8.10%	3127	49,448	+18.31%
(Mainline) 2-Door Ranch Wagon, 6-p.	59A	\$2,185	+6.95%	3330	48,348	+19.40%
TOTALS	<i>Avg. price</i>	\$1,920	+8.00%	<i>Production</i>	212,790	+26.82%

# Customline

*"New styling inspired by the Thunderbird.  
And you get smooth, quiet, responsive power!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 35.24%.

**Primary competition:** Chevrolet Two-Ten, Hudson/Nash Rambler, Plymouth Savoy, and Studebaker Commander.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Two-tone cloth and vinyl upholstery, automatic interior courtesy lighting, black floor mats, half-circle horn ring, clock, stainless front, rear and side window surround moldings, full-length body side stainless trim, and 6.70 × 15 BSW tires. Station wagon adds: Woven plastic and vinyl or all-vinyl upholstery and tan linoleum cargo floor.

## Measurements

	Cars	Wagon
Wheelbase	115.5"	115.5"
Length	198.5"	197.6"
Width	75.9"	75.9"
Height	61.0"	62.2"
Legroom — front	44.2"	44.2"
Legroom — rear	41.2"	NA
Headroom — front	35.6"	35.6"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Customline 2-Door (Tudor) Sedan, 6-p.	70B	\$1,939	+7.66%	3107	164,828	-30.33%
Customline 2-Door Victoria Hardtop, 6-p.	64D	\$2,093	NEW	3202	33,130	NEW

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Customline 4-Door (Fordor) Sedan, 6-p.	73B	\$1,985	+7.59%	3147	170,695	-27.49%
(Customline) 2-Door Custom Ranch Wagon, 6-p.	59B	\$2,249	+6.64%	3345	42,317	-3.10%
(Customline) 4-Door Country Sedan Station Wagon, 6-p.	79D	\$2,297	+6.54%	3420	85,374	+60.86%
TOTALS	<i>Avg. price</i>	\$2,113	+3.58%	<i>Production</i>	496,344	-20.20%

## Fairlane

*"The Thunderbird inspired Fairlane stands alone in fineness!"*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 48.54%.

Primary competition: Chevrolet Bel Air, Plymouth Belvedere and Studebaker President.

Notable changes: New grille and trim and detail changes.

Major standard equipment: Two-tone vinyl and vinyl pleated or nylon and vinyl upholstery, automatic interior courtesy lighting, black front and rear mat (only on Victoria with all-vinyl interiors), full floor color-coordinated carpeting, stainless front, rear and side window surround moldings, full length body side stainless trim, and 6.70 × 15 BSW tires. Crown Victoria adds: Two-tone vinyl upholstery, rear seat center armrest, and full floor carpeting. Crown Victoria "glass top" adds: Tinted Plexiglas top over front seat area. Sunliner adds: Black rubber floor mats and hydraulic power top. Parklane adds: Woven plastic and vinyl or all-vinyl upholstery, tan linoleum cargo floor, and cargo area cover. Country Sedan adds: Removable rear seat and 7.10 × 15 BSW tires. Country Squire adds: Simulated mahogany panels with fiberglass maple exterior wood trim.

### Measurements

	Cars	Wagon
Wheelbase	115.5"	115.5"
Length	198.5"	197.6"
Width	75.9"	75.9"
Height	61.0"	62.2"
Legroom — front	44.2"	44.2"
Legroom — rear	41.2"	NA
Headroom — front	35.6"	35.6"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fairlane 2-Door Club Sedan, 6-p.	70C	\$2,047	+6.95%	3107	142,629	-17.70%
Fairlane 2-Door Victoria Hardtop, 6-p.	64C	\$2,194	+4.73%	3202	177,735	+56.77%
Fairlane 2-Door Crown Victoria Hardtop, 6-p.	64A	\$2,337	+6.13%	3217	9,209	-72.23%
Fairlane 2-Door Crown Victoria Skyliner Hardtop, 6-p.	64B	\$2,407	+5.94%	3227	603	-69.83%
Fairlane 2-Door Sunliner Convertible, 6-p.	76B	\$2,359	+6.07%	3312	58,147	+16.37%
Fairlane 4-Door Town Sedan, 6-p.	73C	\$2,093	+6.79%	3147	224,872	-11.62%
Fairlane 4-Door Victoria Hardtop, 6-p.	57A	\$2,249	NEW	3297	32,111	NEW
(Fairlane) 2-Door Park Lane Station Wagon, 6-p.	59C	\$2,428	NEW	3360	15,186	NEW
(Fairlane) 4-Door Country Sedan Station Wagon, 8-p.	79B	\$2,428	+6.17%	3485	*	*
(Fairlane) 4-Door Country Squire Station Wagon, 8-p.	79C	\$2,533	+5.89%	3495	23,211	+22.15%
TOTALS	<i>Avg. price</i>	\$2,308	+7.26%	<i>Production</i>	683,713	+5.96%

\*Production of 8-passenger Country Sedans is included within the 6-passenger total under the Customline series.



# Thunderbird

*"The newest version of America's most thrilling dream-car-come-true is here!"*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 1.11%.

**Primary competition:** Chevrolet Corvette.

**Notable changes:** Standard Continental kit and trim and detail changes.

**Major standard equipment:** Two-tone pleated vinyl upholstery, bench seat, door armrests, automatic interior courtesy lighting, rayon loop carpeting, half-circle steering wheel horn ring, winged "Thunderbird" front end emblem, stainless steel window surround moldings, dual horns, dual exhaust, removable fiberglass hardtop, and 6.70 × 15 BSW tires.

## Measurements

Wheelbase	102.0"
Length	185.2"
Width	71.3"
Height	52.2"
Legroom — front	45.4"
Legroom — rear	—
Headroom — front	32.2"
Headroom — rear	—
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Thunderbird 2-Door Convertible, 2-p.	40A	\$3,151	+7.03%	3038	15,631	-3.24%
TOTALS	<i>Avg. price</i>	\$3,151	+7.03%	<i>Production</i>	15,631	-3.24%

# HUDSON

*"Presenting Exciting, Totally New 1956 Hudsons!"*

The regular Hudson series, Wasp and Hornet, received numerous trim changes to further distinguish them from the Nash models that they were based upon. The new styling was called "V-Line," and for very good reason — "V" shapes could be found everywhere on these cars. Also for the new season, the Rambler returned as a slightly larger car with all-new styling.

For the new Wasp and Hornets, the actual sheetmetal was unchanged from 1955, but added bolt-on pieces altered the look. One example was a small pointed front fender appendage on the leading edge, with a small grille opening set directly above the headlamps. It looked like a small fin. At the back end was a chrome bezel running atop the quarter panel for a few feet, then turning down at the back end creating a raised tailfin and canted taillamps.

The aforementioned "V-Line" styling appeared on all sides of the car and in the interior. Up front, a new grille featured a lower bar that formed a wide "V" running from

directly below the headlights to a center point just above the top of the bumper. The upper bar began at the headlight, ran slightly upwards along the leading edge of the hood, and at the center had a "V" dip before continuing across to the opposite side. The grille within this enclosure was a small egg-crate design, giving the front an expensive look. Within the upper bar's dip was a V-shaped Hudson logo. The hood ornament was of a somewhat stylized jet design, with about a foot of chrome atop the hood, becoming rounded as it came over the edge, and this portion was set within a "V" chrome shape that created the look of wings. Finally, a wedge shaped narrow-angle sideways "V" sat below the lower grille bar on each side, its open outer end housing parking lamp/turn signals as it rounded the front fender edge.

There were even more "V" shapes elsewhere on the body. All Wasp and Hornet models carried a full-length stainless steel molding that began at the headlight bezel, ran



straight back to a point just aft of the front door, dipped down to a “V” shape, and continued to a point about a foot short of the back of the car. At this point the molding made a “Z” and continued to the rear of the car. Hornets added a second trim piece, which ran from the bottom of the “V” behind the front door to the bottom line of the “Z.” On Hornet Supers, the enclosed area between the upper and the lower trim pieces was painted in the lower body color in this area, while on Hornet Customs a gold-anodized trim piece filled this area. At the back a new trunk emblem was fashioned, with a winged “V” surrounding the Hudson emblem. Inside chrome door panel trim continued the “V” theme.

There were changes under the hood also. A new 352 CID V8, purchased from and built by Packard, was introduced as optional equipment for Hudson Custom models. This engine replaced the 320 CID V8, also sourced from Packard, used in the 1955 models. Most exciting was the introduction of the 250 CID Hornet V8. The first American Motors designed engine, it would quickly earn a reputation for being a performance powerhouse, in both speed and economy. It also served as the basis for several V8 engines to come that would put future Rambler products competitively in the horsepower race with the Big Three. The only model change this year was the cancellation of the Wasp Custom sub-series. In its place was the new V8 powered Hornet Special Super series, the only Hornet built on the shorter Wasp chassis. Also this year only the Hornet Customs were offered with a V8 engine; the Hornet Super came only in a 6-cylinder model.

The smaller Rambler line was redesigned this year but was still based on the 108 inch wheelbase of the 4-door model Ramblers of the 1954–1955 period. With the redesign, the Rambler took on a more critical role in the new American Motors Corporation as the sales leader. Marketed as the Rambler by AMC, it was available at both Nash and Hudson dealers, the two versions being distinguished only by a grille emblem. This would mark the first step in Rambler becoming the major division of American Motors in 1958.

The redesigned Rambler took on the appearance of its original parent, Nash, and the new cars looked much larger than their 1955 predecessors. With the 100 inch wheelbase gone, the 2-door models were gone with it, leaving a full line of 4-door models that included both pillared and new pillarless hardtops, in both sedan and station wagon body styles. Distinguishing features of the new Rambler were its wraparound front windshield, adoption of a Nash-style

front end with headlamps mounted within the grille and parking lamps on the front fender ends, and a “Fashion Arch” rear roofline that was designed to be an added safety feature similar in concept to a roll-bar. The grille was of a chrome-lined oval design similar to Nash models, but differed in that the top third was an open area, while a large chrome bar separated the lower two-thirds creating a grid pattern, divided into 10 square openings by smaller chrome bars. The new Rambler definitely was identifiable as a Nash, and that fact was most likely part of the reason it sold only half as many cars in Hudson dealerships. Clearly, it was a sign of what was to come.

The bodysides of the new Rambler continued to follow a basically slab-sided look but, on all except the base DeLuxe 4-door model, the Rambler was dressed up with enough trim to give it a stylish design. Super models carried a mid-body height, full-length trim piece, which gradually sloped downward with a “V” dip (fitting in with the Hudson theme) ahead of the rear wheel that then ran up over the now fully open rear wheel opening and ended mid-height at the rear quarter panel end. Custom models added an upper molding that began at the front end at the same point as the lower molding, arched up slightly, then ran straight back to the edge of the rear door window, then curved upward following the rearward slant of the window opening. On sedans and hardtops, the trim went up and over the roofline, following the “Fashion-Arch.” On wagons, the trim ended where it met the roof. The design of the trim allowed for multiple “Fashionable” two- and three-tone paint schemes. It should also be noted that a roll-down rear tailgate window was pioneered in Rambler station wagons, the first of its type in the industry on a popularly priced car. Up until this time, all station wagons used a lift-gate type rear window.

Rambler interiors used a new instrument design that more closely followed that of Nash models. A broad, hooded central area contained a trapezoidal gauge cluster in front of the driver, at the left end of the hooded area. To the right of this was a ribbed area that held ventilation controls, and to the far right end of the hooded area was the clock. Outside of the hooded area, on top of the instrument panel were pop-up doors for ventilation. On the bottom half of the instrument panel were all other controls, including ignition, lights and windshield wiper controls. Added conveniences included a center-mounted glove box and optional radio speakers mounted in the curved ends of the instrument panel.



Hornet 2-Door Hollywood Hardtop



Hornet Custom 4-Door Sedan



Rambler Custom 4-Door Sedan



Rambler Custom 4-Door  
Cross Country Station Wagon



Wasp 4-Door Sedan

**Model year production:** 31,167 down 29.99% from 1955.  
**Domestic market share:** 0.50% (15th place).  
**Base price range:** \$1,826 to \$3,140.  
**Hudson average base price:** \$2,448, up 38.88%.  
**Introduction date:** November 1955. Hudson-badged Ramblers introduced December 1955. Hornet Special introduced March 1956.

**Assembly plants:** Kenosha, WI (D, W, X and Y).  
**Serial number identification:** Five to seven-digit code on plate located on right side of cowl under hood. First digit indicates assembly plant and series code from above. Remaining digits are sequential serial numbers as shown in accompanying chart below. Serial numbers for Ramblers are intermixed with Nash Ramblers.

### Serial Numbers by Series

Series	Series Code	Beginning	Ending
Rambler	D	276101	340845
Wasp	W	8101	10619
Hornet 6	X	7601	10665
Hornet Custom V8	Y	7201	10191
Hornet Special V8	Z	1001	2757

### Powertrains

Engine	Compression		Transmission	Rambler	Wasp	Hornet	
	Ratio	Gross HP				Special	Hornet
195.6 CID Typhoon, 1-bbl., OHV, 6-cyl.	7.47:1	120	3-speed manual	S	-	-	-
			Overdrive	\$107	-	-	-
			Dual-Range Hydra-Matic	\$188	-	-	-
202 CID Hi-Torque, 1-bbl., L-head, 6-cyl.	7.5:1	120	3-speed manual	-	S	-	-
			Overdrive	-	\$109	-	-
			Hydra-Matic automatic	-	\$188	-	-
202 CID Hi-Torque, Twin-H, 2-bbl., L-head, 6-cyl.	8.0:1	135	3-speed manual	-	\$	-	-
			Overdrive	-	\$	-	-
			Hydra-Matic automatic	-	\$	-	-
308 CID Championship, 2-bbl., L-head, 6-cyl.	7.5:1	165	3-speed manual	-	-	-	S
			Overdrive	-	-	-	\$109
			Hydra-Matic automatic	-	-	-	\$188
250 CID Hornet Special, 2-bbl., OHV, V8	8.0:1	190	3-speed manual	-	-	S	-
			Overdrive	-	-	\$109	-
			Hydra-Matic automatic	-	-	\$188	-
352 CID Hornet, 2-bbl., OHV, V8	9.55:1	220	3-speed manual	-	-	-	\$267*
			Twin-Ultramatic automatic	-	-	-	\$466*

\*Add \$26 on Hornet Custom Hollywood 4-Door Hardtop.

## Major Options

	Rambler	Wasp	Hornet
Weather-Eye heater and defroster	\$74	\$77	\$77
All Season air conditioning	\$345	\$395	\$395
Radio and antenna	\$76	\$98	\$98
Air-liner reclining seats	\$11*	\$11*	\$11*
Twin bed seat mattress	\$15	\$15	\$15
Electric clock	\$17*	\$18*	\$18*
Power windows	-	\$128	\$128
Solex tinted glass	\$19	\$33	\$33
Power steering	\$80	\$108	\$108
Power brakes	-	\$39	\$39
Full wheel covers	\$17*	\$20*	\$20*
White sidewall tires	\$22	\$28	\$40

\*Standard on Custom models.

Options common to most models. (—= Not Available) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Black	P1
Sunburst Yellow	P66
Bermuda Green	P67
Frost White	P72
Willow Green	P73
Crocus Yellow	P74
Polo Green	P75
Golden Brown	P76
Mint Green	P77
Grenadier Red	P78
Golden Brown over Frost White over Golden Brown	P76-72-76
Grenadier Red over Frost White over Grenadier Red	P78-72-78
Grenadier Red over Black over Grenadier Red	P78-1-78
Ballerina Red over Frost White over Ballerina Red	P83-72-83
Ballerina Red over Boulevard Gray over Ballerina Red	P83-80-83
Mint Green over Black over Mint Green	P77-1-77
Sunburst Yellow over Frost White over Sunburst Yellow	P66-72-66
Bermuda Green over Polo Green over Bermuda Green	P67-75-67
Polo Green over Frost White over Polo Green	P75-72-75
Bermuda Green over Frost White over Bermuda Green	P67-72-67
Crocus Yellow over Willow Green over Crocus Yellow	P74-73-74
Solitaire Blue over Willow Green over Solitaire Blue	P81-82-81
Pacific Blue over Frost White over Pacific Blue	P82-72-82
Solitaire Blue over Frost White over Solitaire Blue	P81-72-81
Black over Frost White over Black	P1-72-1
Frost White over Black over Grenadier Red	P78-1-72
Frost White over Boulevard Gray over Grenadier Red	P83-80-72
Frost White over Black over Mint Green	P77-1-72
Frost White over Pacific Blue over Solitaire Blue	P81-72-82
Frost White over Polo Green over Bermuda Green	P67-75-72
Frost White over Black over Sunburst Yellow	P66-1-72

Two-tones and three tone colors are upper body color over intermediate color over lower body color.

## Rambler

*“Smart, All-new 1956 Rambler!  
The All-American Car ... in the Lowest Price Field.”*

**Nameplate year of origin:** 1950 (as the Nash Rambler).

**Current bodystyle lifespan:** 1956 through 1957 (restyled and made a separate division of AMC in 1958, with body continued through 1962).

**Percentage of division's sales volume:** 65.76%.

**Primary competition:** Chevrolet Two-Ten, Ford Customline, Nash Rambler, Plymouth Savoy, and Studebaker Commander.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth interior trim, rubber floor covering with front carpeted inserts, rubber front window surround, and 6.40 × 15 BSW tires. Super adds: Cloth and vinyl interior trim, stainless steel window surrounds, and stainless steel one-piece full-length bodyside molding. Custom adds: Nylon and vinyl upholstery with foam cushions, dome and courtesy lights, Continental rear tire mount and cover (except station wagon), stainless steel two-piece full-length bodyside molding, power brakes, and full wheel covers. Cross Country station wagon adds: Rooftop luggage rack.

## Measurements

	4-Doors	Wagons
Wheelbase	108.0"	108.0"
Length	191.1"*	191.1"
Width	71.3"	71.3"
Height	58.0"	58.6"
Legroom — front	42.6"	42.6"
Legroom — rear	42.0"	42.0"
Headroom — front	36.0"	36.0"
Headroom — rear	35.0"	35.5"
Cargo capacity (cu. ft.)	22.5	80.0
Fuel capacity (gals.)	20.0	20.0

\*Add 7.5" to length for Custom models.

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Rambler DeLuxe 4-Door Sedan, 6-p.	5615	\$1,829	+7.91%	2891	20,496*	NA*
Rambler Super 4-Door Sedan, 6-p.	5615-1	\$1,939	+7.84%	2906	NA*	NA*
Rambler Super 4-Door Cross Country Station Wagon, 6-p.	5618-1	\$2,233	+13.06%	2992	NA*	NA*
Rambler Custom 4-Door Sedan, 6-p.	5615-2	\$2,059	+3.52%	2929	NA*	NA*
Rambler Custom 4-Door Hardtop, 6-p.	5619-2	\$2,224	NEW	2990	NA*	NEW
Rambler Custom 4-Door Cross Country Station Wagon, 6-p.	5618-2	\$2,329	+11.01%	3110	NA*	NA*
Rambler Custom 4-Door Hardtop Cross Country Station Wagon, 6-p.	5613-2	\$2,494	NEW	3095	402	NEW
<b>TOTALS</b>	<i>Avg. Price</i>	\$2,158	+20.54%	<i>Production</i>	20,496	-17.73%

\*Production kept by model number (body style), but not by sub-series; therefore comparisons to prior year are not possible.

## Wasp

*"New, totally new 1956 Hudson Wasp!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 8.08%.

**Primary competition:** Buick Special, Dodge Royal, Mercury Custom, Nash Statesman, Oldsmobile 88, Pontiac Chieftain 870 Deluxe, and Studebaker President.

**Notable changes:** Major trim changes.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, wind-up clock, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length bodyside molding, small hubcaps, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	114.3"
Length	202.3"
Width	78.0"
Height	61.8"
Legroom — front	42.5"
Legroom — rear	40.1"
Headroom — front	37.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Wasp Super 4-Door Sedan, 6-p.	35645-1	\$2,420	+5.68%	3264	2,519	NA*
<b>TOTALS</b>	<i>Avg. Price</i>	\$2,420	-0.82%	<i>Production</i>	2,519	-64.97%

\*Production records from 1955 kept by model number (body style), but not by sub-series; therefore comparison is not available.

## Hornet

*"Stand out from the crowd in this new, totally new '56 Hornet, with totally new V-Line styling!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 29.50%.

**Primary competition:** Buick Century, Chrysler Windsor, DeSoto Fire-dome, Mercury Montclair, Nash Ambassador, Oldsmobile Super 88, and Packard Clipper.

### Measurements

	<i>Hornet Special</i>	<i>Hornet</i>
Wheelbase	114.3"	121.3"
Length	202.3"	209.3"*
Width	78.0"	78.0"

**Notable changes:** Major trim changes.

**Major standard equipment:** Cloth and vinyl interior trim, reclining front seats, rubber floor covering with front carpeted inserts, front door armrests, wind-up clock, stainless steel window surrounds, stainless steel beltline molding, stainless steel full-length bodyside molding, rocker panel moldings, small hubcaps, and 7.10 × 15 BSW tires (6.70 × 15 BSW tires on Hornet Special). Custom adds: Cloth two-tone upholstery, foam seat cushions, custom steering wheel, electric clock, turn signals, gold anodized bodyside trim, power brakes, and full wheel covers.

### Measurements (cont.)

	<i>Hornet Special</i>	<i>Hornet</i>
Height	61.8"	62.3"
Legroom — front	42.5"	42.5"
Legroom — rear	40.1"	40.1"
Headroom — front	37.5"	37.5"
Headroom — rear	36.0"	36.0"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

*\*Add 10" for Custom models.*

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Hornet Super 4-Door Sedan, 6-p.	35665-1	\$2,774	+8.15%	3545	NA*	NA <sup>†</sup>
Hornet Special Super 2-Door Hollywood Hardtop, 6-p.	35657-1	\$2,745	NEW	3486	229	NEW
Hornet Special Super 4-Door Sedan, 6-p.	35655-1	\$2,630	NEW	3467	1,528	NEW
Hornet Custom 2-Door Hollywood Hardtop, 6-p.	35667-2 <sup>ff</sup>	\$3,140	+9.03%	3646	1,411	NA <sup>†</sup>
Hornet Custom 4-Door Sedan, 6-p.	35665-2 <sup>ff</sup>	\$3,023	+9.53%	3636	4,984*	NA <sup>†</sup>
TOTALS	<i>Avg. Price</i>	\$2,862	+4.64%	<i>Production</i>	8,152	-37.92%

*\*Hornet Super and Custom production kept by model number (body style), but not by sub-series; therefore comparison is not available. †Production records from 1955 kept by model number (body style), but not by sub-series; therefore comparison is not available. <sup>ff</sup>The "65" or "67" in the model number becomes "85" or "87" when equipped with a V8 engine.*

# IMPERIAL

*"Finest expression of the Forward Look!"*

A newly enlarged 354 CID V8 engine powered the very lightly restyled Imperial for 1956. The Hemi V8 received its first major upgrade this year, in the form of more displacement and increased compression ratio. The new engine was 354 cubic inches, and horsepower was up 30 to 280 @ 4600rpm. The PowerFlite transmission returned for one more season in the Imperial, but now featured the pushbutton shift control from a pod mounted on the instrument panel. The base Imperial line also gained a 12-volt electrical system this year that helped support the growing number of standard electrical features now common in all luxury cars.

At the front, the cars were nearly identical to the 1955; all the big changes were at the rear of the car. It began with

the chassis and wheelbase of the base Imperial being stretched three inches at the rear. This allowed for longer rear quarters with slightly redesigned full-length bodyside trim, which wrapped around the larger tailfins. Also, rear bumpers were redesigned to better integrate into the body and new rear quarters. Five slanted slashes and an outline of the tailfin in chrome brightwork set apart the longer Crown Imperial sedan and limousine, which remained on their former chassis.

Like many manufacturers, Imperial introduced a 4-Door Hardtop body style to the line for 1956. Imperial chose the new Southampton name to apply to both hardtop models this season. Therefore, the former Newport moniker was now a strictly Chrysler name.





Imperial 2-Door Southampton Hardtop

**Model year production:** 10,684, down 6.53% from 1955.  
**Domestic market share:** 0.17% (17th place).  
**Base price range:** \$4,832 to \$7,737.  
**Imperial average base price:** \$6,098, up 4.82%.  
**Introduction date:** October 21, 1955.

**Assembly plant:** Detroit, MI.  
**Serial number identification:** Located on left front door hinge pillar. All models, C-73 and C-70 series: Seven or eight digit code, C561001 to C5611715.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
354 CID FirePower, 4-bbl., V8	9.0:1	280	PowerFlite Automatic	S

### Major Options

	<i>Imperial</i>	<i>Crown Imperial</i>
Heater and defroster	\$78	S
Air-Temp air conditioning	\$567	\$567
Solex tinted windshield	\$20	\$20
Music-Master radio	\$101	S
Electric clock	S	S
Four-way power front seat	S	S
Power windows	S	S
Power steering	S	S
Power brakes (disc on Crown Imperial)	S	S
Wire wheels	\$	\$
White sidewall tires	S	S

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>		<i>Code</i>
Raven Black	01	Rosewood Tan	31
Stardust Blue	05	Desert Rose	35
Mediterranean Blue Metallic	06	Geranium Red	36
Glacier Blue-Green	07	Regimental Red	37
Turquoise	08	Crown Maroon Metallic	38
Crown Blue Metallic	09	Cloud White	41
Mint Green	16	Nugget Gold Metallic	42
Surf Green Metallic	17	Crocus Yellow	261
Hunter Green Metallic	18	Blue Jade	262
Crown Green Metallic	19	Copper Glow Metallic	263
Satin Gray	25		
West Point Gray Metallic	26		
Sand Dune Beige	30		

*Nine tri-tone and 202 two-tone paint combinations available.*



# Imperial

*"See the future taking shape."*

Nameplate year of origin: 1926.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 97.88%.

Primary competition: Cadillac Series 62, Lincoln Premier, and Packard Executive.

Notable changes: Slightly restyled; trim and detail changes.

Major standard equipment: Leather and broadcloth interior trim, 4-way power front seat adjustment, front and rear seat center pull-down armrest, full floor carpeting, power windows, safety accessory group, custom accessory group, full wheel covers, and 8.20 × 15 WSW tires.

## Measurements

Wheelbase	133.0"
Length	229.6"
Width	78.8"
Height	61.2"
Legroom — front	45.7"
Legroom — rear	45.7"
Headroom — front	35.1"
Headroom — rear	35.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Imperial 2-Door Southampton Hardtop, 6-p.	C-73	\$5,094	+7.92%	4555	2,094	-38.74%
Imperial 4-Door Sedan, 6-p.	C-73	\$4,832	+7.78%	4575	6,821	-13.00%
Imperial 4-Door Southampton Hardtop, 6-p.	C-73	\$5,225	NEW	4680	1,543	NEW
TOTALS	<i>Avg. Price</i>	\$5,050	+9.75%	<i>Production</i>	10,458	-7.11%

# Crown Imperial

*"Meets the challenge of new frontiers."*

Nameplate year of origin: 1940.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 2.12%.

Primary competition: Cadillac Series Fleetwood 75.

Notable changes: Slightly restyled; trim and detail changes.

Major standard equipment: Broadcloth interior trim, front and rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, directional signals, heater and defroster, power windows, safety accessory group, custom accessory group, full wheel covers, and 8.90 × 15 WSW tires. Limousine adds: Leather upholstery in chauffeur's compartment and divider window.

## Measurements

Wheelbase	149.5"
Length	243.6"
Width	78.8"
Height	61.2"
Legroom — front	42.5"
Legroom — rear	52.5"
Headroom — front	37.0"
Headroom — rear	36.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crown Imperial 4-Door Sedan, 8-p.	C-70	\$7,603	+9.03%	5145	51	+13.33%
Crown Imperial 4-Door Limousine, 8-p.	C-70	\$7,737	+9.05%	5205	175	+37.80%
TOTALS	<i>Avg. Price</i>	\$7,670	+9.04%	<i>Production</i>	226	+31.40%

# LINCOLN

*“Unmistakably ... the finest in the fine car field!”*

All-new Lincolns appeared for the 1956 model year. Totally restyled, with new power and a new series, these were the first offerings from the newly established Lincoln division, which had separated from the Mercury division in April of 1955. The prior year's base Lincoln series was dropped, and a new top-of-the-line Premiere series was added, featuring more standard equipment than the Capri series.

Changes under the hood began with a new, larger 368 cubic inch V8 engine. Mated to Lincoln's Turbo-Drive transmissions, the new engine put out 285 horsepower. To accommodate all of the accessories that were being added to the standard and optional equipment list, a 12-volt electrical system was added. Another new feature was push-button lubrication. By simply pushing a button on the dashboard, the driver would activate automatic lubrication of all front-end suspension and steering components.

On the outside, everything was new, starting with a three-inch longer wheelbase as a foundation. In general, styling was smooth, rounded, lower, and nearly a foot longer, yet the cars were visually linked to their immediate predecessors, especially in the greenhouse and rear styling. A strong horizontal theme was used at the front end, with a large bumper again using a thin bar horizontal grille above and below the top bumper bar. This top bumper bar now had large horizontal oval pods on each end housing the parking lamps and turn signals. Single headlamps were set within deeply hooded fenders, and a small grille area extended inward from the headlight above the top grille bar. It was a unique design that the Lincoln carried well.

Bodysides were smooth, with only a single horizontal feature line running from the top grille bar level straight back to the area where the taillamp met the rear bumper. Minimal body trim was used, with a stainless steel trim piece starting behind the front wheel opening and gradually widening to a point just ahead of the rear wheel opening, where it became a wider trim piece covering the fender skirt and lower rear quarter panel. This visually made the car look longer and lower.

The Lincoln sales brochure describes the rear styling as follows: “...from the rear, Lincoln identity is clear, yet

clean and simple. Back-up lights are completely hidden [behind the rear textured metal panel] helping to achieve an uncluttered look. See, too, how the new textured metal pattern [located between the trunk lid and rear bumper] joins naturally with the horizontal flow of the rear deck and bumpers, and with the new integrated jet-pod exhausts, to tell you even from a distance that this is unmistakably Lincoln for 1956.”

Inside, upholsteries and designs were again new, now using leather with nylon or leather inserts (depending upon model) that mimicked individual seating areas for four people. Of course, the new Lincoln was big enough to accommodate six people easily, and had an equally large trunk area, although some of the space was used up when the optional air conditioning system was ordered. Door panels included integrated armrests. A new instrument panel looked similar to previous years, with a horizontal theme; all gauges were on top in a hooded section directly in front of the driver, and other controls were below the main panel.

As previously mentioned, the Premiere was an all-new Lincoln series for 1956. While it did not replace the 1955 Capri series, it instead added more features and luxury to the Capri series. However, the Capri was now the base Lincoln series, with the features and equipment at a similar level to the 1955 model. The only difference was that the Capri no longer was available in a convertible body style, as that model moved to the new Premiere series. Interestingly, Lincoln still did not have a 4-door hardtop, even though most of its direct competition, and both Ford and Mercury, were now available in this body style. Packard was the only other luxury marque not to have a 4-Door hardtop in its line. Lincoln would finally get this body style for the 1957 model year.

The 1956 Continental, though popularly identified with Lincoln, was introduced as its own division of Ford Motor Company. The new division's sole reason for existence was to produce an exclusive, limited production product, and develop new innovations for the rest of the company. As Continental was a separate division for most of the period from 1956 through 1959, please refer to the Continental section of the appropriate year for more information.



Premiere 2-Door Convertible



Premiere 2-Door Hardtop



Premiere 4-Door Sedan

**Model year production:** 50,322, up 84.86% from 1955.  
**Domestic market share:** 0.81% (14th place).  
**Base price range:** \$4,119 to \$4,747.  
**Lincoln average base price:** \$4,456, up 17.49%.  
**Introduction date:** September 1955.  
**Assembly plants:** Los Angeles, CA (LA); and Wayne, MI (WA).  
**Serial number identification:** Serial number consists of a

nine to ten digit code located on right side front door pillar, and read as follows: First two digits indicate year (56 = 1956); third and fourth letters indicate assembly plant from code above; the next four to five digits are sequential beginning with 5001 and ending number of 12288 for the Los Angeles plant and 48005 for the Wayne, Michigan, plant. The last digit indicates series: L for Lincoln Division.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
368 CID, 4-bbl., OHV V8	9.0:1	285	Turbo-Drive automatic	S

### Major Options

	<i>Capri</i>	<i>Premiere</i>
Heater and defroster	\$90	\$90
Air conditioning	\$595	\$595
Radio	\$100	\$100
Travel-Tuner signal seeking radio	\$	\$
Tinted glass	\$45	\$45
Power windows	\$120	S
4-way power front seat	\$	S
Power steering	S	S
Power brakes	\$	\$
Pushbutton lubrication	\$45	\$45
Full wheel cover	S	S
Whitewall tires	\$50	\$50

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	<i>Code</i>		<i>Code</i>
Presidential Black	01	Summit Green	18A
Admiralty Blue Metallic	02	Sunburst Yellow	19
Centurion Gray	06	Huntsman Red	21A
Balmoral Gray Metallic	07	Starmist White	23
Fairmont Blue	09	Desert Buff	25
Shenandoah Green Metallic	10	Island Coral	27
Briar Brown Metallic	11	Taos Turquoise	28
Wisteria	12	Dubonnet	29
Summit Green	13	Champlain Blue	30
Amethyst	16	Presidential Black over Sunburst Yellow	34

1956

	<i>Code</i>		<i>Code</i>
Presidential Black over Amethyst	37	Fairmont Blue over Champlain Blue	58
Taos Turquoise over Summit Green	42	Champlain Blue over Fairmont Blue	59
Summit Green over Taos Turquoise	43	Starmist White over Desert Buff	60
Shenandoah Green Metallic over Summit Green	44	Starmist White over Centurion Gray	61
Summit Green over Shenandoah Green Metallic	45	Starmist White over Briar Brown Metallic	73
Balmoral Gray Metallic over Centurion Gray	46	Briar Brown Metallic over Starmist White	74
Centurion Gray over Balmoral Gray Metallic	47	Presidential Black over Starmist White	75
Admiralty Blue Metallic over Fairmont Blue	48	Starmist White over Presidential Black	76
Fairmont Blue over Admiralty Blue Metallic	49	Starmist White over Sunburst Yellow	89
Starmist White over Shenandoah Green Metallic	50	Starmist White over Amethyst	90
Shenandoah Green Metallic over Starmist White	51	Starmist White over Island Coral	91
Admiralty Blue Metallic over Starmist White	52	Starmist White over Taos Turquoise	92
Starmist White over Admiralty Blue Metallic	53	Starmist White over Wisteria	93
Starmist White over Summit Green	54	Presidential Black over Huntsman Red	96A
Huntsman Red over Starmist White	55A	Huntsman Red over Presidential Black	97A
Starmist White over Huntsman Red	56A	Starmist White over Champlain Blue	98
Starmist White over Fairmont Blue	57	Presidential Black over Island Coral	99

## Capri

*"The magnificent new Lincoln Capri!"*

**Nameplate year of origin:** 1952 (1950 as designation on Cosmopolitan coupe).

**Current bodystyle lifespan:** 1956 through 1957.

**Percentage of division's sales volume:** 17.47%.

**Primary competition:** Cadillac Series 62, Chrysler New Yorker, and Packard Series 400.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and leather upholstery, rear seat center armrest, full floor carpeting, chrome window surround moldings, full-length bodyside stainless steel molding, power steering, rear fender skirts, full wheel covers, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	126.0"
Length	222.9"
Width	79.9"
Height	60.0"
Legroom — front	44.8"
Legroom — rear	42.5"
Headroom — front	35.4"
Headroom — rear	34.1"
Cargo capacity (cu. ft.)	25.8
Fuel capacity (gals.)	20.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Capri 2-Door Hardtop Sport Coupe, 6-p.	60E	\$4,119	+5.35%	4305	4,355	-62.00%
Capri 4-Door Sedan, 6-p.	73A	\$4,212	+12.26%	4315	4,436	-58.63%
TOTALS	<i>Avg. price</i>	\$4,166	+6.50%	<i>Production</i>	8,791	-62.86%

## Premiere

*"The even more magnificent new Lincoln Premiere series!"*

**Nameplate year of origin:** 1956.

**Current bodystyle lifespan:** 1956 through 1957.

**Percentage of division's sales volume:** 82.53%.

**Primary competition:** Cadillac Series 62, Imperial, and Packard Patri-  
cian.

### Measurements

Wheelbase	126.0"
Length	222.9"
Width	79.9"
Height	60.0"

**Notable changes:** All-new series.

**Major standard equipment:** Cloth and leather upholstery, rear seat center armrest, full floor carpeting, 4-way power seat, power windows, chrome window surround moldings, full-length bodyside stainless steel molding, power steering, rear fender skirts, full wheel covers, and 8.00 × 15 BSW tires. Convertible adds: Leather upholstery, power top, and 8.20 × 15 BSW tires.

### Measurements (cont.)

Legroom — front	44.8"
Legroom — rear	42.5"
Headroom — front	35.4"
Headroom — rear	34.1"
Cargo capacity (cu. ft.)	25.8
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Premiere 2-Door Hardtop Coupe, 6-p.	60B	\$4,601	NEW	4357	19,619	NEW
Premiere 2-Door Convertible, 6-p.	76B	\$4,747	NEW	4452	2,447	NEW
Premiere 4-Door Sedan, 6-p.	73B	\$4,601	NEW	4347	19,465	NEW
TOTALS	<i>Avg. price</i>	\$4,650	NEW	<i>Production</i>	41,531	NEW

# MERCURY

*"The Big 'M.' Mercury for 1956!"*

While the basic styling of the 1955 Mercury carried over to 1956, there were a lot of new features to distinguish the new '56 models. Most important to customers seeking comfort was the introduction of a twelve-volt electrical system and an array of new options that could be supported by the higher voltage, including factory installed air conditioning and improved accessory operation. For those seeking more power, at mid-year a new camshaft was put in the V8 engine adding 10 horsepower, and at the same time, a new M-260 engine option with dual 4-barrel carburetors was introduced. And for those that were looking for style, the new 4-Door Hardtop "Phaeton" was introduced at mid-year in all four series.

Five short years ago, Mercury was a single series marque, and until the top-line Montclair was added in 1955, it had only two series. Now for 1956 Mercury was up to four series, spanning the entire medium price range from the lower end to near the top end. Added this year was the low-priced Medalist, a basic series consisting of 2-Door and 4-Door, Hardtops and Sedans. The marketing position was to bring more buyers to the Mercury brand, at a price that competed with some top models of the low-price field. Exterior trim was minimal with only rear quarter panel trim, chrome rear gravel shield and front and rear window trim to adorn the outside. It also lacked the front bumper

guards seen on other Mercurys, giving the Medalist a unique appearance.

New styling features included a revised bumper and grille with the vertical bars of the lower section appearing to show above the center bar, as well as a newly designed front bumper guard with a blunt end, as opposed to the bullet style point on the '55 Mercury. The Mercury name in block letters was moved from the hood to the center bumper bar, and on the hood a large "M" emblem was used as part of the "Big M" marketing theme. Hooded headlights and a jet style hood ornament continued. Body side trim was changed to a full-length lightning bolt style trim piece on all but the wagons and the Medalist series. Interior changes were limited to new fabric and color offerings. Also giving a fresh look to the exterior were two different two-tone paint variations available this year. One was the traditional pattern of a roof color over a different body color. New for '56 were "Flo-tone" combinations, in which the roof and lower body were painted in one color, and the upper body was painted in another color. On Montclairs, the area immediately below the side windows was painted in the color of the roof, or the roof and lower body color, depending on the two-tone paint scheme used.

New models included a Custom 4-Door, 6-passenger station wagon and Custom 2-Door Convertible. This



marked the first time two convertible models had appeared in the Mercury line. As previously mentioned the 4-Door Hardtop “Phaeton” was introduced in all four series. New to the Monterey series was the 4-Door Sport Sedan, a model

first seen in the 1955 Montclair line. The sport sedan’s unique feature was a slightly lower hardtop-style roofline, with true sedan construction, utilizing a center B-pillar and framed windows.



Medalist 2-Door Sedan



Montclair 2-Door Hardtop



Montclair 4-Door Station Wagon



Monterey 4-Door Sedan

**Model year production:** 327,943, down 0.57% from 1955.  
**Domestic market share:** 5.25% (7th place).  
**Base price range:** \$2,254 to \$2,977.  
**Mercury average base price:** \$2,613, up 2.78%.  
**Introduction date:** September 1955.  
**Assembly plants:** Los Angeles, CA (LA); Metuchen, NJ (ME); St. Louis, MO (SL); and Wayne, MI (WA).

**Serial number identification:** Ten to eleven-digit number located on left front door pillar, and read as follows: The first two digits indicate model year (56 = 1956). Third and fourth digits indicate assembly plant code from above. The next digits are sequential with beginning number of 10001 and ending number as follows in the chart below. The last digit is M for Mercury.

### Highest Serial Numbers by Assembly Plant

<i>Assembly Plant</i>	<i>Ending Number</i>
Los Angeles, CA (LA)	51292
Metuchen, NJ (ME)	100055
St. Louis, MO (SL)	125006
Wayne, MI (WA)	89958

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Medalist &amp; Custom</i>	<i>Monterey &amp; Montclair</i>
312 CID Safety-Surge, 4-bbl., OHV V8	9.0:1	210	3-speed manual	\$	\$
			Touch-O-Matic overdrive	\$110	\$110
			Merc-O-Matic Drive	\$189	\$189
312 CID Safety-Surge, 4-bbl., OHV V8*	9.0:1	220	3-speed manual	\$	\$
			Touch-O-Matic overdrive	\$110	\$110
			Merc-O-Matic Drive	\$189	\$189
312 CID Safety-Surge M-260, Dual 4-bbl., OHV V8*	9.0:1	260	3-speed manual	\$	\$
			Touch-O-Matic overdrive	\$	\$
			Merc-O-Matic Drive	\$	\$

\*Introduced at mid-year. The 220 horsepower engine became standard equipment at that time.



## Major Options

	<i>Medalist</i>	<i>Custom</i>	<i>Monterey</i>	<i>Montclair</i>
Heater and defroster	\$	\$	\$	\$
Air conditioning	\$508	\$508	\$508	\$508
Radio	\$	\$	\$	\$
"Travel-Tuner" signal seeking radio	\$	\$	\$	\$
Tinted glass	\$	\$	\$	\$
4-way power front seat	\$	\$	\$	\$
Padded instrument panel and seat belts	\$	\$	\$	\$
Power windows	\$	\$	\$	\$
Power steering	\$81	\$81	\$81	\$81
Power brakes	\$45	\$45	\$45	\$45
Road lamps	\$	\$	\$	\$
Rear fender skirts	\$	\$	\$	\$
"Multi-Luber" automatic lubrication system	\$	\$	\$	\$
Hubcaps	\$	\$	\$	\$
Whitewall tires	\$35	\$35	\$35	\$35

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Tuxedo Black	01
Delta Blue Metallic	03
Landerdale Blue	04
Niagara Blue	05
Tyrolian Blue	05A
London Gray Metallic	07
Pinewood Green Metallic	08
Heath Green	14
Glamour Tan	15
Grove Green	17
Verona Green	18
Spring Valley Green	18A
Saffron Yellow	19
Cambridge Green	20
Carousel Red	21A
Classic White	23
Persimmon	31

Thirty-one two-tone combinations and twenty-eight "Flo-tone" combinations available at extra cost.

# Medalist

*"A brand-new model priced among the models of the low-price field!"*

Nameplate year of origin: 1956.

Current bodystyle lifespan: 1956.

Percentage of division's sales volume: 13.97%.

Primary competition: Dodge Coronet, Nash Statesman, Pontiac Chief-tain 860, and Studebaker President.

Notable changes: All-new series.

Major standard equipment: Textured vinyl upholstery, rubber floor mats, horn ring, chrome front and rear window surround moldings, rear quarter panel body side stainless trim, rear gravel shield, and 7.10 × 15 BSW tires.

## Measurements

Wheelbase	119.0"
Length	206.3"
Width	76.4"
Height	60.6"
Legroom — front	43.8"
Legroom — rear	42.8"
Headroom — front	35.4"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Medalist 2-Door Sedan, 6-p.	70C	\$2,254	NEW	3430	20,582	NEW
Medalist 2-Door Hardtop Sport Coupe, 6-p.	64E	\$2,389	NEW	3545	11,892	NEW
Medalist 4-Door Sedan, 6-p.	73D	\$2,313	NEW	3500	6,653	NEW
Medalist 4-Door Hardtop Sedan, 6-p.	57D	\$2,458	NEW	3530	6,685	NEW
TOTALS	<i>Avg. price</i>	\$2,354	NEW	<i>Production</i>	45,812	NEW

## Custom

*"Distinctive Mercury styling, power, and value at low cost!"*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 26.02%.

**Primary competition:** Buick Special, Dodge Royal, Hudson Wasp, Nash Statesman, Oldsmobile 88, Pontiac Chieftain 870, and Studebaker President Classic.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Woven shell fabric and vinyl upholstery, rubber floor mats, horn ring, stainless front and rear window surround moldings, front fender and rear quarter panel stainless trim, and 7.10 × 15 BSW tires. Sport coupe adds: Vinyl upholstery. Station wagon adds: Vinyl and woven plastic upholstery, front fender and rear quarter stainless molding, and 7.60 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	119.0"	118.0"
Length	206.3"	201.2"
Width	76.4"	76.4"
Height	60.6"	62.4"
Legroom — front	43.8"	42.8"
Legroom — rear	42.8"	41.5"
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	18.0	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom 2-Door Sedan, 6-p.	70B	\$2,351	+6.00%	3505	16,343	-47.78%
Custom 2-Door Hardtop Sport Coupe, 6-p.	64D	\$2,485	+6.15%	3560	20,857	+196.26%
Custom 2-Door Convertible, 6-p.	76A	\$2,712	NEW	3665	2,311	NEW
Custom 4-Door Sedan, 6-p.	73B	\$2,410	+5.84%	3520	15,860	-25.26%
Custom 4-Door Hardtop Sedan, 6-p.	57C	\$2,555	NEW	3550	12,187	NEW
Custom 4-Door Station Wagon, 6-p.	79D	\$2,722	+1.34%	3790	8,478	-40.02%
Custom 4-Door Station Wagon, 8-p.	79B	\$2,819	NEW	3860	9,292	NEW
TOTALS	<i>Avg. price</i>	\$2,579	+8.34%	<i>Production</i>	85,328	+15.80%

## Monterey

*"Mercury's brilliant combination of low-silhouette beauty and outstanding performance!"*

**Nameplate year of origin:** 1952 (1950 as a top line coupe designation).

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 32.13%.

**Primary competition:** Dodge Royal, Hudson Wasp Custom, Nash Ambassador Super, Oldsmobile 88, and Pontiac Star Chief.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** "Contemporaire" fabric and vinyl upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, full length body side stainless trim, and 7.10 × 15 BSW tires. Station wagon adds: Vinyl and woven plastic upholstery with metallic threads, front fender, door and rear quarter stainless molding, mahogany grained exterior body side panels with plastic maple trim, and 7.60 × 15 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	119.0"	118.0"
Length	206.3"	201.2"
Width	76.4"	76.4"
Height	61.2"	62.4"
Legroom — front	43.8"	42.8"
Legroom — rear	42.8"	41.5"
Headroom — front	35.4"	35.4"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	17.0	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Monterey 2-Door Hardtop Coupe, 6-p.	64C	\$2,630	+6.69%	3590	42,863	-37.96%
Monterey 4-Door Sedan, 6-p.	73C	\$2,555	+6.46%	3570	26,735	-62.02%
Monterey 4-Door Sport Sedan, 6-p.	58B	\$2,652	NEW	3550	11,765	NEW
Monterey 4-Door Phaeton Hardtop Sedan, 6-p.	57B	\$2,700	NEW	3800	10,726	NEW
Monterey 4-Door Station Wagon, 8-p.	79C	\$2,977	+4.68%	3885	13,280	+10.96%
TOTALS	<i>Avg. price</i>	\$2,703	+5.18%	<i>Production</i>	105,369	-30.43%

## Montclair

*"Exciting new Flo-Tone color styling, a new 225-hp Safety-Surge V8 engine, make the new Montclair greater than ever!"*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 27.88%.

Primary competition: DeSoto Firedome, Hudson Hornet, Nash Ambassador Custom, Oldsmobile Super 88, and Packard Clipper Special.

Notable changes: New grille and trim and detail changes.

Major standard equipment: Nylon and vinyl upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, full length body side stainless trim, rocker panel molding, and 7.10 × 15 BSW tires. Convertible adds: Vinyl upholstery, power top, and 7.60 × 15 BSW tires.

### Measurements

Wheelbase	119.0"
Length	206.3"
Width	76.4"
Height	58.6"
Legroom — front	43.8"
Legroom — rear	42.8"
Headroom — front	35.4"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Montclair 2-Door Hardtop Coupe, 6-p.	64A	\$2,765	+5.09%	3620	50,562	-29.37%
Montclair 2-Door Convertible, 6-p.	76B	\$2,900	+6.93%	3725	7,762	-27.24%
Montclair 4-Door Sport Sedan, 6-p.	58A	\$2,786	+3.76%	3610	9,617	-53.37%
Montclair 4-Door Phaeton Hardtop Sedan, 6-p.	57A	\$2,835	NEW	3640	23,493	NEW
TOTALS	<i>Avg. price</i>	\$2,822	+5.08%	<i>Production</i>	91,434	-12.64%

# NASH

*"Nash presents for 1956—The World's Finest Travel Cars!"*

After the major restyling changes for the larger Nash series for 1955, this year was the chance for the smaller Rambler line to be restyled. While based on the 108 inch wheelbase platform of the 1954–55 4-door Ramblers, the

new cars looked much larger than their predecessors. The 100 inch wheelbase was gone, and with it the 2-door models, leaving a full line of 4-door models that included both pillared and new pillarless hardtops, in both sedan and sta-

tion wagon body styles. The 100 inch wheelbase cars would return for 1958, as the Rambler American series.

Distinguishing features of the new Rambler were its new wraparound front windshield, adoption of a Nash-style front end with headlamps mounted within the grille and parking lamps on the front fender ends, and a “Fashion Arch” rear roofline that was supposed to be an added safety feature similar in concept to a roll-bar. The grille was of a chrome-lined oval design as on other Nash models, but it differed in that the top third was an open area, while a large chrome bar separated the lower two-thirds creating a grid pattern divided into 10 square openings by smaller chrome bars. The new Rambler was definitely identifiable as a Nash, despite the fact that it was also sold in Hudson dealerships. Clearly, it was a sign of what would happen next year.

The bodysides of the new Rambler continued to follow a basically slab-sided look but, on all except the base DeLuxe 4-door model, the Rambler was dressed up with enough trim to give it a stylish design. Super models carried a mid-body height, full-length trim piece, which gradually sloped downward with a “V” dip ahead of the rear wheel that then ran up over the now fully open rear wheel opening and ended mid-height at the rear quarter panel end. Custom models added an upper molding that began at the front end at the same point as the lower molding, arched up slightly, then ran straight back to the edge of the rear door window, then curved upward following the rearward slant of the window opening. On sedans and hardtops, the trim went up and over the roofline, following the “Fashion-Arch.” On wagons, the trim ended where it met the roof. The design of the trim allowed for multiple “Fashionable” two- and three-tone paint schemes. It should also be noted that a roll-down rear tailgate window was pioneered in Rambler station wagons, the first of its type in

the industry on a popularly priced car. Up until this time, all station wagons used a lift-gate type rear window.

Rambler interiors used a new instrument design that more closely followed that of other Nash models. A broad, hooded central area contained a trapezoidal gauge cluster in front of the driver, at the left end of the hooded area. To the right of this was a ribbed area that held ventilation controls, and to the far right end of the hooded area was the clock. Outside of the hooded area, on top of the instrument panel were pop-up doors for ventilation. On the bottom half of the instrument panel were all other controls, including ignition, lights and windshield wiper controls. An added convenience was a center-mounted glove compartment.

The Nash Statesman and Ambassador series received mild restyling touches, including new full-length bodyside trim with a “Z” design on the rear quarter panel. On Ambassador models, a second trim piece followed the curve of the body, near the beltline, and ran from front fender edge back to the top edge of the “Z,” creating an area that could be painted a different color. Both series featured new, larger parking lamp/turn signals on the front fender ends, housed in a large chrome ornament. At the back end, a horizontal oval-shaped taillamp on the end of each fender created a more pronounced tailfin, and backup lamps were placed below and mounted vertically within an ornament that copied the parking lamp design up front.

A new, one-year-only model, the Ambassador Special, essentially replaced the shorter wheelbase Statesman series with a line of V8 powered models. A lone 6-cylinder Statesman 4-door sedan continued for its final season. The new V8 engine for the Ambassador Special was a newly designed product for American Motors, and it would be the basis for AMC V8 engines for many years to come. Other Ambassador V8 models were continued for 1956.



Ambassador Custom 2-Door Hardtop



Ambassador Special Super  
2-Door Country Club Hardtop



Rambler Custom 4-Door Sedan



Rambler Custom 4-Door  
Cross County Station Wagon

**Model year production:** 68,250, down 28.95% from 1955.  
**Domestic market share:** 1.09% (13th place).  
**Base price range:** \$1,829 to \$3,383.  
**Nash average base price:** \$2,493, up 21.23%.  
**Introduction date:** November 1955 (Rambler introduced December 1955).

**Assembly plants:** Kenosha, WI.  
**Serial number identification:** Five to seven-digit code on plate located on right side of cowl under hood. First digit indicates series code from chart below. Remaining digits are sequential serial numbers as shown in the accompanying chart.

### Serial Numbers by Series

Series	Series Code	Beginning	Ending
Rambler	D	276101	340845
Statesman	K	649201	656538
Ambassador 6	R	757901	763799
Ambassador V8	V	11501	16181
Ambassador Special V8	U	1001	5133

### Powertrains

Engine	Compression		Transmission	Ambassador			
	Ratio	Gross HP		Rambler	Statesman	Special	Ambassador
195.6 CID Typhoon, 1-bbl., OHV, 6-cyl.	7.47:1	120	3-speed manual	S	-	-	-
			Overdrive	\$107	-	-	-
			Dual-Range Hydra-Matic	\$188	-	-	-
195.6 CID Typhoon, 2-bbl., OHV, 6-cyl.	7.44:1	130	3-speed manual	-	S	-	-
			Overdrive	-	\$109	-	-
			Dual-Range Hydra-Matic	-	\$188	-	-
252.6 CID Super Jetfire, 1-bbl., OHV, 6-cyl.	7.6:1	135	3-speed manual	-	-	-	S*
			Overdrive	-	-	-	\$109*
			Dual-Range Hydra-Matic	-	-	-	\$188*
252.6 CID LeMans, 2-bbl., OHV, 6-cyl.	7.6:1	145	3-speed manual	-	-	-	\$50*
			Overdrive	-	-	-	\$159*
			Dual-Range Hydra-Matic	-	-	-	\$238*
250 CID, 2-bbl., OHV, V8	8.0:1	190	3-speed manual	-	-	S	-
			Overdrive	-	-	\$109	-
			Twin Ultramatic automatic	-	-	\$199	-
352 CID, 2-bbl., OHV, V8	9.55:1	220	3-speed manual	-	-	-	S†/\$239*
			Twin Ultramatic automatic	-	-	-	\$199†/\$438*

\*Ambassador Super only. †Ambassador Custom only.

### Major Options

	Rambler	Statesman	Ambassador
Weather-Eye heater and defroster	\$74	\$74	\$74
All Season air conditioning	\$345	\$345	\$345
Radio and antenna	\$76	\$76	\$76
Air-liner reclining seats	\$11	\$11*	\$11*
Twin bed seat mattress	\$15	\$15	\$15
Electric clock	\$17	\$17*	\$17*
Power windows	-	\$	\$
Solex tinted glass	\$19	\$19	\$19
Power steering	\$80	\$108	\$108
Power brakes	\$*	\$*	\$*
Turn signals	\$16	\$16*	\$16*
Full wheel covers	\$17*	\$17*	\$17*
White sidewall tires	\$	\$	\$

\*Standard on Custom models.

Options common to most models. (—= Not Available) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.



### Paint Colors

	Code		Code
Black	P1	Frost White over Pacific Blue	P82-72
Sunburst Yellow	P66	Frost White over Solitaire Blue	P81-72
Bermuda Green	P67	Frost White over Black	P1-72
Frost White	P72	Grenadier Red over Black over Grenadier Red	P78-1-78
Willow Green	P73	Ballerina Red over Boulevard Gray over	
Crocus Yellow	P74	Ballerina Red	P83-80-83
Polo Green	P75	Mint Green over Black over Mint Green	P77-1-77
Golden Brown	P76	Bermuda Green over Polo Green over Bermuda	
Mint Green	P77	Green	P67-75-67
Grenadier Red	P78	Crocus Yellow over Willow Green over Crocus	
Frost White over Golden Brown	P76-72	Yellow	P74-73-74
Frost White over Grenadier Red	P78-72	Solitaire Blue over Willow Green over Solitaire	
Black over Grenadier Red	P78-1	Blue	P81-82-81
Frost White over Ballerina Red	P83-72	Frost White over Black over Grenadier Red	P78-1-72
Boulevard Gray over Ballerina Red	P83-80	Frost White over Boulevard Gray over Grenadier	
Black over Mint Green	P77-1	Red	P83-80-72
Frost White over Sunburst Yellow	P66-72	Frost White over Black over Mint Green	P77-1-72
Bermuda Green over Polo Green	P75-67	Frost White over Pacific Blue over Solitaire Blue	P81-72-82
Polo Green over Frost White	P75-72	Frost White over Polo Green over Bermuda	
Frost White over Bermuda Green	P67-72	Green	P67-75-72
Crocus Yellow over Willow Green	P73-74	Frost White over Black over Sunburst Yellow	P66-1-72
Solitaire Blue over Willow Green over Solitaire Blue	P82-81		

In two-tone combinations, first code is lower color and second code is upper color. Example: P1-72 = Frost White over Black. In special two-tone combinations, first code is upper color and lower color and second code is insert color. Example: P78-1-78 = Grenadier Red over Black over Grenadier Red. In three tone combinations, first code is lower color, second code is intermediate color, and third code is upper color. Example: P67-75-72 = Frost White over Polo Green over Bermuda Green.

## Rambler

*“Make the Smart Switch for '56 ...  
Rambler—the only entirely new low-priced car!”*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1956 through 1957 (restyled and made a separate division of AMC in 1958, with body continued through 1962).

**Percentage of division's sales volume:** 67.51%.

**Primary competition:** Chevrolet Two-Ten, Ford Customline, Hudson Rambler, Plymouth Savoy, and Studebaker Commander.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth interior trim, rubber floor covering with front carpeted inserts, rubber front window surround, and 6.40 × 15 BSW tires. Super adds: Cloth and vinyl interior trim, stainless steel window surrounds, and stainless steel one-piece full-length bodyside molding. Custom adds: Nylon and vinyl upholstery with foam cushions, dome and courtesy lights, Continental rear tire mount and cover (except station wagon), stainless steel two-piece full-length bodyside molding, power brakes, and full wheel covers. Cross Country station wagon adds: Rooftop luggage rack.

### Measurements

	4-Doors	Wagons
Wheelbase	108.0"	108.0"
Length	191.1"*	191.1"
Width	71.3"	71.3"
Height	58.0"	58.6"
Legroom — front	42.6"	42.6"
Legroom — rear	42.0"	42.0"
Headroom — front	36.0"	36.0"
Headroom — rear	35.0"	35.5"
Cargo capacity (cu. ft.)	22.5	80.0
Fuel capacity (gals.)	20.0	20.0

\*Add 7.5" to length for Custom models.

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Rambler DeLuxe 4-Door Sedan, 6-p.	5615	\$1,829	+7.91%	2891	21,996*	NA*
Rambler Super 4-Door Sedan, 6-p.	5615-1	\$1,939	+7.84%	2906	NA*	NA*



	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Rambler Super 4-Door Cross Country Station Wagon, 6-p.	5618-1	\$2,233	+13.06%	2992	21,554*	NA*
Rambler Custom 4-Door Sedan, 6-p.	5615-2	\$2,059	+3.52%	2929	NA*	NA*
Rambler Custom 4-Door Hardtop, 6-p.	5619-2	\$2,224	NEW	2990	2,155	NEW
Rambler Custom 4-Door Cross Country Station Wagon, 6-p.	5618-2	\$2,329	+16.74%	3110	NA*	NA*
Rambler Custom 4-Door Hardtop Cross Country Station Wagon, 6-p.	5613-2	\$2,494	NEW	3095	402	NEW
TOTALS	<i>Avg. Price</i>	\$2,158	+19.20%	<i>Production</i>	46,077	-17.73%

\*Production kept by model number (body style), but not by sub-series; therefore comparisons to prior year are not possible.

## Statesman

"The Action Car for '56!"

Nameplate year of origin: 1950.

Current bodystyle lifespan: 1952 through 1957.

Percentage of division's sales volume: 10.90%.

Primary competition: Dodge Coronet, Hudson Wasp, Mercury Custom, Pontiac Chieftain 860, and Studebaker President.

Notable changes: Trim and detail changes.

Major standard equipment: Cloth and vinyl upholstery, reclining front seats, rubber floor covering with front carpeted inserts, wind-up clock, stainless steel window surrounds, stainless steel one-piece full-length bodyside molding, full wheel covers, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	114.3"
Length	202.3"
Width	78.0"
Height	61.8"
Legroom — front	42.5"
Legroom — rear	40.1"
Headroom — front	37.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Statesman 4-Door Sedan, 6-p.	5645-1	\$2,385	+7.67%	3199	12,877	NA*
TOTALS	<i>Avg. Price</i>	\$2,385	+0.85%	<i>Production</i>	14,272	-29.35%

\*Production kept by model number (body style), but not by sub-series; therefore comparisons to prior year are not possible.

## Ambassador

"Featuring New Speedline Styling, and New Bonus Features that Double Your Motoring Pleasure!"

Nameplate year of origin: 1933.

Current bodystyle lifespan: 1952 through 1957.

Percentage of division's sales volume: 21.59%.

Primary competition: Buick Century, Chrysler Windsor, DeSoto Firedome, Hudson Hornet, Mercury Montclair, Oldsmobile Super 88, and Packard Clipper.

Notable changes: Trim and detail changes.

Major standard equipment: Cloth and vinyl upholstery, carpeting, wind-up clock, stainless steel window surrounds, stainless steel two-piece full-length bodyside

### Measurements

	Ambassador Special	Ambassador
Wheelbase	114.3"	121.3"
Length	202.3"*	209.3"*
Width	78.0"	78.0"
Height	61.8"	62.3"
Legroom — front	42.5"	42.5"
Legroom — rear	40.1"	40.1"
Headroom — front	37.5"	37.5"

molding, full wheel covers, and 7.10 × 15 BSW tires (6.70 × 15 BSW tires on Ambassador Special). Custom adds: Cloth two-tone upholstery, foam seat cushions, custom steering wheel, electric clock, Continental rear tire mount and cover, and 7.60 × 15 BSW tires (except on Ambassador Special).

### Measurements (cont.)

	<i>Ambassador Special</i>	<i>Ambassador</i>
Headroom — rear	36.0"	36.0"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

*\*Add 10" for Custom models.*

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Ambassador Special Super 2-Door Country Club Hardtop, 5-p.	5657-1	\$2,685	NEW	3504	706	NEW
Ambassador Special Super 4-Door Sedan, 6-p.	5655-1	\$2,595	NEW	3476	3,349*	NEW
Ambassador Special Custom 4-Door Sedan, 6-p.	5655-2	\$2,820	NEW	3567	NA*	NEW
Ambassador Super 4-Door Sedan, 6-p.	5665-1 <sup>†</sup>	\$2,689	+8.43%	3555	9,884*	NA*
Ambassador Custom 2-Door Country Club Hardtop, 5-p.	5687-2	\$3,383	+21.04%	3789	796	-74.89%
Ambassador Custom 4-Door Sedan, 6-p.	5685-2	\$3,240	+21.12%	3781	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,902	+9.51%	<i>Production</i>	14,735	-42.85%

*\*Production kept by model number (body style), but not by sub-series; therefore comparisons to prior year are not possible. <sup>†</sup>The "65" in the model number becomes "85" when equipped with a V8 engine.*

# OLDSMOBILE

*"Oh-h-h! Those '56 Oldsmobiles!"*

Oldsmobile continued with the rocket and space theme for 1956. As would be expected, the "Rocket V8" engines that were the signature Oldsmobile characteristic received a 20 to 25 percent increase in horsepower this year, depending upon model. Most of this increase was created with a new camshaft and resulting higher compression ratios, without increasing displacement or changing fuel delivery. A new version of the popular Hydra-Matic automatic transmission, known as "Jetaway" Hydra-Matic, was touted as an "Oldsmobile engineering triumph" that provided more smoothness, power and economy. The Jetaway also provided an added convenience of a positive "Park" position. Prior to this time most automatic transmissions did not have a "Park" position, so typically the driver had to shift into "Reverse" and set the parking brake.

On the exterior, the new Oldsmobiles were advertised as having "Starfire" styling, with the Starfire coming from the 1953 GM Motorama show car of the same name. While in general the body styling was the same as in 1955, it was

the front end that truly carried the Starfire styling. A new loop-style bumper, with a large vertical bar in the middle and five horizontal grille bars as a background, mimicked the look of the 1953 show car. For the first time in years, rectangular parking lights were located in the front bumper ends, instead of being located just below the headlights. The Oldsmobile globe hood emblem and a revised version of a Rocket hood ornament completed the new front end.

As previously mentioned, most of the styling was shared with the 1955 models. However, new trim was used across the line. On 88 and Super 88 series, a full-length lower body trim piece began on the back edge of the front wheel opening and ran straight back to the backup light bezel. An upper trim piece slanted forward from a point at the forward top edge of the rear wheel opening, and up to the beltline dip. For the Ninety-Eight series, the lower chrome strip began behind the front wheel opening, at a height about the same as the top of the front bumper end, went back to just a few inches ahead of the rear wheel open-

ing, and then curved sharply back towards the front and upwards, across the beltline dip, and ended at the front door vent window. A short rear quarter panel stainless trim piece ran forward from the backup light to the back side of the rear wheel opening. Round “projectile-shaped” taillights were used on all series, with the Ninety-Eight having a unique design appearing to have an inset lens.

Interiors had “sleek new Starfire styling” and features including safety-padded instrument panel, a wider rear view mirror, and new two-tone paint colors and fabrics

used throughout. The instrument panel continued a horizontal theme with an oval pod at each end, connected by tons of chrome. The speedometer pod included the fuel gauge and transmission selector indicator (with automatic transmission), and now used signal lights (a.k.a. idiot lights) for oil gauge, temperature and ammeter. There were no changes to model offerings this year. However, the Ninety-Eight series added some new equipment to its standard features list including automatic transmission, power steering and power windows.



88 2-Door Holiday Hardtop



88 2-Door Sedan



98 DeLuxe 4-Door Holiday Hardtop



Super 88 2-Door Convertible

**Model year production:** 485,458, down 16.76% from 1955.

**Domestic market share:** 7.78% (5th place).

**Base price range:** \$2,422 to \$3,740.

**Oldsmobile average base price:** \$2,937, up 8.07%.

**Introduction date:** October 1955.

**Assembly plants:** Atlanta, GA (A); Framingham, MA (B); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); Lansing, MI (M); Arlington, TX (T); and Wilmington, DE (W).

**Serial number identification:** Located on left front door hinge pillar. Eight to nine digit code read as follows: 1st two digits, 56, indicate year. Third digit indicates series as follows: 7 = 88, 8 = Super 88, and 9 = 98. Fourth digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning number of 1001, and ending number as shown in the accompanying chart.

### Highest Serial Numbers by Assembly Plant and Series

Series	Atlanta	Framingham	Los Angeles	Kansas City	Linden	Lansing	Arlington	Wilmington
88	23776	13643	21622	23009	27685	81004	12624	20657
Super 88	10435	5588	11277	11921	13927	42341	8989	10582
98	9354	5403	9179	8944	13210	37834	6069	8062

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	88	Super 88	98
324 CID Rocket, 2-bbl., OHV, V8	9.25:1	230	3-speed manual	S	-	-
			Hydra-Matic Super Drive	\$188	-	-
324 CID Rocket, 4-bbl., OHV, V8	9.25:1	240	3-speed manual	\$25	S	-
			Hydra-Matic Super Drive	\$213	\$188	-
			Jetaway Hydra-Matic	\$230	\$205	S

### Major Options

	88	Super 88	98
DeLuxe heater and defroster	\$77	\$77	\$77
Air conditioning (not available on convertibles)	\$430	\$430	\$430
DeLuxe radio	\$96	\$96	\$96
Signal seeking radio	\$121	\$121	\$121
Autronic-Eye headlamp dimmer	\$46	\$46	\$46
Power windows	\$90	\$90*	\$90*
6-way power front seat adjustment	\$86	\$86	\$86
Tinted glass	\$30	\$30	\$30
Safety padded instrument panel	\$18	\$18	S
Power steering	\$108	\$108	S
Power brakes	\$37	\$37	\$37
DeLuxe wheel covers	\$28	\$28	S
Whitewall tires	\$33	\$33	\$33

\*Standard on Convertible models and 98 series hardtops.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Black	10
Festival Red	20
Ice Green	30
Canyon Green Metallic	31
Tropical Green Metallic	32
Cirrus Blue	40
Artesian Blue Metallic	41
Nordic Blue Metallic	42
Sterling Gray Metallic	50
Juneau Gray Metallic	51
Charcoal Gray Metallic	52
Alcan White	60
Citron Cream	61
Terra Cotta	62
Shantung Beige	63
Citation Bronze Metallic	64
Lime	65
Island Coral	66
Turquoise Metallic	70
Antique White	90
Gold Mist Metallic	91
Rose Mist Metallic	92

One hundred thirty-three two-tone paint combinations available, plus additional special two-tone combinations. First two digits of code are lower body color, and second two digits are upper body color.

## Eighty-Eight

*"Let yourself go ... for a glamorous, glorious Starfire-styled Oldsmobile "88" ... that's ready to go for you!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1954 through 1956.

**Percentage of division's sales volume:** 44.50%.

**Primary competition:** Buick Special, Dodge Royal, Hudson Wasp, Mercury Monterey, Pontiac Chieftain 870, and Studebaker President.

**Notable changes:** Minor restyling.

**Major standard equipment:** Two-tone cloth upholstery, rubber floor mats, electric clock, lined luggage compartment, front and rear fender stainless trim, and 7.10 × 15 BSW tires.

### Measurements

Wheelbase	122.0"
Length	203.3"
Width	78.6"
Height	60.5"
Legroom — front	44.4"
Legroom — rear	42.5"
Headroom — front	35.5"
Headroom — rear	34.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
88 2-Door Sedan, 6-p.	3611	\$2,422	+5.44%	3691	31,949	-14.82%
88 2-Door Holiday Hardtop Coupe, 5-p.	3637	\$2,599	+5.05%	3741	74,739	-12.86%
88 4-Door Sedan, 6-p.	3669	\$2,487	+5.29%	3748	57,092	-1.19%
88 4-Door Holiday Hardtop Sedan, 6-p.	3639	\$2,671	+4.91%	3797	52,239	+26.46%
TOTALS	<i>Avg. price</i>	\$2,545	+5.17%	<i>Production</i>	216,019	-2.85%

# Super 88

*"Aglow with glamour ... and a power personality to match!"*

**Nameplate year of origin:** 1951 (88 series started 1949).  
**Current bodystyle lifespan:** 1954 through 1956.  
**Percentage of division's sales volume:** 36.87%.  
**Primary competition:** DeSoto Firedome, Dodge Custom Royal, Hudson Hornet Super, Mercury Montclair, Nash Ambassador, and Pontiac Star Chief.  
**Notable changes:** Minor restyling.  
**Major standard equipment:** Nylon and cloth upholstery (leather trim also offered), full floor carpeting, electric clock, lined luggage compartment, front and rear fender stainless trim, and 7.60 × 15 BSW tires. Convertible adds: Leather interior, power front seat, power windows, and power top.

## Measurements

Wheelbase	122.0"
Length	203.3"
Width	78.6"
Height	60.5"
Legroom — front	44.4"
Legroom — rear	42.5"
Headroom — front	35.5"
Headroom — rear	34.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 88 2-Door Sedan, 5-p.	3611D	\$2,574	+5.67%	3726	5,465	-54.27%
Super 88 2-Door Holiday Hardtop Coupe, 5-p.	3637SD	\$2,808	+3.46%	3771	43,054	-31.15%
Super 88 2-Door Convertible, 5-p.	3667DTX	\$3,031	+4.73%	4033	9,561	+6.15%
Super 88 4-Door Sedan, 6-p.	3669D	\$2,640	+5.47%	3768	59,728	-46.34%
Super 88 4-Door Holiday Hardtop Sedan, 6-p.	3639SD	\$2,881	+3.34%	3869	61,192	+29.14%
TOTALS	<i>Avg. price</i>	\$2,787	+4.49%	<i>Production</i>	179,000	-26.09%

# Ninety-Eight

*"The Fine Line of Distinction for any highway!"*

**Nameplate year of origin:** 1941.  
**Current bodystyle lifespan:** 1954 through 1956.  
**Percentage of division's sales volume:** 18.63%.  
**Primary competition:** Buick Super, Chrysler Windsor, Hudson Hornet Custom, and Packard Executive.  
**Notable changes:** Minor restyling.  
**Major standard equipment:** Nylon and leather upholstery, front seat center armrest, full floor carpeting, electric clock, power windows, front and rear fender stainless trim, lined luggage compartment, and 7.60 × 15 BSW tires. Convertible adds: Leather interior, power front seat adjustment, power top, and 8.00 × 15 BSW tires.

## Measurements

Wheelbase	126.0"
Length	212.3"
Width	78.6"
Height	60.5"
Legroom — front	43.1"
Legroom — rear	42.8"
Headroom — front	35.6"
Headroom — rear	33.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
98 2-Door Holiday Hardtop, 5-p.	3037SDX	\$3,480	+13.39%	4080	19,433	-49.34%
98 2-Door Starfire Convertible, 5-p.	3067DX	\$3,740	+14.16%	4325	8,581	-6.21%
98 4-Door Sedan, 6-p.	3069D	\$3,298	+16.41%	4028	20,105	-49.54%
98 4-Door Holiday Hardtop Sedan, 6-p.	3039SDX	\$3,551	+13.09%	4167	42,320	+35.35%
TOTALS	<i>Avg. price</i>	\$3,517	+14.21%	<i>Production</i>	90,439	-23.76%



# PACKARD

*“The new Packard!”*

At the time of introduction, little did customers know that this would be their last chance to own a “real” Packard. The top-of-the-line Caribbean convertible, advertised as “The Greatest Packard of them all,” was, in retrospect, seemingly trying to express that the once mighty luxury automaker was nearing the end of the line. And what a line of automobiles it had been.

Packard continued its recent practice of separating the medium-priced Clipper from the luxury-priced Packard models, also referred to as the junior and senior Packards respectively. While it was long-standing practice for Packard to identify its cars by junior and senior lines, the current trend was towards marketing the Clipper as its own separate division of Packard. This would be the last year for that distinction.

Styling changes consisted mainly of new grilles, trim changes, and new rear end treatments in all series. For the Clipper, a new finer mesh grille and an added center grille bar set off the 1956 look. Along the bodysides, the Clipper DeLuxe used a two-piece molding, with the front molding beginning off the upper front grille bar, and running straight across the top of the front wheel opening, ending at the rear edge of the front door. The rear molding started slightly higher on the bodyside, below the back door vent window, and ran straight back to the taillamp bezel. On Clipper Super and Custom models, a double molding was used. The upper molding was an extension of the DeLuxe model’s upper molding, but running the full length of the car. The lower molding also ran in the same place as the DeLuxe front molding, and aft of the front door, turned downward, then turned rearward running straight across the top of the rear wheel opening, ending at the taillamps. The senior Packard line received a new grille insert with larger, egg-crate style openings.

It was the rear styling that received the most attention for this season. All Clipper models featured a form of the new “reverse vertical sweep” styling, basically a V-shaped tailfin design with the upper and lower portions sweeping rearward. A vertical taillamp was placed within this end. A rearward canting tailfin, with a tall vertical taillamp mounted within, continued with slight modification on the senior Packard line. The new look kept Packard styling in step with the most recent trends in tailfin design. Finally, a larger rear bumper completed the new look.

Under the hood, a larger 374 CID V8 engine was introduced as standard equipment on the top of the line 400, Patrician and Caribbean models. Also keeping up with the trendsetters, Packard introduced a revised Ultramatic Drive automatic transmission. In the Caribbean, Packard’s new electronic pushbutton gear selection system was standard equipment. This electronic system was two model years ahead of the Edsel’s highly publicized electronic system introduced for 1958. Other manufacturers of the time, such as Chrysler, utilized a mechanical pushbutton gear selector.

Continuing to the new interiors, styling of the instrument panel continued basically in the same form as in 1955. It was primarily the fabrics and fabric designs that gave the interiors their new appearance and distinguished them as the most luxurious interiors seen in postwar Packards. While Clipper models received new cloth and leather upholstery choices, it was the senior Packard line that gained the attention for the wide array of colors and fabrics. A variety of leathers, jacquards and “mate lasses” fabrics, offered in numerous colors, nearly as many as for the exterior, were created in vivid two-tone combinations.

After the start of the model year, a new Executive series was added to bridge the price gap between the Clipper Custom and the Packard line. Based on the Clipper body, chassis and running gear, the Executive used the Packard line grille and similar bodyside trim. Besides being a smaller car, the Executive could be distinguished from the Packard line by its lack of a vertical rear quarter panel molding. The Executive was offered in a 2-door hardtop and a 4-door sedan model.

The only other model change for this last season of “true” Packard automobiles was the introduction of a Caribbean 2-Door Hardtop. Based on the convertible, it offered all the luxury and performance features of its namesake and was unfortunately one of the lowest production Packards of the postwar era, with only 263 being manufactured. While the days were clearly numbered for Packard, the end was still about two years away. However, purists will always think of 1956 as the end for Packard. As noted in the 1956 introduction, production of the Packard-designed cars ended on June 25, 1956, and all models to follow were restyled Studebakers marketed as Packards.





400 2-Door Hardtop



Clipper Custom 4-Door Sedan



Packard interior



Patrician 4-Door Sedan



Executive 4-Door Sedan

**Model year production:** 28,799, down 48.13% from 1955.  
**Domestic market share:** 0.46% (16th place).  
**Base price range:** \$2,731 to \$5,995.  
**Packard average base price:** \$3,783, up 22.46%.  
**Introduction date:** November 1955 (Executive introduced April 1956).  
**Assembly plants:** Detroit, MI.

**Serial number identification:** Eight digit code located on left front door hinge pillar, and read as follows: First four digits are model number from charts that follow. Remaining digits are sequential serial number beginning with 1001 and ending as shown in accompanying chart. *Example:* 5622-1001 is a 1956 Clipper DeLuxe 4-Door sedan, with serial number 1001.

### Highest Serial Numbers by Model

Model	Ending No.	Model	Ending No.
5622	6715	5677	2031
5642	6173	5682	4775
5647	4999	5687	4224
5662	3130	5697	1263
5667	2494	5699	1276
5672	2784		

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Clipper DeLuxe & Super	Clipper Custom Executive	Patrician & 400 Caribbean	
352 CID, 2-bbl., V8	9.5:1	240	3-speed manual	S	-	-	
			Overdrive	\$110	-	-	
			Ultramatic Drive	\$199	-	-	
352 CID, 4-bbl., V8	9.5:1	275	3-speed manual	-	S	\$*	
			Overdrive	-	\$110	-	
			Ultramatic Drive	-	\$199	S	
374 CID, 4-bbl., V8	10.0:1	290	Ultramatic Drive	-	-	S	
374 CID, Dual 4-bbl., V8	10.0:1	310	Ultramatic Drive	-	-	-	S

\*A 3-speed manual transmission was available on special order.

1956

### Major Options

	<i>Clipper DeLuxe</i>	<i>Clipper Super</i>	<i>Clipper Custom</i>	<i>Executive</i>	<i>400 &amp; Patrician</i>	<i>Caribbean</i>
Heater and defroster	\$80	\$80	\$80	\$80	\$80	S
Air conditioning	\$	\$	\$	\$	\$	\$
Radio with antenna	\$102	\$102	\$102	\$102	\$102	S
Signal-seeking radio	\$125	\$125	\$125	\$125	\$125	\$23
Solex tinted glass	\$45	\$45	\$45	\$45	\$45	\$45
Full-leather interior	\$155	\$155	\$155	\$155	\$155	S
4-way power front seat	\$70	\$70	\$70	\$70	\$70	S
Power windows	\$108	\$108	\$108	\$108	\$108	S
Power steering	\$115	\$115	\$115	\$115	\$115	S
Power brakes	\$40	\$40	\$40	\$40	S	S
Fender skirts	\$20	\$20	\$20	S	S	S
Full wheel covers	\$18	S	S	S	S	S
White sidewall tires	\$30	\$30	\$30	\$30	\$33	S

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

<i>Clipper, Executive and Packard series</i>	<i>Code</i>	<i>Clipper, Executive and Packard series</i>	<i>Code</i>
Shannon Green	A	Jamaican Yellow	P
Tahitian Jade	B	Mojave Tan Metallic	R
Erie Green	C	Roman Copper Metallic	S
Norwegian Forest Metallic	D	Naples Orange	T
Danube Blue	E	Corsican Black	V
Holland Blue Metallic	F	Norwegian Forest Metallic over Shannon Green	DA*
Aegean Blue Metallic	G	Adriatic Blue Metallic over Danube Blue	HE*
Adriatic Blue Metallic	H	Dover White over Maltese Gray Metallic	MN*
Tangier Red	J	Corsican Black over Dover White	VM*
Scottish Heather	K	Dover White over Persian Aqua	ML
Persian Aqua	L	Dover White over Jamaican Yellow	MP*
Dover White	M	Corsican Black over Jamaican Yellow	VP*
Maltese Gray Metallic	N		
<b><i>Clipper and Executive exclusive two-tones</i></b>		<b><i>Clipper and Executive exclusive two-tones</i></b>	
Tahitian Jade over Shannon Green	BA*	Holland Blue Metallic over Dover White	FM*
Holland Blue Metallic over Danube Blue	FE*	Tangier Red over Dover White	JM*
Tahitian Jade over Dover White	BM*	Corsican Black over Tangier Red	VJ
<b><i>Packard series exclusive two-tones</i></b>		<b><i>Packard series exclusive two-tones</i></b>	
Erie Green over Shannon Green	CA*	Dover White over Scottish Heather	MK*
Aegean Blue Metallic over Danube Blue	GE*	Dover White over Mojave Tan Metallic	MR
Erie Green over Dover White	CM*	Maltese Gray Metallic over Scottish Heather	NK
Aegean Blue Metallic over Dover White	GM*		
<b><i>Three-tones for Caribbean only</i></b>		<b><i>Three-tones for Caribbean only</i></b>	
Dover White over Roman Copper Metallic with Danube Blue center section	MES	Dover White over Maltese Gray Metallic with Scottish Heather center section	MKN
Dover White over Corsican Black with Shannon Green center section	MAV	Dover White over Corsican Black with Naples Orange center section	MTV

\*Marked two-tone combinations are reversible.

# Clipper

*"Nothing on Earth Rides Like a Packard!"*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1955 through 1956.

Percentage of division's sales volume: 64.18%.

Primary competition: Buick Century, Chrysler Windsor, Hudson Hornet, Mercury Montclair, Nash Ambassador, and Oldsmobile Super 88.

Notable changes: New grille and trim and detail changes.

Major standard equipment: Cloth and vinyl interior trim, full floor carpeting, stainless steel full-length bodyside moldings, front and rear window surround moldings, hood ornament, front and rear bumper guards, small hubcaps with trim rings, and 7.60 × 15 BSW tires. Super adds: Electric clock, glove box light, and full wheel covers. Custom adds: Additional interior trim and rocker panel moldings.

## Measurements

Wheelbase	122.0"
Length	214.8"
Width	78.0"
Height	62.8"
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Clipper DeLuxe 4-Door Sedan, 6-p.	5622	\$2,731	+5.61%	3745	5,715	-31.22%
Clipper Super 2-Door Panama Hardtop Coupe, 6-p.	5647	\$2,916	+5.04%	3825	3,999	-43.00%
Clipper Super 4-Door Sedan, 6-p.	5642	\$2,866	+6.70%	3800	5,173	-35.17%
Clipper Custom 2-Door Constellation Hardtop Coupe, 6-p.	5667	\$3,164	+2.86%	3860	1,466	-78.03%
Clipper Custom 4-Door Touring Sedan, 6-p.	5662	\$3,069	+4.89%	3860	2,129	-75.55%
TOTALS	<i>Avg. Price</i>	\$2,949	+4.95%	<i>Production</i>	18,482	-52.22%

# Executive

*"Presenting the Packard Executive!"*

Nameplate year of origin: 1953 (used as designation for 8-passenger models).

Current bodystyle lifespan: 1956.

Percentage of division's sales volume: 9.65%.

Primary competition: Buick Roadmaster, DeSoto Fireflite, and Oldsmobile 98.

Notable changes: All-new model (based on Clipper body and chassis).

Major standard equipment: Cloth and vinyl interior trim, full floor carpeting, electric clock, glove box light, stainless steel full-length bodyside moldings, front and rear window surround moldings, rocker panel moldings, hood ornament, front and rear bumper guards, full wheel covers, and 7.60 × 15 BSW tires.

## Measurements

Wheelbase	122.0"
Length	214.8"
Width	78.0"
Height	62.8"
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Executive 2-Door Hardtop Coupe, 6-p.	5677	\$3,560	NEW	4185	1,031	NEW
Executive 4-Door Sedan, 6-p.	5672	\$3,465	NEW	4185	1,748	NEW
TOTALS	<i>Avg. Price</i>	\$3,513	NEW	<i>Production</i>	2,779	NEW

# Packard

*"The new Packard with Torsion-Level ride!"*

**Nameplate year of origin:** 1951 (400 and Patrician) and 1953 (Caribbean).

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 26.17%.

**Primary competition:** Cadillac Series 62 and Lincoln Capri; Caribbean competition: Cadillac Eldorado and Chrysler 300.

**Notable changes:** New grille and trim and detail changes.

**Major standard equipment:** Vinyl and various cloth interior trim, deep-pile carpeting, electric clock, stainless full-length bodyside moldings, front and rear window surround moldings, hood ornament, rocker panel moldings, rear fender skirts, full wheel covers, and 8.00 × 15 BSW tires. Caribbean adds: Leather interior, heater and defroster, power front seat, power windows, radio, power top, wheel opening moldings, power steering, and power brakes.

## Measurements

Wheelbase	127.0"
Length	218.5"
Width	78.0"
Height	NA
Legroom — front	43.8"
Legroom — rear	41.5"
Headroom — front	36.0"
Headroom — rear	35.2"
Cargo capacity (cu. ft.)	30.5
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Packard 400 2-Door Hardtop Coupe, 6-p.	5687	\$4,190	+6.62%	4080	3,224	-55.26%
Packard Caribbean 2-Door Hardtop, 6-p.	5697	\$5,495	NEW	4590	263	NEW
Packard Caribbean 2-Door Convertible, 6-p.	5699	\$5,995	+1.06%	4960	276	-44.80%
Packard Patrician 4-Door Sedan, 6-p.	5682	\$4,160	+6.94%	4045	3,775	-58.64%
TOTALS		<i>Avg. Price</i> \$4,960	+8.20%	<i>Production</i>	7,583	-55.22%

# PLYMOUTH

*"All-new aerodynamic Plymouth '56.  
The car that's going places with the Young in Heart."*

Several new styling features identified the 1956 Plymouth, and a new high-powered model marked Plymouth's official entry into the high-performance market. The new model was named Fury, and was technically a Belvedere sub-series for the '56 through '58 seasons, before becoming a full-fledged series of its own in 1959. It will be treated as a separate series herein beginning with 1956. The Fury offered all of the Belvedere Sport Coupe features plus a big 303 CID V8, putting out 240 horsepower @ 4800 rpm. Besides the brute power, identifying features included an off-white exterior with gold anodized side trim, grille and nameplates. Also included were a dual exhaust system with

chrome deflectors, variable speed windshield wipers with washers, dual outside rear view mirrors, and special interior trim. In the Chrysler corporate hierarchy, the Fury was equivalent to the Dodge D-500, DeSoto Adventurer and Chrysler 300 in status and purpose.

The main styling changes this year included grille and trim revisions and a new rear quarter tailfin design. The new fin began at the rear window and came to a point, with a tall, vertical taillight design fitted into the back of the fin, and a round backup light housing below the taillight. The fin raised the fender line about three inches and was canted rearward when viewed from the side. Trim for

the Savoy and Belvedere lines was new, with certain trim variations when fitted with optional two-tone treatments. The grille design was similar to 1955, but in place of the ribbed center section of the middle grille bar there was a chrome emblem with an egg-crate insert; on cars equipped with a V8 engine, it carried a gold anodized "V," while on sixes it carried a winged Plymouth emblem. In the center of the top grille bar was a small, stylized Mayflower logo. The hood front now carried the name Plymouth in block letters, and it was topped off with a jet-like hood ornament.

An all-new body design was Plymouth's first 4-Door hardtop model, introduced to the Belvedere series. Changes

in other series included the addition of a Savoy 2-Door Sport Coupe hardtop. Station wagons officially became their own series this year, but are included here with the car trim level most closely associated with each wagon. The result is that the Plaza line lost the 4-Door Suburban wagon, but the Savoy series gained both a 2-Door and a 4-Door Custom Suburban wagon. Other developments were the addition of pushbutton gear selection for the PowerFlite automatic transmission and the new Highway Hi-Fi record player, the world's first practical car phonograph. It would play up to 60 minutes.



Belvedere front end



Belvedere 2-Door Convertible



Belvedere 4-Door Sedan



Belvedere 4-Door Sedan



Plaza 2-Door Sedan



Savoy 4-Door Sedan

**Model year production:** 556,530, down 21.00% from 1955.

**Domestic market share:** 9.16% (3rd place).

**Base price range:** \$1,784 to \$2,866.

**Plymouth average base price:** \$2,188, up 10.26%.

**Introduction date:** October 21, 1955.

**Assembly plants:** Detroit, MI; Evansville, IN; and Los Angeles, CA.

**Serial number identification:** Located on left front door

hinge pillar. P-28 series: Eight digit code as follows — Detroit, 14120001 to 14272723; Evansville, 20820001 to 20857927; Los Angeles, 25202001 to 25212960. P-29 series: Eight digit code as follows — Detroit, 15873001 to 16080450; Evansville, 22247001 to 22325907; Los Angeles, 26552001 to 26590897. Furies were assembled only at Detroit.

## Powertrains

Engine	Compression		Transmission	P-28	Belvedere Convertible	Fury
	Ratio	Gross HP		models*	(P-29 models)	
230 CID PowerFlow, 1-bbl., L-head, 6-cyl.	7.6:1	125	3-speed manual	S	-	-
			Automatic overdrive	\$108	-	-
			PowerFlite automatic	\$184	-	-
268.8 (270) CID Hy-Fire, 2-bbl., V8	8.0:1	180	3-speed manual	\$104	S	-
			Automatic overdrive	\$212	\$108	-
			PowerFlite automatic	\$288	\$184	-
276.1 (277) CID Hy-Fire, 2-bbl., V8	8.0:1	187	3-speed manual	\$	\$	-
			Automatic overdrive	\$	\$	-
			PowerFlite automatic	\$	\$	-



Engine	Compression Ratio	Gross HP	Transmission	P-28 models*	Belvedere Convertible (P-29 models)	Fury
276.1 (277) CID Hy-Fire Power Pack, 4-bbl., V8	8.0:1	197	3-speed manual	\$	\$	-
			Automatic overdrive	\$	\$	-
			PowerFlite automatic	\$	\$	-
303 CID Fury, 4-bbl., V8	9.25:1	240	3-speed manual	-	-	S
			Automatic overdrive	-	-	\$108
			PowerFlite automatic	-	-	\$184

\*Any 6-cylinder car is a P-28 series, and if a V8 is ordered as optional equipment, it becomes a P-29 series.

### Major Options

	Plaza	Savoy	Belvedere	Fury
Heater and defroster	\$75	\$75	\$75	\$75
Airtemp air conditioning*	\$427	\$427	\$427	\$427
Radio	\$90	\$90	\$90	\$90
Highway Hi-Fi record player	\$	\$	\$	\$
Power windows	\$102	\$102	\$102	\$102
Solex tinted glass	\$35	\$35	\$35	\$35
Power front seat	\$45	\$45	\$45	\$45
Power steering	\$81	\$81	\$81	\$81
Power brakes	\$40	\$40	\$40	\$40
Full wheel covers	\$14	\$14	\$14	S
Wire wheel covers	\$99	\$99	\$99	\$99
White sidewall tires	\$25	\$25	\$25	S

\*With V8 only, and not available on convertibles or station wagons.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code		Code
Jet Black	601	Eggshell White over Turquoise Blue	665
Powder Blue	605	Midnight Blue Metallic over Turquoise Blue	667
Wedgewood Blue	607	Eggshell White over Midnight Blue Metallic	668
Turquoise Blue	608	Eggshell White over Sea Spray Green	669
Midnight Blue Metallic	609	Pine Green Metallic over Sea Spray Green	670
Sea Spray Green	615	Eggshell White over Pine Green Metallic	671
Pine Green Metallic	617	Eggshell White over Pearl Gray	672
Pearl Gray	630	Charcoal Gray Metallic over Pearl Gray	673
Charcoal Gray Metallic	631	Eggshell White over Charcoal Gray Metallic	674
Bronze Metallic	640	Eggshell White over Bronze Metallic	675
Cherry Red	650	Eggshell White over Cherry Red	677
Briar Rose	651	Jet Black over Cherry Red	678
Canary Yellow	655	Eggshell White over Briar Rose	679
Eggshell White	657	Jet Black over Briar Rose	680
Eggshell White over Jet Black	661	Eggshell White over Canary Yellow	681
Eggshell White over Powder Blue	662	Jet Black over Canary Yellow	682
Wedgewood Blue over Powder Blue	663	Jet Black over Eggshell White	683
Eggshell White over Wedgewood Blue	664		

Initial Sportone combinations offered: (1) Eggshell White upper and Sportone over Gazelle Blue body; (2) Eggshell White upper and Sportone over Salty Green body; (3) Pink Champagne upper and Sportone over Cable Red Metallic; and (4) Jet Black upper and Sportone over Milan Yellow Green. More became available after the start of the model year.



# Plaza

*"Own the jet-age Plymouth ... biggest car of the low-price 3."*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 22.88%.

**Primary competition:** Chevrolet 150 Special, Ford Mainline, and Studebaker Champion.

**Notable changes:** Slightly restyled; trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, rubber floor covering, electric clock, black rubber windshield surround, stainless steel beltline molding, and 6.70 × 15 BSW tires.

## Measurements

Wheelbase	115.0"
Length	204.8"
Width	74.6"
Height	60.1"
Legroom — front	44.0"
Legroom — rear	43.6"
Headroom — front	36.1"
Headroom — rear	35.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Plaza 2-Door Business Coupe, 3-p.	P28-1	\$1,784	+8.85%	3030	3,728	-23.64%
Plaza 2-Door Club Sedan, 6-p.	P28-1	\$1,883	+8.34%	3100	43,022	-19.75%
Plaza 4-Door Sedan, 6-p.	P28-1	\$1,926	+8.14%	3145	60,197	-28.47%
(Plaza) 2-Door Deluxe Suburban Station Wagon, 6-p.	P28	\$2,196	+5.73%	3285	23,866	-24.92%
<b>TOTALS</b>	<i>Avg. Price</i>	<i>\$1,947</i>	<i>+3.65%</i>	<i>Production</i>	<i>130,813</i>	<i>-31.11%</i>

# Savoy

*"You can't match it anywhere else in the low-price 3."*

**Nameplate year of origin:** 1954 (1951 as a station wagon designation).

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 47.06%.

**Primary competition:** Chevrolet 210 DeLuxe, Ford Customline, and Studebaker Champion.

**Notable changes:** Slightly restyled; trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, full carpeting, electric clock, stainless windshield surround and beltline molding, front fender and door body side trim, small hubcaps, and 6.70 × 15 BSW tires.

## Measurements

Wheelbase	115.0"
Length	204.8"
Width	74.6"
Height	60.1"
Legroom — front	44.0"
Legroom — rear	43.6"
Headroom — front	36.1"
Headroom — rear	35.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Savoy 2-Door Club Sedan, 6-p.	P28-2	\$1,982	+7.89%	3125	57,927	-22.64%
Savoy 2-Door Sport Coupe Hardtop, 6-p.	P28-2	\$2,130	NEW	3155	16,473	NEW
Savoy 4-Door Sedan, 6-p.	P28-2	\$2,025	+7.71%	3160	151,762	-6.75%
(Savoy) 2-Door Custom Suburban Station Wagon, 6-p.	P28	\$2,267	NEW	3355	9,489	NEW

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
(Savoy) 4-Door Custom Suburban Station Wagon, 6-p.	P28	\$2,314	NEW	3375	33,333	NEW
TOTALS	<i>Avg. Price</i>	\$2,144	+15.34%	<i>Production</i>	268,984	+13.20%

## Belvedere

*"Gives you the ultimate in safety, styling, power and comfort!"*

**Nameplate year of origin:** 1954 (1951, as a 2-Door hardtop designation).

**Current bodystyle lifespan:** 1955 through 1956.

**Percentage of division's sales volume:** 29.28%.

**Primary competition:** Chevrolet Bel Air, Ford Fairlane, and Studebaker Commander.

**Notable changes:** Slightly restyled; trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, full floor carpeting, electric clock, stainless steel windshield and rear window surround, stainless steel full-length body and beltline moldings, small hubcaps, and 6.70 × 15 BSW tires. Convertible adds: Vinyl interior trim and power top.

### Measurements

Wheelbase	115.0"
Length	204.8"
Width	74.6"
Height	60.1"
Legroom — front	44.0"
Legroom — rear	43.6"
Headroom — front	36.1"
Headroom — rear	35.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Belvedere 2-Door Club Sedan, 6-p.	P28-3	\$2,066	+6.71%	3125	19,057	-54.24%
Belvedere 2-Door Sport Coupe Hardtop, 6-p.	P28-3	\$2,214	+4.78%	3165	24,723	-47.81%
Belvedere 2-Door Convertible, 6-p.	P29-3	\$2,478	+5.40%	3435	6,735	-20.51%
Belvedere 4-Door Sedan, 6-p.	P28-3	\$2,109	+6.57%	3170	84,218	-47.69%
Belvedere 4-Door Sport Sedan Hardtop, 6-p.	P28-3	\$2,281	NEW	3270	17,515	NEW
(Belvedere) 4-Door Sport Suburban Station Wagon, 6-p.	P28	\$2,484	NEW	3420	15,104	NEW
TOTALS	<i>Avg. Price</i>	\$2,272	-1.45%	<i>Production</i>	167,352	-39.58%

## Fury

*"The new, high-performance Plymouth Fury."*

**Nameplate year of origin:** 1956.

**Current bodystyle lifespan:** 1956.

**Percentage of division's sales volume:** 0.78%.

**Primary competition:** Dodge Custom Royal Lancer w/D-500 package and Studebaker Golden Hawk.

**Notable changes:** All-new model.

**Major standard equipment:** Specific cloth and vinyl interior trim, full floor carpeting, electric clock, Eggshell White exterior paint, stainless steel windshield and rear window surround and beltline moldings, gold anodized full-length body moldings and trim, gold anodized aluminum grille, chrome and gold anodized full wheel covers, and 7.10 × 15 WSW tires.

### Measurements

Wheelbase	115.0"
Length	204.8"
Width	74.6"
Height	59.8"
Legroom — front	44.0"
Legroom — rear	43.6"
Headroom — front	36.1"
Headroom — rear	35.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	17.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Fury 2-Door Sport Coupe Hardtop, 6-p.	P29-3	\$2,866	NEW	3650	4,485	NEW
TOTALS		<i>Avg. Price</i> \$2,866	NEW	<i>Production</i>	4,485	NEW

# PONTIAC

*“The fabulous ’56 Strato-Streak Pontiac!”*

After a spectacular 1955 sales season that saw sales and production nearly double from 1954, Pontiac had to do a lot of work to maintain the momentum. With the GM A-body car entering its second year in 1956, a lot of effort was put into trim changes to visually distinguish the new model from last year's edition. The engine was also received improvements, and a new 4-Door Hardtop body style was introduced. While the industry overall saw sales decline, Pontiac production was down about 10 percent more than the industry average, despite the changes and improvements. Pontiac did maintain its sixth place rank in industry production, however.

Under the hood, the “Strato-Streak” V8 received major upgrades with increased displacement and horsepower. With horsepower up nearly 15 percent in both 2- and 4-barrel versions, Pontiac was quickly changing its image. At mid-year, a high-performance version of the 4-barrel engine was introduced putting out 285 horsepower at 5100 rpm. Mated to the upgraded engines in the Star Chief series was the latest version of the Hydra-Matic automatic transmission, known as the Strato-Flight Hydra-Matic. The new transmission was advertised as providing “outstanding driving economy with velvet smoothness.” Also new was the addition of a “Park” position, providing added convenience for drivers. Both Chieftain series continued to use the Dual-Range Hydra-Matic.

Exterior changes were evolutionary, yet gave the cars a new look. The front bumper and grille combination was now fashioned entirely of chrome. A massive center bar wore five evenly spaced indentations. The upper bar was again mounted on the hood and fender edges, and below was a newly designed bumper. The new bumper continued as a full-wraparound design extending from one front wheel

opening to the other. On top of the bumper ends, at the center grille bar level, was a large horizontal bumper/fender guard which turned slightly downward just inside the headlights and met the bumper with large round bumper guards. Round parking light/turn signals were placed on the outside edges of the front bumper.

Bodyside trim moved to the front end making two-toned cars have roof and hood in the same color instead of roof and decklid, as with last year's combinations. This year the bodyside horizontal trim began just in front of the front wheel opening, running just above the wheel opening and back to a point directly below the roof's C-pillar. Another piece of stainless trim began at the front door vent window as in '55, but this year it curved downward in a convex curve (versus last year's concave curve) and met the horizontal trim just shy of the rear edge of the front door. Rear quarter panels added a raised body contour running forward from the larger taillamp housing, tapering flush to the body just above the rear wheel. This “jetlike” shape was covered in chrome on Star Chiefs, and in all models carried three rectangular reflectorized “dashes” near the rear of the quarter panel. Dual “Silver Streaks,” a revamped jet-style hood ornament, and ribbed lower rear quarter panel trim for Star Chiefs completed the revised exterior look. Interiors received new fabrics and designs, and instrument panel trim was revised.

New 4-Door Hardtop models were introduced in all three Pontiac series. Other model changes included the addition of a 2-Door Hardtop to the Chieftain 860 line, while the 2-Door Sedan was dropped from the Chieftain 870 line. In the Star Chief Custom series, the new 4-Door Hardtop replaced the 4-Door Sedan.



Chieftain 860 4-Door Sedan



Chieftain 870 2-Door Catalina Hardtop



Chieftain 870 4-Door Catalina Hardtop



Star Chief 2-Door Convertible

**Model year production:** 405,429, down 26.83% from 1955.  
**Domestic market share:** 6.49% (6th place).  
**Base price range:** \$2,240 to \$3,129.  
**Pontiac average base price:** \$2,577, up 6.02%.  
**Introduction date:** October 1955.  
**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Framingham, MA (F); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); Arlington, TX (T); and Wilmington, DE (W).  
**Serial number identification:** Nine to eleven digit code lo-

cated on left front door hinge pillar and read as follows: First digit indicates assembly plant code from above. The second digit indicates series: 7 for Series 27, and 8 for Series 28. The third and fourth digits indicate year code: 56 = 1956. Fifth digit indicates transmission attachment: S = Synchronesh 3-speed manual, H = Hydra-Matic. Remaining digits are sequential number by engine and transmission installation with beginning number of 1001 and ending number as shown in the accompanying chart. Style number is located on body tag on cowl under hood.

### Highest Serial Numbers by Assembly Plant and Model

Series	Atlanta	Los Angeles	Framingham	Kansas City	Linden	Pontiac	Arlington	Wilmington
27 V8 w/3-speed	3633	3117	3050	3526	3089	12447	2383	3139
27 V8 w/Hydra-Matic	22073	33138	13307	27978	26487	97877	14815	26575
28 V8 w/3-speed	1013	1014	1038	1022	1052	1259	1016	1026
28 V8 w/Hydra-Matic	11452	15590	6999	13124	13766	47697	8896	13092

### Powertrains

Engine	Compression Ratio	Gross HP	Chieftain		Star Chief
			Transmission	860	
316.6 CID Strato-Streak, 2-bbl., V8	8.9:1	192	3-speed manual	S	-
			Dual-Range Hydra-Matic	\$188	\$188
316.6 CID Strato-Streak, 4-bbl., V8	8.9:1	216	3-speed manual	\$35	S
			Strato-Flight Hydra-Matic	\$223	\$223

### Major Options

	Chieftain 860	Chieftain 870	Star Chief
Heater and defroster	\$70	\$70	\$70
Air conditioning	\$431	\$431	\$431
Radio	\$90	\$90	\$90
Electric clock	\$10	\$10	\$10
6-way power front seat adjustment	\$93	\$93	\$93
Power windows	\$97	\$97	\$97
Power steering	\$108	\$108	\$108

## Major Options (cont.)

	<i>Chieftain 860</i>	<i>Chieftain 870</i>	<i>Star Chief</i>	
Power brakes	\$38	\$38	\$38	Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.
Rear fender skirts	\$12	\$12	\$12	
Stainless steel rear fender skirts	-	-	\$15	
Hubcaps	S	-	-	
Full wheel covers	\$	S	S	
White sidewall tires	\$38	\$38	\$38	

## Paint Colors

	<i>Code</i>		<i>Code</i>		<i>Code</i>
Raven Black	A	Nimbus Gray	K	Sun Beige	W
Chesapeake Blue Metallic	B	Glendale Green Metallic	L	Rodeo Beige	X*
Olympic Blue	C	Terragon Green	M	Rodeo Beige	Y*
Amethyst Metallic	D	Sandalwood Tan Metallic	N	Lilac Metallic	Z*
Phantom Gray Metallic	E	Kerry Green Metallic	O*		
Grenada Gold	F	Sun Beige	P		
Bolero Red	G	Catalina Blue Metallic	Q		
Hialeah Green	H	Camellia	R		
Malabar Yellow	I*	Marina Blue	U*		
Vista Blue	J	Avalon Blue Metallic	V*		

*\*1956 Spring color. Two-letter paint codes: Single-tone codes are AA, BB, etc. In two-tone combinations, first letter indicates upper body color (roof and hood) and second letter indicates lower body color: BC is Chesapeake Blue Metallic over Olympic Blue.*

## Chieftain 860

*"The easiest way to get into a truly fine car at a price well within your means!"*

**Nameplate year of origin:** 1949 (1955 for 860 sub-series).

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 45.44%.

**Primary competition:** Dodge Coronet, Mercury Medalist, Nash Statesman, and Studebaker President.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Morrokide and nylon upholstery, front and rear rubber floor mat, stainless steel front and rear window trim, body side stainless molding, hubcaps, and 7.10 × 15 BSW tires. Station wagons add: Morrokide upholstery and 7.60 × 15 BSW tires.

## Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	122.0"	122.0"
Length	205.6"	205.6"
Width	75.1"	75.1"
Height	60.5"	61.0"
Legroom — front	43.4"	43.4"
Legroom — rear	42.0"	NA
Headroom — front	36.0"	35.9"
Headroom — rear	35.9"	NA
Cargo capacity (cu. ft.)	NA	87.0
Fuel capacity (gals.)	20.0	17.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Chieftain 860 2-Door Sedan, 6-p.	2711	\$2,240	+6.41%	3452	41,908	-28.55%
Chieftain 860 2-Door Catalina Hardtop, 6-p.	2737	\$2,370	NEW	3512	46,335	NEW
Chieftain 860 4-Door Sedan, 6-p.	2719	\$2,298	+6.19%	3512	41,987	-35.56%
Chieftain 860 4-Door Catalina Hardtop, 6-p.	2739	\$2,443	NEW	3577	35,201	NEW
Chieftain 860 2-Door Station Wagon, 6-p.	2763	\$2,569	+5.55%	3612	6,099	-29.23%
Chieftain 860 4-Door Station Wagon, 9-p.	2762FC	\$2,653	+5.36%	3707	12,702	+108.54%
TOTALS	<i>Avg. price</i>	\$2,429	+5.36%	<i>Production</i>	184,232	+33.00%

# Chieftain 870

*"Mark this as a leader ... a leader in looks, a leader in get-up-and-go and so definitely a leader in downright value!"*

**Nameplate year of origin:** 1949 (1955 for 870 sub-series).

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 23.15%.

**Primary competition:** Buick Special, Dodge Royal, Hudson Wasp, Mercury Custom, Nash Statesman, and Oldsmobile 88.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Morrokide and nylon or cloth upholstery, full floor carpeting, stainless steel front and rear window trim, beltline molding, bodyside stainless molding, full wheel covers, and 7.10 × 15 BSW tires. Station wagon adds: Morrokide upholstery and 7.60 × 15 BSW tires.

## Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	205.6"	205.6"
Width	75.1"	75.1"
Height	60.5"	61.0"
Legroom — front	43.4"	43.4"
Legroom — rear	42.0"	NA
Headroom — front	36.0"	35.9"
Headroom — rear	35.9"	NA
Cargo capacity (cu. ft.)	NA	87.0
Fuel capacity (gals.)	20.0	17.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Chieftain 870 2-Door Catalina Hardtop, 6-p.	2737D	\$2,480	+6.21%	3512	24,744	-65.92%
Chieftain 870 4-Door Sedan, 6-p.	2719D	\$2,413	+6.39%	3512	22,082	-75.78%
Chieftain 870 4-Door Catalina Hardtop, 6-p.	2739D	\$2,534	NEW	3577	25,372	NEW
Chieftain 870 4-Door Station Wagon, 6-p.	2763DF	\$2,749	+5.61%	3657	21,674	+11.50%
TOTALS	<i>Avg. price</i>	\$2,544	+8.08%	<i>Production</i>	93,872	-55.76%

# Star Chief

*"Bold in design ... adventurous in spirit!"*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 31.41%.

**Primary competition:** Dodge Custom Royal, Hudson Hornet, Mercury Montclair, Nash Ambassador, Oldsmobile Super 88, and Packard Clipper DeLuxe.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Morrokide and nylon upholstery, full carpeting, DeLuxe steering wheel, bodyside stainless molding, beltline molding, lower rear quarter panel and rear wheel opening stainless trim, full wheel covers, and 7.10 × 15 BSW tires. Convertible adds: Leather upholstery and power top. Station wagon adds: 7.60 × 15 BSW tires. Custom adds: Cloth and leather or all-leather upholstery and pile carpeting.

## Measurements

	Cars	Wagon
Wheelbase	124.0"	122.0"
Length	212.6"	205.6"
Width	75.1"	75.1"
Height	60.5"	59.6"
Legroom — front	43.4"	43.4"
Legroom — rear	42.5"	NA
Headroom — front	36.0"	36.0"
Headroom — rear	35.9"	NA
Cargo capacity (cu. ft.)	NA	71.0
Fuel capacity (gals.)	20.0	16.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Star Chief DeLuxe 2-Door Convertible Coupe, 6-p.	2867DTX	\$2,857	+6.17%	3797	13,510	-31.64%



	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Star Chief DeLuxe 4-Door Sedan, 6-p.	2819D	\$2,527	+6.99%	3577	18,346	-59.05%
Star Chief Custom 2-Door Catalina Hardtop, 6-p.	2837SD	\$2,665	+6.64%	3567	43,392	-56.58%
Star Chief Custom 4-Door Catalina Hardtop, 6-p.	2839SD	\$2,735	NEW	3647	48,035	NEW
Star Chief Custom 2-Door Safari Station Wagon, 6-p.	2764DF	\$3,129	+5.64%	3642	4,042	+7.50%
TOTALS	<i>Avg. price</i>	\$2,783	+7.28%	<i>Production</i>	127,325	-37.40%

# STUDEBAKER

*"The big new Studebaker. Craftsmanship with a flair!"*

The 1956 Studebakers' new styling was something of a design "miracle." Forced to work around the existing 1953 Studebaker body and chassis design, stylists created a more contemporary looking car by creatively fashioning all-new body panels. Most likely the hardest part had already been accomplished with the mid-1955 introduction of the new wraparound windshield, cowl and front doors on all sedan and station wagon models. The rest was sheetmetal and related structure changes, as well as all-new exterior trim. In any case, the result was a car that looked every bit as modern as its current competition.

The frontal styling of all cars was more upright and more traditional. Sedans and wagons had the most radical change with a nearly flat vertical plane to the front end. A large, egg-crate style grille was topped with an upper grille bar, curving down to meet the air inlets just above the bumper. The air inlets were horizontal cut-outs, one on each side, with three vertical fins, and a single horizontal bar on the lower half, with the top portion being open. The look was meant to simulate the new Hawk series' front-end styling as described later. A Studebaker crest hood emblem, jet-like hood ornament, and hooded headlamps in a painted surround (chrome lined on the President series) completed the new front-end look.

Body sides were also completely remade, being basically smooth with two feature lines around the wheel openings. The front line started at the bottom of the headlight bezel and ran across the top of the wheel opening, curving downward gradually, then slowly sweeping back until it faded away at the rocker panel. At the rear on sedans, a crease began at the front bottom edge of the rear wheel opening, running across the top, and then gradually dropping off until it faded away just shy of the rear bumper. The

greenhouse area was mostly carried over from the new mid-1955 design with wraparound windshields. Bodyside trim was a front fender and door trim piece placed high on the side for the Sedanet 2-doors. For all other Champion and Commander sedans and wagons, a full-length molding ran back from the headlamp bezel, dipping down slightly below the rear side window, and then continuing to near the top of the taillamp. On the President series, a second trim piece paralleled the top trim, widening as it went, and ending at the bottom of the taillamp.

At the rear, a flat decklid and small, pointed tailfins capped off a new look that had a vertical motif to each side. The ends of the fin carried a cone-shaped taillamp above the optional backup lamp. This in turn was on top of the vertical bumper ends that housed the exhaust outlets. The aforementioned new decklid was advertised as giving the new Studebaker sedans a 30 percent increase in luggage space, creating the largest cargo capacity in Studebaker history.

The new Hawk series consisted of various coupes and hardtops from the 1955 season as described elsewhere. New front-end styling featured a center-mounted trapezoidal egg-crate grille, fully surrounded by chrome trim. Above the bumper and on each side was a horizontal, chrome-trimmed opening for additional air intake. Atop the hood was a small hood scoop, and fender ornaments graced each fender. Bodyside lines remained those of the original Loewy designed 1953-55 Studebakers, with new appendages applied for the Sky Hawk and Golden Hawk. Both hardtops had a sheetmetal extension added atop the rear quarter panel, simulating an air intake at the front edge and a taller tailfin at the rear. All Hawks had front fender and door trim, while the Sky Hawk added a trim piece atop the new

tailfin, and the Golden Hawk added a ribbed rocker panel molding.

Powerplant offerings made big news from Studebaker also this year, as the benefits of the merger with Packard began to be implemented. The old Commander V8 was gone, replaced with the 259 CID V8 that was new for 1955. This engine, enlarged to 289 CID V8 for the President and Sky Hawk series, finally gave Studebaker a powerful offering capable of matching its competition. Best of all, the Golden Hawk was given Packard's new-for-'55, 352 CID V8 engine, and it could be equipped with Packard's fine Ultramatic automatic transmission. This combination put the Golden Hawk in second place for power-to-weight ratio among all 1956 cars, according to *Popular Mechanics* magazine in February 1956. Also new this year, a twelve-volt electrical system was added as standard equipment.

Of course, in typical Studebaker fashion, an all-new instrument panel design was created. Most unique was the "Cyclops Eye" speedometer, which sat directly in front of the driver in a pod on top of the dashboard. All other gauges and controls were mounted in horizontal fashion below, with the radio mounted in the center, and the clock mounted on the left side of the grille work in front of the passenger. Other new features inside included a no-glare finish to the roll-top dash, vinyl headliners, padded roll seat tops and new door latches for added safety.

A realignment of series and body styles made for a somewhat simpler array of series and models. Sub-series designations such as Custom, DeLuxe, Regal, State and Speedster were gone, meaning the elimination of several trim levels in each series. Also missing was the Conestoga nomenclature for station wagons. For 1956, all models were realigned into two categories, one being for sedans and wagons, and the other being for two-door coupes and hardtops. The first were aligned into the three traditional series, with new names for the wagons in each trim level: the Champion and corresponding Pelham wagon, Commander and Parkview wagon, and President and Pinehurst wagon. Generally speaking, if viewed by the body style number, each 1956 series model corresponded most closely to the former DeLuxe trim level of each series. In the President series, a newly named Classic 4-Door Sedan, the Y-body stretched version of the W-body sedan, took the place of what had been known as the Land Cruiser through the 1954 season, and the President State in 1955. Coupes and hardtops were all realigned into the new Hawk series, each relating to a different trim level. The Flight Hawk replaced the Champion DeLuxe coupe, Power Hawk replaced the Commander DeLuxe coupe, Sky Hawk replaced the President State hardtop, and the Golden Hawk replaced the President Speedster hardtop. The result was that the total model count dropped from 25 to 16.



Champion 2-Door Sedan



Golden Hawk 2-Door Hardtop



President 2-Door Pinehurst Station Wagon



President Classic 4-Door Sedan

**Model year production:** 82,766, down 38.15% from 1955.

**Domestic market share:** 1.33% (12th place).

**Base price range:** \$1,844 to \$3,061.

**Studebaker average base price:** \$2,226, up 4.34%.

**Introduction date:** November 1955.

**Assembly plants:** Los Angeles, CA, and South Bend, IN.

**Serial number identification:** Seven to eight digit code located on left front door hinge pillar and read as follows: First digit indicates series (Champion and Flight Hawk = G; Commander and Power Hawk = 8, President and Sky Hawk = 7, and Golden Hawk = 6, followed by six to seven digit sequential serial number by series and assembly plant.

## Serial Numbers by Assembly Plant and Series

<i>Assembly plant</i>	<i>Beginning</i>	<i>Ending</i>
Los Angeles, CA—Champion	936701	938796
Los Angeles, CA—Commander	849101	852866
Los Angeles, Ca—President	808501	811699
Los Angeles, CA—Golden Hawk	800001	800601
South Bend, IN—Champion	1357501	1379117
South Bend, IN—Commander	429601	454060
South Bend, IN—President	171001	188817
South Bend, IN—Golden Hawk	030001	033472

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Champion &amp; Flight Hawk</i>	<i>Commander &amp; Power Hawk</i>	<i>President &amp; Sky Hawk</i>	<i>Golden Hawk</i>
185 CID Sweepstakes, 1-bbl., L-head, 6-cyl.	7.8:1 <sup>2</sup>	101	3-speed manual	S	-	-	-
			Overdrive	\$108	-	-	-
			Flight-O-Matic Drive	\$189	-	-	-
259 CID Sweepstakes, 2-bbl., OHV, V8	7.8:1 <sup>2</sup>	170	3-speed manual	-	S	-	-
			Overdrive	-	\$108	-	-
			Flight-O-Matic Drive	-	\$189	-	-
259 CID Sweepstakes, 4-bbl., OHV, V8 <sup>1</sup>	7.8:1 <sup>2</sup>	185	3-speed manual	-	\$	-	-
			Overdrive	-	\$	-	-
			Flight-O-Matic Drive	-	\$	-	-
289 CID Sweepstakes, 2-bbl., OHV, V8	7.8:1 <sup>2</sup>	190	3-speed manual	-	-	S <sup>3</sup>	-
			Overdrive	-	-	\$108 <sup>3</sup>	-
			Flight-O-Matic Drive	-	-	\$189 <sup>3</sup>	-
289 CID Sweepstakes, 4-bbl., OHV, V8 <sup>1</sup>	7.8:1 <sup>2</sup>	210	3-speed manual	-	-	S <sup>3</sup> /\$ <sup>3</sup>	-
			Overdrive	-	-	\$118 <sup>4</sup> /\$ <sup>3</sup>	-
			Flight-O-Matic Drive	-	-	\$189 <sup>4</sup> /\$ <sup>3</sup>	-
352 CID Skypower, 4-bbl., OHV, V8 <sup>1</sup>	9.5:1	275	3-speed manual	-	-	-	S
			Ultramatic Automatic	-	-	-	\$100

<sup>1</sup>Power kit available on any 4-barrel V8 includes dual exhaust. <sup>2</sup>8.3:1 compression ratio is optional. <sup>3</sup>President sedans and Pinehurst wagon. <sup>4</sup>President Classic and Sky Hawk.

## Major Options

	<i>Champion &amp; Flight Hawk</i>	<i>Commander &amp; Power Hawk</i>	<i>President &amp; Sky Hawk</i>	<i>Golden Hawk</i>
Climatizer heater and defroster	\$63	\$63	\$63	\$63
Power air conditioner (sedans only)	-	\$495	\$495	-
Electric clock	\$16	\$16	S	S
Starline 6-tube radio	\$61	\$61	\$61	\$61
Stratoline 8-tube radio	\$85	\$85	\$85	\$85
Power front seat adjustment	\$50	\$50	\$50	\$50
Power windows	\$110	\$110	\$110	\$110
Tinted glass	\$	\$	\$*	\$
Power steering	\$108	\$108	\$108	\$108
Power brakes	\$50	\$50	\$50	\$50
Hill-Holder	\$15	\$15	\$15	\$15
Full wheel covers	\$18	\$18	S	S
Whitewall tires	\$30	\$30	\$30	\$30

Options common to most models. (—= Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code		Code
Code used for Special Orders	P-5601	Cambridge Gray Metallic over Snowcap White	P-5628
Sunglow Gold	P-5610	Midnight Black over Snowcap White	P-5629
Midnight Black	P-5611	Snowcap White over Midnight Black	P-5630
Snowcap White	P-5612	Romany Red over Midnight Black	P-5631
Daybreak Blue	P-5613	Midnight Black over Romany Red	P-5632
Airforce Blue Metallic	P-5614	Snowcap White over Romany Red	P-5633
Seaside Green	P-5615	Romany Red over Snowcap White	P-5634
Glenbrook Green Metallic	P-5616	Snowcap White over Sunglow Gold	P-5635
Cambridge Gray Metallic	P-5617	Sunglow Gold over Snowcap White	P-5636
Yellowstone	P-5618	Mocha over Doeskin	P-5637
Romany Red	P-5619	Doeskin over Snowcap White	P-5638
Airforce Blue Metallic over Daybreak Blue	P-5620	Yellowstone over Midnight Black	P-5639
Daybreak Blue over Airforce Blue Metallic	P-5621	Yellowstone over Sunglow Gold	P-5640
Daybreak Blue over Snowcap White	P-5622	Ceramic Green Metallic over Snowcap White	P-5641
Airforce Blue Metallic over Snowcap White	P-5623	Tangerine over Snowcap White	P-5642
Glenbrook Green Metallic over Seaside Green	P-5624	Rosebud over Snowcap White	P-5664
Seaside Green over Glenbrook Green Metallic	P-5625	Redwood Metallic over Snowcap White	P-5665
Seaside Green over Snowcap White	P-5626	Snowcap White over Redwood Metallic	P-5666
Glenbrook Green Metallic over Snowcap White	P-5627		

## Champion

*"Studebaker's bold, new approach to car design anticipates every motoring need. In the brilliant new Champion series, the emphasis is on performance with economy!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1953 through 1958.

**Percentage of division's sales volume:** 26.12%.

**Primary competition:** Chevrolet Two-Ten, Ford Customline, Hudson Rambler, Nash Rambler, and Plymouth Savoy.

**Notable changes:** Completely restyled.

**Major standard equipment:** Cloth and nylon upholstery, full floor rubber mat, driver's door armrests, driver's side sunvisors, front fender and door stainless molding, and 6.40 × 15 BSW tires. Sedans add: Nylon and vinyl upholstery, front and rear armrests, dual sunvisors, color-keyed rubber full-floor carpeting, stainless steel front and rear window moldings, beltline molding and full-length stainless steel molding. Pelham wagon adds: Two-tone vinyl upholstery, color-keyed rubber floor mats, and 6.70 × 15 BSW tires.

### Measurements

	Sedans	Wagon
Wheelbase	116.5"	116.5"
Length	200.8"	196.8"
Width	71.3"	71.3"
Height	60.0"	62.4"
Legroom — front	42.5"	42.5"
Legroom — rear	39.0"	39.0"
Headroom — front	36.5"	36.5"
Headroom — rear	35.5"	35.5"
Cargo capacity (cu. ft.)	NA	64.0
Fuel capacity (gals.)	18.0	18.0

### Models Available

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Champion 2-Door Sedanet, 6-p.	56G6-F2	\$1,844	+5.92%	2780	3,097	+10.57%
Champion 2-Door Sedan, 6-p.	56G6-F4	\$1,946	+5.70%	2800	4,301	-43.90%
Champion 4-Door Sedan, 6-p.	56G6-W4	\$1,996	+5.89%	2835	11,983	-12.03%
Champion 2-Door Pelham Wagon, 6-p.	56G6-D4	\$2,232	+4.25%	3000	2,236	-36.42%
TOTALS	<i>Avg. price</i>	\$2,005	+1.88%	<i>Production</i>	21,617	-57.09%

\*Comparisons made to similar 1955 models as described in introduction.

# Commander

*"Here's beauty of line and function that's more than skin-deep!"*

**Nameplate year of origin:** 1927.

**Current bodystyle lifespan:** 1953 through 1958.

**Percentage of division's sales volume:** 28.05%.

**Primary competition:** Chevrolet Bel Air, Ford Fairlane, and Plymouth Belvedere.

**Notable changes:** Completely restyled.

**Major standard equipment:** Cloth and nylon upholstery, full floor rubber mat, driver's door armrest, driver's side sunvisor, front fender and door stainless molding, and 6.70 × 15 BSW tires. Sedans add: Nylon and vinyl upholstery, front and rear armrests, dual sunvisors, color-keyed rubber full-floor carpeting, stainless steel front and rear window moldings, beltline molding and full-length stainless steel molding. Parkview wagon adds: Two-tone vinyl upholstery, and color-keyed rubber floor mats.

## Measurements

	Sedans	Wagon
Wheelbase	116.5"	116.5"
Length	200.8"	196.8"
Width	71.3"	71.3"
Height	60.0"	62.4"
Legroom — front	42.5"	42.5"
Legroom — rear	39.0"	39.0"
Headroom — front	36.5"	36.5"
Headroom — rear	35.5"	35.5"
Cargo capacity (cu. ft.)	NA	64.0
Fuel capacity (gals.)	18.0	18.0

## Models Available

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Commander 2-Door Sedanet, 6-p.	56B-F2	\$1,974	+5.39%	3085	1,523	+7.78%
Commander 2-Door Sedan, 6-p.	56B-F4	\$2,076	+5.43%	3110	3,663	-46.40%
Commander 4-Door Sedan, 6-p.	56B-W4	\$2,125	+5.51%	3140	14,700	-12.33%
Commander 2-Door Parkview Wagon, 6-p.	56B-D4	\$2,354	+3.52%	3300	3,333	-22.13%
TOTALS	<i>Avg. price</i>	\$2,132	+1.60%	<i>Production</i>	23,219	-60.50%

\*Comparisons made to similar 1955 models as described in introduction.

# President

*"In the peerless beauty of the big, new Studebaker President models, you get the full impact of Studebaker's new approach to motor car styling!"*

**Nameplate year of origin:** 1927 (name not used from 1942 to 1954).

**Current bodystyle lifespan:** 1955 through 1958.

**Percentage of division's sales volume:** 22.67%.

**Primary competition:** Dodge Coronet, Hudson Wasp, Mercury Medalist, Nash Statesman, and Pontiac Chieftain 860.

**Notable changes:** Completely restyled.

**Major standard equipment:** Nylon upholstery, color-keyed rubber full floor carpeting, deluxe steering wheel, front and rear armrests, dual sunvisors, stainless steel side window and beltline moldings, full-length bodyside molding, and 6.70 × 15 BSW tires. Classic adds: Vinyl and nylon upholstery, full floor carpeting, ribbed rocker panel molding, full wheel covers, and 7.10 × 15 BSW tires.

## Measurements

	Sedans	Wagon
Wheelbase	116.5"	116.5"
Length	200.8"	196.8"
Width	71.3"	71.3"
Height	60.0"	62.4"
Legroom — front	42.5"	42.5"
Legroom — rear	39.0"	39.0"
Headroom — front	36.5"	36.5"
Headroom — rear	35.5"	35.5"
Cargo capacity (cu. ft.)	NA	64.0
Fuel capacity (gals.)	18.0	18.0



## Models Available

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
President 2-Door Sedan, 6-p.	56H-F6	\$2,188	NEW	3180	1,914	NEW
President 4-Door Sedan, 6-p.	56H-W6	\$2,235	-3.29%	3210	6,822	+568.17%
President Classic 4-Door Sedan, 6-p.	56H-Y6	\$2,489	+4.54%	3295	8,507	-41.87%
President 2-Door Pinehurst Wagon, 6-p.	56H-D6	\$2,529	NEW	3395	1,522	NEW
TOTALS	<i>Avg. price</i>	\$2,360	-6.86%	<i>Production</i>	18,765	-23.92%

\*Comparisons made to similar 1955 models as described in introduction.

# Hawk

*"Only Studebaker, of all builders of fine cars, translates the "dream cars" of the drawing boards to actual fact—for you!"*

**Nameplate year of origin:** 1956.

**Current bodystyle lifespan:** 1953 through 1961.

**Percentage of division's sales volume:** 23.16%.

**Primary competition:** See Champion, Commander and President for competition for Flight Hawk, Power Hawk, and Sky Hawk respectively. Golden Hawk competition: Chevrolet Corvette and Ford Thunderbird in concept, but not direct competition as Golden Hawk is a 5-passenger hardtop.

**Notable changes:** New series. Restyled based on prior coupe and hardtop models.

**Major standard equipment:** See Champion, Commander and President sedans for standard equipment on Flight Hawk, Power Hawk, and Sky Hawk respectively. All: Rear seat center armrest and fender top ornaments. Golden Hawk adds to Sky Hawk: All-vinyl upholstery, backup lights, directional signals, chrome fender ornaments, ribbed rocker panel molding, full wheel covers, and 7.10 × 15 WSW tires.

## Measurements

	All except Golden Hawk	Golden Hawk
Wheelbase	120.5"	120.5"
Length	203.9"	203.9"
Width	70.5"	70.5"
Height	58.2"	56.3"
Legroom — front	44.0"	44.0"
Legroom — rear	42.0"	42.0"
Headroom — front	36.0"	36.0"
Headroom — rear	35.3"	35.3"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	18.0	18.0

## Models Available

	Style No.*	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Flight Hawk 2-Door Coupe, 5-p.	56G-C3	\$1,986	+5.92%	2780	4,949	-11.18%
Power Hawk 2-Door Coupe, 5-p.	56B-C3	\$2,101	+5.63%	3095	7,095	+1.72%
Sky Hawk 2-Door Hardtop, 5-p.	56H-K7	\$2,477	+0.86%	3215	3,050	-12.05%
Golden Hawk 2-Door Hardtop, 5-p.	56J-K7	\$3,061	-5.90%	3360	4,071	+83.79%
TOTALS	<i>Avg. price</i>	\$2,406	NEW	<i>Production</i>	19,165	NEW

\*Comparisons made to similar 1955 models as described in introduction.



# 1957

The 1957 model year brought all-new cars from Chrysler Corporation, reaffirming its design leadership through the mid-fifties, with a modernization of the “Forward Look.” Not to be left behind, Ford, Mercury, Oldsmobile, Buick, Cadillac and Packard all had newly designed cars, and Chevrolet and Pontiac had greatly restyled cars for the new year. This was good news for all but Packard, as their new car was a slightly more luxurious version of the rather austere 1956 Studebaker, and in one fell swoop, all of Packard’s historical virtues of luxury, elegance and power were gone.

The financial hardships of the Studebaker-Packard Corporation prevented the newly designed 1957 Packard from being built. After the corporate reorganization was finalized, the decision was made to build a Studebaker-based Packard with Studebaker V8 power. In January 1957, the new Packards was introduced. Though a nice car for the lower to middle price field, it had little appeal to traditional Packard buyers, who wanted a large, luxurious car. By year’s end, operating losses for the company would exceed \$95 million. At Studebaker, only minor changes were made to accommodate styling differences from the new Packard models.

American Motors’ new Rambler was selling well, and they decided to up the ante with the new Rebel series. The Rebel was introduced as American Motors’ factory muscle car, competing with the likes of the Plymouth Fury and Studebaker Golden Hawk. A big difference was that the Rebel was only offered in a 4-door version, where the others were two-door models. Rebels came in silver, with silver and black upholstery and an all-new 255-horsepower, 327 CID, 4-bbl V8 engine, with a choice of 4-speed manual or automatic transmission, and standard dual exhaust. With the success of the Rambler, 1957 would be the last year for the Hudson and Nash marques. Interestingly American Motors would use one model name from each of the former companies on future products. The Ambassador

name would continue in use through the 1974 model year as the top-line series, and the Hornet nameplate would return in 1970, as the compact car replacement for the Rambler series.

Chrysler’s new “Forward Look” was definitely taking the company in a whole new direction with their completely redesigned line of 1957 cars. Large tailfins, slim rooflines, and compound curved windshields were hallmarks of the entire lineup. The new cars’ styling won much admiration, and it was one of the few times any company would best GM in the styling department through the fifties. Among all the new styling features, one would be a trend-setting design put into production throughout most of the industry within the next ten years. That feature was the introduction of curved side-window glass on the Imperial line. Another engineering feature, first seen on Packards, was the introduction of torsion-bar suspensions across the entire Chrysler line.

For the first time in its history, DeSoto would use a Dodge chassis for its new, lower-priced Firesweep series. All previous DeSotos had been shared with Chrysler or unique to DeSoto. The Firesweep utilized a Dodge body with Dodge doors, engine, and front clip. An altered DeSoto grille, front bumper and rear end styling were applied to match the rest of the DeSoto line. Another change this year was that all Imperial limousines were now built in Italy by Ghia, and were based on an Imperial 2-door hardtop. For its forward thinking design and engineering, *Motor Trend* magazine awarded the entire Chrysler Corporation line its “Car of the Year” award. Little did anyone know that within a year, quality issues with rusting bodies and broken torsion bars would tarnish Chrysler’s reputation for engineering and design, leaving an impression of shoddiness that would plague the company for years to come.

Ford also benefited from all-new designs for the Ford and Mercury lines, although not as dramatic as seen in the Chrysler line. Longer, lower and wider was the theme of

the day, and while Ford remained on the conservative side of design, Mercury went over the top with its new Turnpike Cruiser series, offering the latest in futuristic designs and features. Mercury also seized on the rising popularity of the station wagon, beginning production of its exclusive hardtop wagon body styles. All 1957 Mercury wagons were of the hardtop design, whether 2-door or 4-door. For a second time, a Mercury was selected as the official pace car of the Indianapolis 500 mile race, this time a Turnpike Cruiser Convertible.

Lincoln models began 1957 with an update of the new-for-'56 styling. Also, Lincoln was finally given a 4-door hardtop body style, which was all the rage in luxury car circles. The ultra-luxury Continental was continued essentially unchanged, but would be discontinued before the year was out.

All GM cars save the Corvette were redesigned, with the Chevrolet and Pontiac being based on the '55-'56 bodies, while Oldsmobile, Buick and Cadillac were given all-new body and chassis designs. The "General" got into the hardtop station wagon game with the introduction of the Buick Caballero and Oldsmobile Fiesta 4-door hardtop wagons. News from the engineering side included the first uses of fuel injection on GM cars, as an option on all Chevrolet models, including the Corvette, and as standard equipment on the new, limited-edition Pontiac Bonneville convertible. At Cadillac an exclusive new Eldorado Brougham made its first appearance this year replete with stainless steel top and all the luxury features the designers could dream up, all at a price that was just as exclusive — more than \$3000 higher than the Continental Mark II.

Ford light-duty trucks received a complete redesign this year with a full-width, wraparound windshield and full-width, flat hood, giving Ford the most modern styling in the truck industry. Of course, engines were keeping up to pace with the horsepower increases seen on the car side of the business. A new car-based truck, the Ranchero, was introduced this year. The advantage of the Ranchero was that those who needed only occasional use of a light-duty

truck could enjoy the ride, handling and creature comforts of a car, combined with a pickup bed for dirty, messy cargo hauling. It was a win-win solution, and it would become a popular body style for both Ford and eventually Chevrolet over the next thirty years.

Dodge introduced new "Power Giant" pickups, which were a continuation of the C-Series pickups with updated styling from the cowl forward. The standard 230 cubic inch L-six engine's output was increased to 120 horsepower in 1957 and would continue as the standard engine for all light-duty trucks through the 1960 model year. A new 204-horsepower, 315 cubic inch V-8 engine became the optional engine for all 1957 light-duty trucks.

Chevrolet and GMC pickups continued with a few added features, new grilles, and engines that were keeping up with the competition's horsepower increases. Through the '55 to '58 period the optional Pontiac V8 engine powered many GMC trucks, and this year was no exception. The Studebaker Transtar was given a minor restyling for 1957. A new white fiberglass grille with three vertical bars gave the truck a "buck-tooth" look. The front bumper was enlarged and painted white. Mounted on top of the front fenders were the parking lights, although a popular modification was to move them inside the grille area.

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### 1957 Overview and Changes from Prior Year

- **Total industry production:** 6,260,667, up 0.27%.
- **Number of manufacturers for model year:** 18, no change.
- **Number of models and body types offered:** 254, up from 242.
- **Industry average base price:** \$3,303, up 12.82%.
- **Industry base price range:** \$1,776 for the Studebaker Scotsman 2-Door Sedan, to \$14,000 for the Imperial Crown Imperial 4-Door, 8-passenger Limousine.

# BUICK

*"For '57 — Big Thrill's Buick!"*

The 1957 Buick greeted customers with a whole new look. New wider and lower body styling was seen with the

popular vertical grille bars returning for one last time this decade. Mounted low in the front, the traditional grille bar

once again topped the grille, arching down to meet the round, blunt-ended bumper guards. Parking lights took their place in a spot under the headlights, but more on the fender side, doubling as side marker lights.

Around back, a vertical taillight in a large chrome housing capped the fender ends, with the fuel filler door centered in the bumper, which housed the outlets for the exhaust at each end. Down the body sides was the famed “Sweepspear,” this year with a red-painted insert running the length of the trim. Front wheel openings were rounded and swept back exposing the inner fender, reminiscent of the 1954 Skylark rear wheel opening. All models gained a lower rear quarter panel chrome trim between the round rear wheel opening and the rear bumper. The various series could be identified by the following trim differences: Special series carried three oval portholes; Century models featured four portholes and a chrome “V” in the sweepspear dip, with “Century” script above the “V” on cars and “Caballero” on the Caballero wagon; Super 4-Doors wore the same “V” trim, with “Super” script above it; Super and Roadmaster 2-Doors carried three vertical hash marks in the same area, while Roadmaster 4-Doors had Roadmaster script and emblem in the dip area. Roadmaster 75s were labeled as such in the sweepspear dip area.

Greenhouse areas featured front and rear windows that wrapped around more than any previously seen. Two models came with a back window that caused some controversy. The Roadmaster Riviera 2- and 4-Door Hardtops came standard with a 3-piece rear window. They were designed that way as the roof of these cars had two feature lines that came off the back of the roof, divided the rear window,

and then continued onto the trunk lid, ending at a point just above the rear bumper. Consumer resistance prompted Buick to offer a one-piece rear window; cars so equipped are technically identified by an “A” after the model or style number.

Over the past several years, Buicks had put on a few pounds, so under the hood this year, an enlarged Fireball V8 engine could be found. The new engine had a greater bore and stroke, increasing displacement to 364 cubic inches and producing 250 to 300 horsepower, depending upon model. The dependable Variable Pitch Dynaflo still backed it up as standard equipment on all but the Special.

Station wagons had been gaining in popularity through the mid-’50s and were becoming more stylish and sporty, no longer limited by their workhorse duties. Many manufacturers began to take the family wagon into consideration as a stylish automobile, rather than a box on wheels. Buick and corporate cousin Oldsmobile chose to offer a 4-Door Hardtop wagon body style as their entry into this growing market. For Buick, two models were offered, the Special Riviera Estate Wagon and the Century Caballero Wagon. These stylish wagons would last only through the 1958 season, but were an ideal follow-up to the wonderful 1955–1957 Chevrolet Nomad and Pontiac Safari wagons.

A new Roadmaster 75 series was spun off of the Roadmaster series. Created as a prestige car, it was equipped with nearly every accessory Buick offered as standard equipment, except for air conditioning. Luxurious interior trim and special nameplates identified this top-line car.



Century 2-Door Convertible



Century 4-Door Hardtop Caballero Wagon



Century 4-Door Riviera Hardtop



Roadmaster 2-Door Riviera Hardtop



Super 4-Door Riviera Hardtop

**Model year production:** 404,042, down 29.19% from 1956.

**Domestic market share:** 6.45% (4th place).

**Base price range:** \$2,596 to \$4,483.

**Buick average base price:** \$3,510, up 13.61%.

**Introduction date:** October 1956.

**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4); Wilmington, DE (5); Atlanta, GA (6); Framingham, MA (7); and Arlington, TX (8).

**Serial number identification:** Nine digit code read as follows:

1st digit indicates series (e.g., 4 = Series 40 Special), 2nd digit identifies the year (D = 1957), 3rd digit indicates assembly plant code from above, followed by 6-digit sequential number by assembly plant beginning with 001001 for each plant. Style number can be found on body identification plate. An "X" after the style number denotes power windows.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Special	Century	Super & Roadmaster
364 CID Fireball, 2-bbl., V8	9.5:1	250	3-speed manual Variable Pitch Dynaflo Drive	S \$220	- -	- -
364 CID Fireball, 4-bbl., V8	10.0:1	300	Variable Pitch Dynaflo Drive	-	S	S

### Major Options

	Special	Century	Super	Roadmaster	Roadmaster 75
Heater and defroster	\$102	\$102	\$102	\$102	\$102
Buick Air conditioner	\$430	\$430	\$430	\$430	\$430
Power brakes	\$42	\$42	\$42	S	S
Power steering	\$107	\$107	S	S	S
Power windows	\$	\$*	\$	\$†	S
Power front seat adjustment	\$	\$*	\$	\$†	S
Sonomatic AM radio	\$102	\$102	\$102	\$102	-
Selectronic AM radio	\$135	\$135	\$135	\$135	S
Easy-Eye tinted glass	\$40	\$40	\$40	\$40	S
Outside LH rear view mirror	\$*	\$*	\$*	S	S
Full wheel covers	\$20	\$20	\$20	S	S

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

\*Standard on Convertibles. †Standard on all 2-Door models.

### Paint Colors

	Code		Code		Code
Carlsbad Black	A	Seminole Red	M	Hunter Green Metallic (1957 Spring Color)	W
Castle Gray Metallic	B	Garnet Red Metallic	N	Sylvan Gray Metallic (1957 Spring Color)	X
Dover White	C	Shell Beige	P	Dusk Rose — 1957 Spring Color	Y
Starlight Blue	D	Antique Ivory	R		
Biscay Blue Metallic	E	Arctic Blue (1957 Spring Color)	S		
Mariner Blue Metallic (1957 Spring Color)	F	Dawn Gray	T		
Dresden Blue	G	Bittersweet (1956 Spring Color carryover)	56 T		
Kearney Green Metallic	H	Gulf Green Metallic (1957 Spring Color)	U		
Belmont Green	J	Apricot (1956 Spring Color carryover)	56 U		
Mint Green	K				
Jade Green Metallic	L				

In two-tone combinations, first letter indicates upper body color and second letter indicates lower body color. Example: CP is Dover White over Shell Beige.

## Special

*"An unbeatable value for the budget minded."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 54.51%.

**Primary competition:** DeSoto Firesweep, Dodge Custom Royal, Hudson Hornet, Mercury Monterey, Nash Ambassador, Oldsmobile 88, Pontiac Super Chief, and Studebaker President.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cordaveen and nylon upholstery, front and rear side armrests, full floor covering, sliding sun shades, 3 Ventiports per side, "Sweepspear" stainless bodyside trim with red painted insert, front and rear bumper guards, and 7.10 × 15, 4-ply tires. Wagons add: Cloth and Cordaveen upholstery. Convertible adds: Two-tone Cordaveen upholstery, outside LH rear view mirror, and power convertible top.

### Measurements

Wheelbase	122.0"
Length	208.4"
Width	74.9"
Height	57.4"
Legroom — front	43.0"
Legroom — rear	41.7"
Headroom — front	34.9"
Headroom — rear	33.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special 2-Door Sedan, 6-p., Model 48	4411	\$2,596	+10.14%	3955	23,180	-40.06%
Special 2-Door Riviera Hardtop, 6-p., Model 46R	4437	\$2,704	+10.05%	3956	64,425	-43.42%
Special 2-Door Convertible, 6-p., Model 46C	4467	\$2,987	+9.01%	4082	8,505	-12.43%
Special 4-Door Sedan, 6-p., Model 41	4469	\$2,660	+10.10%	4012	59,739	-10.81%
Special 4-Door Riviera Hardtop, 6-p., Model 43	4439	\$2,780	+9.97%	4041	50,563	-44.45%
Special 4-Door Estate Wagon, 6-p., Model 49	4481	\$3,047	+9.64%	4292	7,013	-49.07%
Special 4-Door Riviera Estate Wagon, 6-p., Model 49D	4482	\$3,167	NEW	4309	6,817	NEW
TOTALS		Avg. price \$2,849	+11.88%	Production	220,242	-34.06%

## Century

*"There's brand new zest in the breath-taking Century, liveliest performer on the road."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 16.33%.

**Primary competition:** Chrysler Windsor, DeSoto Firedome, Dodge D-500, Mercury Montclair, Nash Ambassador, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon and Cordaveen interior trim, full carpeting, trunk light, "Sweepspear" stainless bodyside trim with red painted insert, front and rear bumper guards, 4 Ventiports on front fenders, and 7.60 × 15, 4-ply tires. Model 63D adds: Deluxe interior trim. Convertible adds: Leather and Cordaveen interior trim and power convertible top, front seat, and windows.

### Measurements

Wheelbase	122.0"
Length	208.4"
Width	74.9"
Height	56.8"
Legroom — front	43.0"
Legroom — rear	41.6"
Headroom — front	34.9"
Headroom — rear	33.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0



## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Century 2-Door Riviera Hardtop, 6-p., Model 66R	4637	\$3,270	+10.36%	4081	17,031	-48.91%
Century 2-Door Convertible, 6-p., Model 66C	4667X	\$3,598	+8.83%	4234	4,085	-13.47%
Century 4-Door Sedan, 6-p., Model 61	4669	\$3,234	NEW	4137	8,075	NEW
Century 4-Door Riviera Hardtop, 6-p., Model 63	4639	\$3,354	+10.88%	4163	26,589	+27.27%
Century 4-Door Caballero Estate Wagon, 6-p., Model 69	4682	\$3,706	NEW	4423	10,186	NEW
TOTALS	<i>Avg. price</i>	\$3,432	+10.08%	<i>Production</i>	102,188	-35.45%

## Super

*"Styled and built in the fine car manner."*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 17.39%.

**Primary competition:** Chrysler Saratoga, DeSoto Fireflite, and Oldsmobile 98.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon and Cordaveen interior trim, full carpeting, electric clock, trunk light, "Sweepspear" stainless bodyside trim with red painted insert, 4 Ventiports on front fenders, and 7.60 × 15, 4-ply tires. Convertible adds: Cordaveen interior trim and power convertible top, front seat, and windows.

### Measurements

Wheelbase	127.5"
Length	215.3"
Width	77.6"
Height	58.9"
Legroom — front	43.5"
Legroom — rear	44.5"
Headroom — front	36.4"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 2-Door Riviera Hardtop, 6-p., Model 56R	4537	\$3,536	+10.36%	4271	26,529	-10.19%
Super 2-Door Convertible, 6-p., Model 56C	4567X	\$3,981	+12.33%	4414	2,056	-17.40%
Super 4-Door Riviera Hardtop, 6-p., Model 53	4539	\$3,681	+10.21%	4356	41,665	+22.44%
TOTALS	<i>Avg. price</i>	\$3,733	+11.94%	<i>Production</i>	70,250	-13.27%

## Roadmaster

*"The luxurious Buick Roadmaster."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 8.15%.

**Primary competition:** Mercury Turnpike Cruiser and Oldsmobile 98.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Broadcloth and custom nylon upholstery with double depth Foamtex cushions, full carpeting, rear seat center armrests on Sedan, padded instrument panel, electric clock, "Sweepspear" stainless bodyside trim with red painted insert, 4 Ventiports on

### Measurements

Wheelbase	127.5"
Length	215.3"
Width	77.6"
Height	59.5"
Legroom — front	43.2"
Legroom — rear	44.1"
Headroom — front	35.8"
Headroom — rear	34.5"



each front fender, power steering, power brakes, deluxe wheel covers, and 8.00 × 15, 4-ply tires. 2-Door Hardtop adds: Nylon upholstery. Convertible adds: Leather interior trim and power windows, front seat and convertible top.

### Measurements (cont.)

Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Roadmaster 2-Door Riviera Hardtop, 6-p., Model 76R	4737	\$3,944	+9.83%	4374	3,826	-69.37%
Roadmaster 2-Door Riviera Hardtop, 6-p., Model 76A*	4737A	\$3,944	NEW	4370	2,812	NEW
Roadmaster 2-Door Convertible, 6-p., Model 76C	4767X	\$4,066	+9.77%	4500	4,363	-0.21%
Roadmaster 4-Door Riviera Hardtop, 6-p., Model 73	4739	\$4,053	+9.78%	4469	11,401	-53.99%
Roadmaster 4-Door Riviera Hardtop, 6-p., Model 73A*	4739A	\$4,053	NEW	4455	10,526	NEW
TOTALS	<i>Avg. price</i>	\$4,012	+10.74%	<i>Production</i>	32,928	-38.37%

\*"A" in Model number denotes a one-piece rear window.

## Roadmaster 75

*"The new top-of-the-line Roadmaster 75."*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 3.63%.

**Primary competition:** Chrysler New Yorker.

**Notable changes:** All-new model based on Roadmaster series.

**Major standard equipment:** Custom nylon, Cordaveen and leather upholstery choices with double depth Foamtex cushions, full carpeting, rear seat center armrests, electric clock, power front seat, power windows, tinted glass, Selectronic radio, power radio antenna, "Sweepspear" stainless bodyside trim with red painted insert, 4 Ventiports on each front fender, power steering, power brakes, deluxe wheel covers, and 8.00 × 15, WSW 4-ply tires.

### Measurements

Wheelbase	127.0"
Length	215.3"
Width	77.6"
Height	59.5"
Legroom — front	43.2"
Legroom — rear	44.1"
Headroom — front	35.8"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Roadmaster 75 2-Door Riviera Hardtop, 6-p., Model 75R	4847	\$4,373	NEW	4235	2,404	NEW
Roadmaster 75 4-Door Riviera Hardtop, 6-p., Model 75	4839	\$4,483	NEW	4355	12,250	NEW
TOTALS	<i>Avg. price</i>	\$4,426	NEW	<i>Production</i>	14,654	NEW

# CADILLAC

*“Presenting the most significant advancements  
Cadillac has ever achieved in styling and design!”*

Cadillac presented an all-new design for 1957. While still retaining all the contemporary styling cues of recent Cadillacs, the bodies were sleeker, with lower profiles afforded by the use of a new tubular X-frame design. Most noticeable were the larger wraparound windshields, reverse canted rear side windows and roof pillars on hardtop models, and the taller, slender and pointed tailfins at the rear. Frontal design included new rubber tipped bumper guards connected to large chrome bars that formed part of a three-piece bumper design. Parking lamps were moved into dual portals set in the lower bumper section. The grille was now smaller in area, but of similar design to prior years, and it could be gold finished for a mere \$25 extra. Body sides were relatively unadorned, with wheel openings now sweeping back for a sporty look, and a new version of the simulated air intake now being located on the lower portion of the rear quarter panel, right in front of the rear wheel. For the first time in many years, rear fender skirts were not part of the standard equipment list. All but the Eldorado models continued to feature the projectile design that ran forward from the dual taillights across the entire rear quarter. Tailfins were slender, taller, and canted slightly forward. Series 62 Eldorados featured rear fenders that curved downward to meet the rear bumper, and a similar line for the trunk lid. This created an illusion of larger tailfins than on regular Cadillacs. Taken together, the larger fins and the lower body designs made the new cars appear longer than ever before, when in fact they were within inches of the same length as prior models, in some cases even shorter. However, the new frame configuration did allow easier adaptation to different wheelbases and body lengths, and this ability was taken advantage of immediately.

The first car to utilize a different wheelbase and body configuration was the ultra-luxury Series 70 Eldorado

Brougham. The Eldorado Brougham, based on the Cadillac Park Avenue and Orleans show cars from the 1953-1954 period, raised the bar for what a luxury car could be, or should be. Based on a new 126 inch wheelbase, its styling features set it apart from ordinary Cadillacs. Two features stood out most, the stainless steel 4-Door Hardtop roofline, which was the first truly pillarless hardtop design, with no pillars at all, not even front door vent windows, and the use of a quad headlight arrangement. Also unique was the use of rear-hinged rear doors, which left no center post between the front and rear door when both were opened for totally unrestricted access to the interior. Rear quarter panels were lavished with stainless trim at the bottom and topped with shark-like tailfins that further identified this ultimate Cadillac of cars. In addition to the multitude of standard features listed below, the Eldorado Brougham included magnetized silver drink tumblers in the glove box, cigarette and tissue dispensers, ladies' compact with powder puff, lipstick and cologne, mirror with coordinating leather notebook, and "Arpege" atomizer with "Lanvin" perfume. The price was more than \$5000 higher than any other Cadillac. Without a doubt, this car was the ultimate in luxury for 1957.

Motivation continued to be provided by the 365 CID V8 introduced the previous year, now with a boost of 15 horsepower in the base version and 20 horsepower on the dual 4-barrel engine. Optionally available only on Series 62 Eldorado models, the latter version was standard equipment on the new Eldorado Brougham. Finally, with the 4-Door Hardtop's rising popularity, this body style had now replaced the Series 62 4-Door Sedan and the Series 60 Special 4-Door Sedan, leaving the Series 75 Fleetwood Sedan and Limousine as the only pillared sedans in the Cadillac line.



Series 60 Special 4-Door Hardtop



Series 62 2-Door Convertible



Series 62 2-Door Convertible



Eldorado Brougham 4-Door Hardtop



Series 75 Fleetwood 4-Door Limousine



Series 62 4-Door Sedan deVille Hardtop

**Model year production:** 144,283, down 5.13% from 1956.  
**Domestic market share:** 2.30% (9th place).  
**Base price range:** \$4,677 to \$13,074.  
**Cadillac average base price:** \$6,682, up 23.19%.  
**Introduction date:** October 1956.  
**Assembly plants:** Detroit, MI (1).  
**Engine and serial number identification:** Ten-digit code for

engine number (used as serial number). For all cars the number is stamped on front right side of the crankcase above the water pump. Series motors numbered as follows: 62 — 5762000000 and up; 60 Special — 5760000000 and up; 70 — 5770000000 and up; 75 — 5775000000 and up. Ending engine number for all series is 146840.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All except	
				Eldorado Brougham	Eldorado Brougham
365 CID, 4-bbl., V8	10.0:1	300	Hydra-Matic Automatic	S	-
365 CID, Dual 4-bbl., V8	10.0:1	325	Hydra-Matic Automatic	\$*	S

\*Optional only on the Eldorado Seville and Eldorado Biarritz.

## Major Options

	62	Eldorado	60 Special	75 Fleetwood	Eldorado Brougham
Air conditioning	\$474	\$474	\$474	\$474	S
Heater and ventilation system	\$129	S	\$129	\$129	S
Signal seeking radio	\$164	S	\$164	\$164	S
Power windows	\$108*	S	S	S	S
Power 2-way front seat (6-way on Eldorado)	\$81*	S	S	S	S
Power brakes	S	S	S	S	S
Autronic Eye headlight dimmer	\$50	\$50	\$50	\$50	S
White sidewall tires	\$50	S	\$50	\$50	S

\*Standard on Series 62 Convertible, Coupe de Ville and Sedan de Ville.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>		<i>Code</i>
Black	10	Arlington Green Metallic	36
Alpine White	12	Leghorn Cream	40
Polo Gray	14	Buckskin Beige	44
Eton Gray Metallic	16	Mountain Laurel	46
Camelot Gray Metallic	18	Dusty Rose Metallic	48
Orion Blue	20	Dusty Rose Metallic	48A
Tahoe Blue	24	Amethyst Metallic	49
Cobalt Blue Metallic	26	Dakotah Red	50
Glade Green	30	Castile Maroon Metallic	52
Thebes Green Metallic	32		
Turquoise	34		

*Two-tone combinations available at extra cost.*

### *Colors exclusive to Eldorado Biarritz and Seville*

	<i>Code</i>		<i>Code</i>
Olympic White	90	Elysian Green Metallic	96
Starlight Metallic	92	Copper Metallic	96
Bahama Blue Metallic	94		

### *Colors exclusive to Eldorado Brougham*

	<i>Code</i>		<i>Code</i>
Ebony	110	Laurentian Green Metallic	134
Chamonix White	112	Plantation Green Metallic	136
Wimbledon Gray Metallic	116	Manila	140
Deauville Gray Metallic	118	Sandalwood	144
Lake Placid Blue Metallic	122	Kenya Beige Metallic	148
Copenhagen Blue Metallic	124	Nairobi Pearl Metallic	149
Fairfax Blue Metallic	126	Maharani Maroon Metallic	152
Jamaican Green Metallic	132		

## Series 62

*“An outstanding accomplishment in quality and practicality ... dignity and elegance.”*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 79.07%.

**Primary competition:** Imperial and Lincoln Capri and Premiere.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Two-tone tufted interior trim with gabardine bolsters and gabardine or nylon inserts, rear seat center armrest, carpeting, rocker panel moldings, rear fender skirts, small hubcaps and trim rings, and 8.00 × 15 BSW tires. Coupe de Ville and Sedan de Ville add: Leather and nylon interior trim, power front seat and windows. Convertible adds: Power top.

### Measurements

	<i>4-Door Hardtop</i>	<i>All other models</i>
Wheelbase	129.5"	129.5"
Length	215.9"	220.9"
Width	79.1"	79.8"
Height	59.0"	NA
Legroom — front	44.8"	44.8"
Legroom — rear	44.3"	44.3"
Headroom — front	35.6"	35.6"
Headroom — rear	35.5"	35.4"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 62 2-Door Hardtop, 6-p.	6237	\$4,677	+11.33%	4565	25,120	-5.74%
Series 62 2-Door Convertible, 5-p.	6267	\$5,293	+11.06%	4730	9,000	+8.43%
Series 62 4-Door Hardtop, 6-p.*	6239	\$4,781	+11.29%	4595	32,342	+23.34%
Series 62 2-Door Hardtop Coupe de Ville, 6-p.	6237D	\$5,116	+10.64%	4620	23,813	-1.13%
Series 62 4-Door Hardtop Sedan de Ville, 6-p.	6239D	\$5,256	+10.58%	4655	23,808	-42.95%
TOTALS	<i>Avg. Price</i>	\$5,025	+10.97%	<i>Production</i>	114,083	-10.16%

\*Price and production comparisons made to 1956 Series 62 4-Door Sedan, model 6219.

## Eldorado

*"Here, without question, is an automobile that has no counterpart on the world's highways."*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 2.71%.

**Primary competition:** Continental Mark II.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Leather interior, color-keyed carpeting, signal seeking radio, windshield washers, power front seat adjustment, power windows, automatic heating system, LH outside rear view mirror, and 8.20 × 15 WSW tires. Convertible adds: power top.

### Measurements

Wheelbase	129.5"
Length	222.1"
Width	79.8"
Height	58.0"
Legroom — front	44.8"
Legroom — rear	44.3"
Headroom — front	35.6"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 62 Eldorado Seville 2-Door Hardtop, 5-p.	6237S	\$7,286	+11.13%	4810	2,100	-16.28%
Series 62 Eldorado Biarritz 2-Door Convertible, 5-p.	6267S	\$7,286	+11.13%	4930	1,800	-46.15%
TOTALS	<i>Avg. Price</i>	\$7,286	+11.13%	<i>Production</i>	3,900	-35.54%

## Series 60 Special

*"Without precedent ... Even in Cadillac's brilliant past!"*

**Nameplate year of origin:** 1938.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 16.63%.

**Primary competition:** Imperial.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Two-tone nylon, all-wool broadcloth or V-Crest pattern nylon interior trim, carpeting, power front seat, power windows, vertical chrome fender louvers in front of rear wheel opening, rear fender skirts, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	133.0"
Length	224.4"
Width	79.8"
Height	59.0"
Legroom — front	44.3"
Legroom — rear	44.3"
Headroom — front	35.6"
Headroom — rear	35.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 60 Special Fleetwood 4-Door Hardtop, 6-p.*	6039	\$5,614	+11.23%	4755	24,000	+41.18%
TOTALS		<i>Avg. Price</i> \$5,614	+11.23%	<i>Production</i>	24,000	+41.18%

\*Price and production comparisons made to 1956 Series 60 Special 4-Door Sedan, model 6019.

## Eldorado Brougham

*"Instantly recognizable as a motor car of special distinction."*

Nameplate year of origin: 1957.

Current bodystyle lifespan: 1957 through 1958.

Percentage of division's sales volume: 0.27%.

Primary competition: Imperial Crown Imperial.

Notable changes: All-new model.

**Major standard equipment:** Full-leather interior, choice of Karakul, lambskin or Mouton carpeting, signal seeking radio with dual speakers and power antenna, cruise control, Autronic-Eye headlight dimmer, power front seat adjustment with memory, power windows, power door locks, dual heating system, air conditioning, automatic starter, automatic trunk lid release, LH outside rear view mirror, air suspension, forged aluminum wheels and 8.40 × 15 WSW tires.

### Measurements

Wheelbase	126.0"
Length	216.3"
Width	79.1"
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 70 Eldorado Brougham 4-Door Hardtop, 5-p.	7059X	\$13,074	NEW	5315	400	NEW
TOTALS		<i>Avg. Price</i> \$13,074	NEW	<i>Production</i>	400	NEW

## Series 75 Fleetwood

*"The ultimate in motoring ease and safety—  
the Cadillac Fleetwood Seventy-Five stands uniquely alone."*

Nameplate year of origin: 1936.

Current bodystyle lifespan: 1957 through 1958.

Percentage of division's sales volume: 1.32%.

Primary competition: Imperial Crown Imperial.

Notable changes: Restyled front and rear.

**Major standard equipment:** Bedford cord or broadcloth interior trim, folding rear seat foot rests, color-keyed carpeting, power front seat, power windows, auxiliary jump seats, full-length lower body trim molding, rear fender skirts, hubcaps, and 8.20 × 15 BSW tires. Imperial adds: glass division window.

### Measurements

Wheelbase	149.8"
Length	235.7"
Width	79.8"
Height	63.9"
Legroom — front	43.4"
Legroom — rear	81.9"
Headroom — front	36.5"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0



## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 75 Fleetwood 4-Door Sedan, 9-p.	7523	\$7,470	+12.51%	5340	1,010	-7.76%
Series 75 Fleetwood Imperial 4-Door Sedan, 9-p.	7533	\$7,678	+12.45%	5390	890	-6.81%
TOTALS	<i>Avg. Price</i>	\$7,559	+12.48%	<i>Production</i>	1,900	-7.32%

# CHEVROLET

*"Sweet, Smooth and Sassy! Going places in a glamorous new way."*

Advertised as a car that "goes 'em all one better — with exciting new looks ... zippy new power ... luxurious new interiors," the 1957 Chevy really did appear to be all-new, but in reality still had a lot in common with its 1955 and 1956 predecessors. "Zippy new power" included a larger displacement 283 CID V8 engine in six different variations, providing anywhere from 185 to 283 horsepower, and available in any Chevrolet. The variations included traditional 2- and 4-barrel carbureted versions, a dual 4-barrel system available with either hydraulic lifters or solid valve lifters, and a first-ever fuel-injected version. Touted as the "most far-reaching engine improvement in the entire industry," the fuel injection system greatly improved performance in any car, particularly the Corvette. Unfortunately, unless precisely tuned, it was sometimes a burden, but it was definitely an attention-getter. Although it would only be available for a few years in this first generation form, with the aid of electronics time would prove that GM was on the right track, as 35 years later, fuel injection had become the norm, and the carburetor was virtually extinct on new cars.

"Exciting new looks" came in the form of a complete restyling of the front and back of the cars. At the front was an integrated bumper and grille that gave a wide, massive look. A full-width center grille bar held the parking lights at each end, with the Chevrolet bowtie and crest in the center. Headlight surrounds included screen-type trim that actually doubled as the fresh-air intakes. The face of the hood featured the Chevrolet script, with a "V" under it on cars equipped with a V8 engine. Bel Air models featured a gold anodized grille and "Bel Air" bodyside script. Atop the hood were new twin "windsplit" ornaments, instead of the traditional hood ornament. The massive bumper had two round and flat bumper guards set directly under the head-

lights. Rubber, conical shaped bumper guard tips were available in place of the flat, blunt tip.

Around back were slightly higher rear fenders, which came to a point and angled back downwards to the bumper, with the rearmost portion of the tailfin lined in chrome on all models. This would be the only true vertical tailfin to appear on a Chevrolet, with the 1959 and 1960 models having horizontal style tailfins. Taillights sat at the bottom of the fin, right on top of the small bumper guards, and the optional backup lamps were directly under that. On the bodysides, the One-Fifty line used trim identical to what the 1955 Two-Ten series had used with a rear quarter stainless trim piece, and a louvered vertical strip from the bodyside beltline dip down to the stainless trim. Two-Tens and Bel Air models had a body length side trim piece similar to the 1956 Two-Ten models that curved downward to meet the bumper. A second piece of trim met the lower trim at a point below the bodyside beltline dip and paralleled the rear fender line all the way to the back. Bel Air models had a ribbed two-tone silver anodized aluminum panel between the two rear quarter trim pieces, whereas Two-Ten models were painted in this area. The ribbed two-tone silver anodized aluminum panel on the rear fender was optional at extra cost on Two-Ten models.

The "luxurious new interiors" featured new fabrics, colors and designs. They were complemented with a new instrument panel design, with all gauges centered over the steering column in two small round pods, flanking a larger, round speedometer pod. The lone model change for the year was the Bel Air station wagon reverting from a 9-passenger Beauville model back to a 6-passenger Townsman model. This would also be the last year for the Handyman, Townsman and Beauville station wagon designations, at least until the mid-sixties.

The Corvette saw few changes other than the aforementioned performance additions and some minor chassis upgrades to improve handling. The added power and the availability of race-inspired accessories caught the attention

of racers everywhere. Most important was that sales were climbing, and the looming threat of Chevrolet canceling the Corvette seemed to wane.



One-Fifty 2-Door Handyman Station Wagon



Two-Ten 4-Door,  
9-passenger Beauville Station Wagon



Bel Air 2-Door Convertible



Bel Air 2-Door Hardtop



Bel Air 4-Door Hardtop



Corvette 2-Door Convertible

**Model year production:** 1,507,904, down 3.78% from 1956.

**Domestic market share:** 24.09% (2nd place).

**Base price range:** \$1,885 to \$3,465.

**Chevrolet average base price:** \$2,355, up 8.20%.

**Introduction date:** October 1956.

**Assembly plants:** Atlanta, GA (A); Baltimore, MD (B); Flint, MI (F); Janesville, WI (J); Kansas City, MO (K); Los Angeles, CA (L); Norwood, OH (N); Oakland, CA (O); St. Louis, MO (S); and Tarrytown, NY (T).

**Serial number identification:** Ten or eleven digit code located on left front door hinge pillar and read as follows:

First letter(s) designates series and engine — “A” for One-Fifty 6-cylinder, “B” for Two-Ten 6-cylinder, “C” for Bel Air 6-cylinder, and “VE” for Corvette. A “V” in front of the previous letters indicates a V8 engine. Next two numbers designate model year; fourth digit indicates assembly plant from list above, and remaining digits are consecutive serial number, 001001 through 314393. Sequential numbering for Corvette is 001001 through 006339. *Example:* VA57F001001 is a 1957 One-Fifty with V8 engine built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	One-Fifty, Two-Ten & Bel Air	Corvette
235.5 CID Blue-Flame, 1-bbl., 6-cyl.	8.0:1	140	3-speed manual	S	-
			Overdrive	\$108	-
			Powerglide Automatic	\$188	-
265 CID Turbo-Fire, 2-bbl., V8	8.0:1	162	3-speed manual	\$100	-
			Overdrive	\$208	-
283 CID Turbo-Fire, 2-bbl., V8	8.5:1	185	Powerglide Automatic	\$331	-
			Turboglide Automatic	\$374	-
283 CID Super Turbo-Fire, 4-bbl., V8	9.5:1	220	3-speed manual	\$134	-
			Close-ratio 3-speed manual	-	S
			Overdrive	\$242	-
			Powerglide Automatic	\$365	\$188
283 CID Corvette, Dual 4-bbl., V8	9.5:1	245/270*	Turboglide Automatic	\$408	-
			3-speed manual	\$285	-
			Close-ratio 3-speed manual	-	\$151
			Overdrive	\$393	-
			Powerglide Automatic	\$516	\$339
			Turboglide Automatic	\$559	-

Engine	Compression Ratio	Gross HP	Transmission	One-Fifty, Two-Ten & Bel Air	Corvette
283 CID Corvette, Fuel Injected, V8	10.5:1	250/283*	3-speed manual	\$484	-
			Close-ratio 3-speed manual	-	\$484
			Powerglide Automatic	\$672	-
			Turboglide Automatic	\$725	-

\*Higher horsepower rating is with optional solid lifters, approximately \$30 extra.

## Major Options

	One-Fifty	Two-Ten & Bel Air	Corvette
DeLuxe heater and defroster	\$95	\$95	\$118
Air conditioner*	\$430	\$430	-
Electric windshield wipers	\$16	\$16	S
Windshield washer	\$12	\$12	\$12
Deluxe pushbutton radio	\$65	\$65	-
Signal seeking AM radio	\$199	\$199	\$199
Power windows	\$90	\$90	\$59
Power front seat adjustment	-	\$	-
Power convertible top	-	S	\$140
Removable hardtop	-	-	\$215
Power steering	\$70	\$70	-
Power brakes	\$38	\$38	-
Full wheel covers (std. on Bel Air)	\$16	\$16	S
White sidewall tires	\$32	\$32	\$32

\*With V8 only, and not available on convertible.

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code*		Code*
Onyx Black (Corvette only)†	704	India Ivory over Sherwood Green Metallic	807C/D/E
Aztec Copper Metallic (Corvette only)†	709	India Ivory over Nassau Blue	808C/D/E
Cascade Green (Corvette only)†	712	India Ivory over Dusk Plum Metallic	809C/D/E
Arctic Blue Metallic (Corvette only)†	713	India Ivory over Twilight Turquoise	810C/D/E
Venetian Red (Corvette only)†	714	India Ivory over Matador Red	811C/D/E
Polo White (Corvette only)†	718	Dune Beige over Matador Red	812C/D/E
Onyx Black	793A	Crocus Yellow over Laurel Green Metallic	813C/D/E
Pinecrest Green	794A	India Ivory over Dawn Gray Metallic	814C/D
Sherwood Green Metallic	796A	Tropical Turquoise	815C/D/E
Nassau Blue	804A	Calypso Cream	816C/D/E
Harbor Blue Metallic	821A	Inca Silver Metallic	817C/D
Dusk Plum Metallic	799A	India Ivory over Tropical Turquoise	818C/D
India Ivory	823A	Calypso Cream over Onyx Black	819C/D/E
Crocus Yellow	795A	Calypso Cream over Grecian Gold Metallic	820C/D
Onyx Black over Crocus Yellow	797A	Imperial Ivory over Inca Silver	822C/D
Matador Red	798A		
Twilight Turquoise	800A		
Adobe Beige over Sierra Gold Metallic	801A		
India Ivory over Onyx Black	802A		
Sherwood Green Metallic over Pinecrest Green	803A		
Nassau Blue over Harbor Blue Metallic	805A		
India Ivory over Pinecrest Green	806A		

\*Letter codes indicate the following: A—Single tone paint scheme. C—Two-Ten series two-tone combination: Roof and lower body up to fender trim color over hood, rear deck and body above fender trim color. D—Two-Ten series two-tone combination: Roof and bodyside insert color over lower body color. Bel Air series two-tone combination: Roof over lower body color. E—One-Fifty series two-tone combination: Roof and lower body color over upper rear quarter and rear deck color. †Corvette side cove two-tone available as option.

# One-Fifty

*"Fine car quality and stay-ahead styling at its lowest cost."*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 9.69%.

**Primary competition:** Ford Custom, Plymouth Plaza, and Studebaker Champion.

**Notable changes:** Restyled front and rear; trim and detail changes.

**Major standard equipment:** Combinations of patterned cloth and vinyl upholstery, black rubber floor mat (rear compartment on utility sedan), driver-side sun visor, two-spoke steering wheel, stainless steel windshield trim, small hubcaps, and 7.50 × 14 BSW tires. Wagons add: All-vinyl two-tone upholstery and linoleum covered load floor.

## Measurements

	Cars	Wagons
Wheelbase	115.0"	115.0"
Length	200.0"	200.0"
Width	73.9"	73.9"
Height	59.9"	60.1"
Legroom — front	44.4"	43.3"
Legroom — rear	39.5"	35.3"
Headroom — front	36.0"	36.1"
Headroom — rear	35.6"	35.3"
Cargo capacity (cu. ft.)	20.0*	87.0
Fuel capacity (gals.)	16.0	17.0

\*Utility Sedan adds 31 cu. ft. in rear compartment.

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
One-Fifty 2-Door Utility Sedan, 3-p.	1512	\$1,885	+8.71%	3168	8,300	-15.98%
One-Fifty 2-Door Sedan, 6-p.	1502	\$1,996	+9.31%	3216	70,774	-14.09%
One-Fifty 4-Door Sedan, 6-p.	1503	\$2,048	+9.58%	3241	52,266	+1.40%
One-Fifty Handyman 2-Door Wagon, 6-p.	1529	\$2,307	+6.26%	3411	14,740	+9.29%
TOTALS	<i>Avg. price</i>	\$2,059	+8.37%	<i>Production</i>	146,080	-7.13%

# Two-Ten

*"New performance, economy and smoothness for greater motoring pleasure."*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 43.33%.

**Primary competition:** Ford Fairlane, Plymouth Savoy, Rambler and Studebaker Commander.

**Notable changes:** Restyled front and rear; trim and detail changes.

**Major standard equipment:** Combinations of patterned cloth and vinyl upholstery, black rubber floor mat, dual sun visors, two-spoke steering wheel with full horn ring, stainless steel trim on windshield, rear window, and bodyside trim, small hubcaps, and 7.50 × 14 BSW tires. Wagons add: All-vinyl upholstery and linoleum covered load floor.

Delray Coupe adds: All-vinyl two-tone upholstery and door panels and full carpeting.

## Measurements

	Cars	Wagons
Wheelbase	115.0"	115.0"
Length	200.0"	200.0"
Width	73.9"	73.9"
Height	59.9"	60.1"
Legroom — front	44.4"	43.3"
Legroom — rear	39.5"	35.3"
Headroom — front	36.0"	36.1"
Headroom — rear	35.6"	35.3"
Cargo capacity (cu. ft.)	20.0	87.0
Fuel capacity (gals.)	16.0	17.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Two-Ten 2-Door Sedan, 6-p.	2102	\$2,122	+10.98%	3230	162,090	-21.14%
Two-Ten 2-Door Delray Club Coupe, 6-p.	2124	\$2,162	+9.69%	3225	25,644	-54.52%

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Two-Ten 2-Door Hardtop Sport Coupe, 6-p.	2154	\$2,204	+6.83%	3265	22,631	+21.57%
Two-Ten 4-Door Sedan, 6-p.	2103	\$2,174	+11.20%	3275	260,401	-8.03%
Two-Ten 4-Door Hardtop Sport Sedan, 6-p.	2113	\$2,270	+7.23%	3325	16,178	-19.19%
Two-Ten Handyman 2-Door Station Wagon, 6-p.	2129	\$2,402	+8.44%	3411	17,528	-20.46%
Two-Ten Townsman 4-Door Station Wagon, 6-p.	2109	\$2,456	+8.53%	3466	127,803	+12.45%
Two-Ten Beauville 4-Door Station Wagon, 9-p.	2119	\$2,563	+9.16%	3566	21,083	+17.21%
TOTALS	<i>Avg. price</i>	\$2,294	+8.96%	<i>Production</i>	653,358	-11.39%

## Bel Air

*"Here is styling elegance and high-fashion appeal comparable to the costliest cars in all but price."*

**Nameplate year of origin:** 1953 (1950 as 2-door hardtop model designation).

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 46.57%.

**Primary competition:** Ford Fairlane 500, Plymouth Belvedere and Studebaker President.

**Notable changes:** Restyled front and rear; trim and detail changes.

**Major standard equipment:** Jacquard loomed cloth and vinyl upholstery, full carpeting, dual sun visors, three-spoke steering wheel with full horn ring, electric clock, stainless steel trim on windshield, side windows, and rear window, stainless steel front fender trim, gold anodized front fender louvers, full wheel covers, and 7.50 × 14 BSW tires. Wagon adds: Linoleum covered load floor and rubber floor covering. Convertible adds: All-vinyl interior and power top.

### Measurements

	Cars	Wagons
Wheelbase	115.0"	115.0"
Length	200.0"	200.0"
Width	73.9"	73.9"
Height	59.9"	60.1"
Legroom — front	44.4"	43.3"
Legroom — rear	39.5"	35.3"
Headroom — front	36.0"	36.1" <sup>†</sup>
Headroom — rear	35.6"	35.3" <sup>†</sup>
Cargo capacity (cu. ft.)	20.0*	87.0 <sup>†</sup>
Fuel capacity (gals.)	16.0	17.0

\*Convertible cargo capacity is 17.0 cu. ft. <sup>†</sup>Nomad front headroom is 34.7"; rear headroom is 34.2"; cargo capacity is 71.0 cu. ft.

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Bel Air 2-Door Sedan, 6-p.	2402	\$2,238	+10.52%	3237	62,751	-40.15%
Bel Air 2-Door Hardtop Sport Coupe, 6-p.	2454	\$2,299	+5.65%	3283	166,426	+29.63%
Bel Air 2-Door Convertible, 5-p.	2434	\$2,511	+7.12%	3414	47,562	+15.25%
Bel Air 4-Door Sedan, 6-p.	2403	\$2,290	+10.74%	3281	254,331	-5.73%
Bel Air 4-Door Hardtop Sport Sedan, 6-p.	2413	\$2,364	+6.01%	3345	137,672	+32.89%
Bel Air Nomad 2-Door Station Wagon, 6-p.	2429	\$2,757	+5.71%	3470	6,103	-22.61%
Bel Air Townsman 4-Door Station Wagon, 6-p.	2419	\$2,580	+3.95%	3465	27,375	+106.15%
TOTALS	<i>Avg. price</i>	\$2,434	+6.94%	<i>Production</i>	702,220	+4.96%

## Corvette

*"America's sports car. Every inch a champion!  
Every inch a prized possession!"*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1956 through 1957.

**Percentage of division's sales volume:** 0.41%.

### Measurements

Wheelbase	102.0"
Length	168.0"



**Primary competition:** Ford Thunderbird.

**Notable changes:** Minor detail changes.

**Major standard equipment:** All-vinyl bucket seats, instrument panel with full gauges, competition style steering wheel, floor mounted transmission shifter, canvas manual folding top, bodyside cove lined in chrome trim, dual exhaust, full wheel covers and 6.70 × 15 BSW tires.

### Measurements (cont.)

Width	70.5"
Height — top up	51.1"
Legroom — front	44.2"
Legroom — rear	NA
Headroom — front — top up	34.3"
Headroom — rear	NA
Cargo capacity (cu. ft.)	10.0
Fuel capacity (gals.)	16.4

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Corvette 2-Door Convertible, 2-p.	2934	\$3,465	+10.03%	2730	6,246	+80.16%
TOTALS	<i>Avg. price</i>	\$3,465	+10.03%	<i>Production</i>	6,246	+80.16%

# CHRYSLER

*"The Mighty Chrysler for 1957. The most glamorous car in a generation!"*

Following the corporate redesign of its cars, the Chrysler line carried the all-new "Forward Look" for 1957. Sweeping rear fender fins and thinner, modern rooflines highlighted the new design outside. Interiors featured stylish new instrument panels and upholsteries to complete the statement. Powering the Windsor and returning Saratoga line was an improved version of the 1956 New Yorker engine, while the 1957 New Yorker and 300C received a new 392 CID Hemi-V8 engine.

At the front, all models except the 300C sported a new full-width, seven bar horizontal grille, the top two bars of which wrapped around the front fenders to the wheel opening. The 300C used a wide-open, trapezoidal grille, narrower at the top and widening out towards the bottom, with a look of vertical grille bars. The front bumper was also a full wraparound design. Single headlamps were standard at the beginning of the year, with dual headlamps optional. Once most state laws began allowing the new dual set-up, they became standard equipment by mid-year. The real show was at the back with prominent, simply styled tailfins, housing vertical taillamps over horizontal backup lights. Chrysler continued to use a wraparound windshield, now with a much greater slant, yet still managed to avoid the windshield "dog-leg" of other makes.

Body side trim varied by model but was generally

basic, avoiding the excesses of some other cars. Windsors used a bodyside trim piece to accent the new tailfin, and the revived Saratoga used a single, full-length trim molding. The Saratoga name had last been used for the 1952 models, and its revival would last only through the 1960 model year. New Yorkers wore a dual, full-length chrome trim piece that was painted in the roof color on two-tone cars. The newly designated 300C featured a stainless trim piece that began just behind the door and ran straight back to a point just above the rear bumper. The round 300C logo was placed midway between the rear wheel opening and the rear bumper tip.

Mechanically, the engine was still of a hemispherical combustion chamber design, but now had 392 cubic inches of displacement and horsepower ratings of 325 up to 390, depending on options and model. This engine was offered only in the New Yorker and 300C. Other Chrysler engineering firsts included a torsion bar suspension system, "Torsion-Aire ride," used on all models, and "Captive-Aire" tires, used exclusively on the New Yorker Town & Country wagon. "Captive-Aire" tires were similar in concept to today's run-flat tires, eliminating the need for a spare tire.

Interiors used a wide variety of fabrics and colors to coordinate with all the new colors being introduced. Instrument panels and gauges were easier to read and stream-



lined compare to their predecessors. The inside rear view mirror was mounted on top of the dashboard, maximizing the view forward.

Despite the new design, sales faltered as prices went up and the economy went into recession. Worse, customers

soon found a lot of problems that would quickly damage Chrysler's reputation. Such things as breaking torsion bars and exterior rust-through surfaced quickly, and it would take Chrysler several years to recover.



300-C 2-Door Convertible



300-C 2-Door Hardtop



New Yorker 4-Door Hardtop



Saratoga 4-Door Sedan



Windsor 2-Door Hardtop

**Model year production:** 122,273, down 4.71% from 1956.

**Domestic market share:** 1.95% (11th place).

**Base price range:** \$3,088 to \$5,359.

**Chrysler average base price:** \$4,043, up 9.86%.

**Introduction date:** October 29, 1956.

**Assembly plants:** Detroit, MI (no code), and Los Angeles, CA (L).

**Serial number identification:** Located on left front door hinge pillar. Windsor C-75-1 series: Seven or eight digit

code as follows — Detroit, W571001 to W5744450; Los Angeles, W57L1001 to W57L5120. Saratoga C-75-2 series:

Seven or eight digit code as follows — Detroit, L571001 to

L5729636; Los Angeles, L57L1001 to L57L4255. New

Yorker C-76 series: Seven or eight digit code as follows —

Detroit, N571001 to N5731967; Los Angeles, N57L1001 to

N57L4206. 300C C-76-300 series: Eight digit code as fol-

lows — Detroit, 3N571001 to 3N573251.

## Powertrains

Engine	Compression		Transmission	Windsor	Saratoga	New Yorker	300C
	Ratio	Gross HP					
354 CID SpitFire, 2-bbl., V8	9.25:1	285	3-speed manual	S	-	-	-
			TorqueFlite Automatic	\$220	-	-	-
354 CID SpitFire, 4-bbl., V8	9.25:1	295	TorqueFlite Automatic	-	S	-	-
392 CID FirePower, 4-bbl., V8	9.25:1	325	TorqueFlite Automatic	-	-	S	-
392 CID FirePower, Dual 4-bbbs., V8	9.25:1	375	TorqueFlite Automatic	-	-	-	S
392 CID FirePower, Dual 4-bbbs., V8	10.0:1	390	TorqueFlite Automatic	-	-	-	\$

## Major Options

	Windsor	Saratoga	New Yorker	300C	
Heater and defroster	\$78	\$78	\$78	\$78	
Air-Temp air conditioning†	\$495	\$495	\$495	\$495	
Solex tinted glass	\$40	\$40	\$40	\$40	
Music-Master radio	\$100	\$100	\$100	\$100	
Electro-Touch Tuner radio	\$	\$	\$	\$	
Highway Hi-Fi phonograph	\$	\$	S	S	
Four-way power front seat	\$75	\$75	\$75	\$75	
Power windows	\$125	\$125	\$125	\$125	
Power steering	\$107	S	S	\$107	
Power brakes	\$39	\$39	\$39	S	
Dual headlamps*	\$	\$	\$	\$	
White sidewall tires†	\$45	\$45	\$45	\$45	

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

\*Became standard equipment mid-year. †Higher on station wagons.

## Paint Colors

	Code		Code		Code
Jet Black	A	Charcoal Gray Metallic	K	Crocus Yellow	261
Horizon Blue	B	Desert Beige	L	Blue Jade	262
Regatta Blue Metallic		Shell Pink	M	Copper Glow Metallic	263
(cars built on East Coast)	C	Copper Brown Metallic	N		
Velvet Blue Metallic		Gauguin Red	P		
(cars built on West Coast)	C	Regimental Red	R		
Sovereign Blue Metallic	D	Sunset Rose	S		
Seafoam Aqua	E	Champagne Gold	T		
Parade Green Metallic	F	Deep Ruby Metallic	U		
Forest Green Metallic	G	Saturn Blue	V		
Mist Gray	H	Indian Turquoise	W		
Gunmetal Gray Metallic	J	Cloud White	X		

In two-tone combinations, first letter indicates upper color and second letter indicates lower color. If insert color used, it is the third letter. Example: AB = A, Upper Color of Jet Black; B, Lower Color of Horizon Blue. ABA = Above combination, plus A, side-body insert color of Jet Black. 300C available in monochrome paint only.

## Windsor

*"The low-priced Windsor line, beautifully and smartly designed."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 39.03%.

**Primary competition:** Buick Century, Hudson Hornet, Mercury Montclair, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Two-tone cloth interior trim, color-keyed front floor mat and rear carpeted floors, two-speed electric windshield wipers, luggage compartment light, and 8.50 × 14 BSW tires. Convertible adds: Power top. Town & Country station wagon adds: Simulated leather interior.

## Measurements

	Cars	Wagon
Wheelbase	126.0"	126.0"
Length	219.2"	218.9"
Width	78.8"	78.8"
Height	57.8"	NA
Legroom — front	45.5"	45.5"
Legroom — rear	43.0"	NA
Headroom — front	35.7"	NA
Headroom — rear	34.5"	NA
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	23.0	22.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Windsor 2-Door Hardtop, 6-p.	146	\$3,153	+3.68%	3925	14,027	+29.88%
Windsor 4-Door Sedan, 6-p.	145	\$3,088	+7.60%	3995	17,639	-66.79%
Windsor 4-Door Hardtop, 6-p.	149	\$3,217	+2.85%	4030	14,354	+103.60%
Windsor Town & Country 4-Door Station Wagon, 6-p.	148	\$3,575	-0.64%	4210	2,035	-24.63%
TOTALS	<i>Avg. Price</i>	\$3,258	+3.56%	<i>Production</i>	48,055	-44.17%

## Saratoga

*"The new Saratoga radiates its styling leadership over all other cars."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 30.42%.

Primary competition: Buick Super, DeSoto Fireflite, Mercury Turnpike Cruiser, and Oldsmobile 98.

Notable changes: All-new model.

Major standard equipment: Two-tone cloth interior trim, color-keyed front floor mat and rear carpeted floors, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.50 × 14 BSW tires.

### Measurements

Wheelbase	126.0"
Length	219.2"
Width	78.8"
Height	57.8"
Legroom — front	45.5"
Legroom — rear	43.0"
Headroom — front	35.7"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Saratoga 2-Door Hardtop, 6-p.	256	\$3,754	NEW	4075	10,633	NEW
Saratoga 4-Door Sedan, 6-p.	255	\$3,718	NEW	4165	14,977	NEW
Saratoga 4-Door Hardtop, 6-p.	259	\$3,832	NEW	4195	11,586	NEW
TOTALS	<i>Avg. Price</i>	\$3,768	NEW	<i>Production</i>	37,196	NEW

## New Yorker

*"The famous New Yorker. The most sensationally beautiful cars Chrysler has ever built."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 28.31%.

Primary competition: Buick Roadmaster.

Notable changes: Completely redesigned.

Major standard equipment: Cloth interior trim, full carpeting, rear seat center armrest, electric clock, safety accessory group, full wheel covers, and 9.00 × 14 BSW tires. Town & Country station wagon adds: Simulated leather interior. Convertible adds: Leather interior and power top.

### Measurements

	Cars	Wagon
Wheelbase	126.0"	126.0"
Length	219.2"	218.9"
Width	78.8"	78.8"
Height	57.9"	NA
Legroom — front	45.5"	45.5"
Legroom — rear	43.0"	NA
Headroom — front	35.7"	NA
Headroom — rear	34.5"	NA

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**Measurements (cont.)**


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	<i>Cars</i>	<i>Wagon</i>
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	23.0	22.0

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**Models Available**


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	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
New Yorker 2-Door Hardtop, 6-p.	166	\$4,202	+6.35%	4220	8,861	+115.38%
New Yorker 2-Door Convertible, 6-p.	163	\$4,638	+9.31%	4365	1,049	+13.90%
New Yorker 4-Door Sedan, 6-p.	165	\$4,173	+10.43%	4315	12,369	-50.02%
New Yorker 4-Door Hardtop, 6-p.	169	\$4,259	+3.83%	4330	10,948	+204.20%
New Yorker Town & Country 4-Door Station Wagon, 6-p.	168	\$4,746	+4.93%	4490	1,391	+30.00%
TOTALS	<i>Avg. Price</i>	\$4,404	+7.44%	<i>Production</i>	34,620	-15.85%

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## 300C

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*"America's greatest performing car!"*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 1.96%.

**Primary competition:** Pontiac Bonneville.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Leather interior trim, full floor carpeting, electric clock, two-speed electric windshield wipers, luggage compartment light, specific full wheel covers with 300C logo, and 9.00 × 14 BSW tires.

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**Measurements**


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Wheelbase	126.0"
Length	218.8"
Width	79.1"
Height	NA
Legroom — front	45.5"
Legroom — rear	NA
Headroom — front	34.8"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

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**Models Available**


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	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
300C 2-Door Hardtop Sport Coupe, 6-p.	566	\$4,929	+11.54%	4235	1,918	+74.05%
300C 2-Door Convertible, 6-p.	563	\$5,359	NEW	4390	484	NEW
TOTALS	<i>Avg. Price</i>	\$5,144	+16.41%	<i>Production</i>	2,402	+117.97%

# CONTINENTAL

*“Unlimited luxury—In a limited edition!”*

Being an exclusive, essentially hand-built automobile, the Continental initially sold well, but demand quickly fell, as the market for \$10,000 automobiles in the mid- to late fifties was not very large. Few changes were seen on the 1957 Mark II, with the engine having higher compression resulting in a small upgrade in horsepower, and a few tweaks to the chassis which made the car slightly lighter. The elegant exterior and interior styling was left untouched.

Two two-door convertibles were built, but really could not be considered to have reached production. Being mostly hand-built in such a low quantity would qualify them more as prototype cars. However, several period sources do list a convertible at a price of \$10,000, with a body style number of 76A.



Mark II 2-Door Hardtop



Mark II 2-Door Hardtop

**Model year production:** 444, down 82.59% from 1956.  
**Domestic market share:** 0.01% (18th place).  
**Base price range:** \$9,966.  
**Continental average base price:** \$9,966, up 2.80%.  
**Introduction date:** November 1955.  
**Assembly plant:** Dearborn, MI.  
**Serial number identification:** Serial number consists of an

eight digit code located on top left side of front frame cross member, and read as follows: First digit is “C,” for Continental division. Next two digits indicate year (57 = 1957); fourth letter is an assigned production month symbol, K through T; the next four digits are sequential beginning with 3400 and ending with 3989.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Mark II</i>
368 CID, 4-bbl., OHV V8	10.0:1	300	Turbo-Drive automatic	S

## Major Options

	<i>Mark II</i>
Air conditioning	\$595

**Paint Colors**

	<i>Code</i>		<i>Code</i>
Presidential Black	01	Huntsman Red	12
Gainsborough Blue Metallic	03	Saturn Gold	13
Seascape Blue	04	Taos Turquoise	14
Horizon Blue	05	Dubonnet Metallic	15
Starmist White	06	Cinnamon Metallic	16
Ivy Green Metallic	07	Bermuda Coral	17
Willow Green Blue	09	Flamingo	18
Sand	10	Oxford Gray Metallic	21
Desert Buff	11	Vermont Green Metallic	22

**Mark II**

*“An experience awaits you!”*

**Nameplate year of origin:** 1956 (1940 for Lincoln Continental nameplate).

**Current bodystyle lifespan:** 1956 through 1957.

**Percentage of division’s sales volume:** 100.00%.

**Primary competition:** Cadillac Eldorado.

**Notable changes:** Minor changes.

**Major standard equipment:** Choice of cloth or leather upholstery, rear seat center armrest, full floor carpeting, heater and defroster, electric clock, AM radio, tachometer, power front seat adjustment, power windows, power vent windows, trunk carpeting, chrome window surround moldings, rocker panel molding, power steering, power brakes, full wheel covers, and 8.00 × 15 WSW tires.

**Measurements**

Wheelbase	126.0"
Length	218.5"
Width	77.5"
Height	56.0"
Legroom — front	42.5"
Legroom — rear	39.1"
Headroom — front	35.1"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	25.0

**Models Available**

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Mark II 2-Door Hardtop, 4-p.	60A	\$9,966	+2.80%	4800	444	-82.59%
TOTALS	<i>Avg. price</i>	\$9,966	+2.80%	<i>Production</i>	444	-82.59%

**DESOTO**

*“The Most Exciting Car in the World Today!”*

The corporate “Forward Look” was as appealing on the DeSoto as it was on all the other Mopar offerings. Having the most modern styling of any cars on the market pro-

pelled Chrysler products to the forefront of automotive news. For DeSoto, the all-new styling presented an opportunity for the slowly declining division to restructure and



revive itself. In a significant shift, a new Firesweep model was added as an entry priced car in an effort to attract more customers from the lower-priced competitors of Ford, Chevrolet and Plymouth. The Firesweep was based on the Dodge body and shared many components, while utilizing DeSoto trim. The effort appeared to work as over 40 percent of total DeSoto production was in the new Firesweep line. Also, for the first time in the postwar era, DeSoto actually outsold Chrysler.

All DeSoto models shared a similar version of the new styling, with the Firedome, Fireflite and Adventurer being based on the Chrysler models. All featured a long, low and generally flat hood line, a long gently curved body side, and a sweeping rear tailfin. At the front a new grille design and two-piece bumper design gave the DeSoto a distinctive look. A cigar-shaped upper bumper was set above a more traditional lower bumper with a mesh grille area between the two sections. Parking and turn signal lamps were mounted at the outside ends of the upper bumper section.

With the Firesweep being based on Dodge sheetmetal, some adjustments were made to the grille area, but it still had the DeSoto look. The big difference was that the Firesweep had a chrome trim piece that ran up and over the hooded headlight opening and across the body just above the bumper and grille area. Other DeSoto lines had a chrome trim piece around each headlight opening individually. Dual headlights became available as an option

mid-year, and were standard on most, if not all, Adventurers.

Other exterior features included windshields that wrapped around farther than in previous models, and on the convertible wrapped up into the roofline creating a dome-like feel. Rear windows were greatly enlarged, especially on Sportsman models. Bodyside trim was a slimmed-down variation of the 1956 models' downward angled trim, and around back the triple taillight design continued as a distinguishing characteristic. Interiors were just as modern, with trimmer lines, new colors, and more luxurious materials in the higher priced series.

Underneath the new cars a new suspension setup included torsion bars to smooth the ride and stabilize the driving. The powertrain offerings changed slightly, as the new Dodge-based Firesweep series utilized the Dodge 325 CID V8 engine. Also, the Adventurer engine was bored to 345 cubic inch displacement, adding another 25 horsepower.

Besides the new Firesweep series, there were several model and name changes. The Firedome Seville models were discontinued with the introduction of the Firesweep. Station wagon models picked up new designations depending on how many seats they carried. The Shopper was the two-seat, 6-passenger model designed for carrying cargo, and the Explorer was the three-seat, 9-passenger model designed for carrying people. The new designations were shared between the Firesweep and Fireflite series.



Fireflite 2-Door Sportsman Hardtop



Fireflite 4-Door Sportsman Hardtop



Fireflite 4-Door Sportsman Hardtop

**Model year production:** 133,685, up 19.98% from 1956.

**Domestic market share:** 2.14% (10th place).

**Base price range:** \$2,777 to \$4,272.

**DeSoto average base price:** \$3,446, up 8.51%.

**Introduction date:** October 1956. Adventurer Hardtop introduced December 1956, and Adventurer Convertible introduced February 1957.

**Assembly plants:** Detroit, MI; and Los Angeles, CA.

**Serial number identification:** Located on left front door

hinge pillar. Firesweep S-27 series: Eight digit code, 58001001 to 58038408 (LA plant, 60014001 to 60017360).

Firedome S-25 series: Eight digit code, 55332001 to 55377868. Fireflite S-26 series: Eight digit code, 50396001 to 50426380. Adventurer S-26A series: Eight digit code,

50396001 to 50426380.

### Powertrains

Engine	Compression		Transmission	Model			
	Ratio	Gross HP		Firesweep	Firedome	Fireflite	Adventurer
325 CID, 2-bbl., V8	8.5:1	245	3-speed manual	S	-	-	-

Engine	Compression		Transmission	Firesweep	Firedome	Fireflite	Adventurer
	Ratio	Gross HP					
325 CID, 4-bbl., V8	8.5:1	260	PowerFlite Automatic	\$180	-	-	-
			TorqueFlite Automatic	\$220	-	-	-
			3-speed manual	\$45	-	-	-
			PowerFlite Automatic	\$225	-	-	-
341 CID, 2-bbl., V8	8.5:1	270	TorqueFlite Automatic	\$265	-	-	-
			3-speed manual	-	S	-	-
			TorqueFlite Automatic	-	\$220	-	-
341 CID, 4-bbl., V8	8.5:1	295	TorqueFlite Automatic	-	-	S	-
345 CID, Adventurer Dual 4-bbl., V8	9.5:1	345	TorqueFlite Automatic	-	-	-	S

### Major Options

	Firesweep	Firedome	Fireflite	Adventurer
Heater and defroster	\$89	\$89	\$89	\$89
Four season air conditioning	\$493	\$493	\$493	\$493
AM radio with antenna	\$92	\$92	\$92	\$92
Power front seat, 6-way	\$101	\$101	\$101	\$101
Power windows	\$106	\$106	\$106	\$106
Tinted glass	\$32	\$32	\$32	\$32
Electric clock — steering wheel mounted	\$30	\$30	S	S
Power steering	\$106	\$106	\$106	\$106
Power brakes	\$39	\$39	\$39	S
White sidewall tires	\$42	\$45	\$45	S

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code		Code
Black	AAA	White	LLL
Black	AAA*	Frosty White	LLL*
Capri Blue	BBB	Light Aqua	MMM*
Lagoon Blue	BBB*	Dusty Orange	NNN*
Azure Blue Metallic	CCC	Adventurer Gold Metallic	PPP
Seatone Blue Metallic	CCC*	Mandarin Rust	RRR
Seafoam Green	DDD	Samoa Green	SSS*
Mist Green	DDD*	Spanish Gold	VVV
Tamarack Green Metallic	EEE	Sahara Tan	XXX
Leaf Green Metallic	EEE*	Spice Brown Metallic	ZZZ
Dove Gray	FFF	Adventurer Gold Metallic	†
Dawn Gray	FFF*		
Charcoal Gray Metallic	GGG		
Slate Gray Metallic	GGG*		
Fiesta Red	HHH		
Muscatel Maroon Metallic	III		
Muscatel Maroon Metallic	JJJ		
Sunlit Yellow	KKK		
Sunburst Yellow	KKK*		

In two-tone combinations, first letter indicates upper color and second and third letters indicate lower color. If third sweep color is used, it is the third letter. Example: ADD = A, Upper Color; DD, Lower Color; ADA = A, Upper Color; D, Lower Color; A, Sweep color. \*Firesweep series colors only. †Paint code not available — carryover from 1956 Adventurer.

## Firesweep

*"The big-value newcomer — Firesweep."*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 42.97%.

**Primary competition:** Buick Special, Dodge Royal, Hudson Hornet, Mercury Monterey, Nash Ambassador, and Oldsmobile 88.

**Notable changes:** All-new model.

**Major standard equipment:** Color-keyed fabric and vinyl interior trim, full floor rubber mats, stainless steel body side moldings, small hubcaps, and 8.00 × 14 BSW tires. Station wagon adds: All-vinyl interior trim.

### Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	215.8"	217.4"
Width	78.2"	78.3"
Height	57.3"	NA
Legroom — front	45.5"	45.5"
Legroom — rear	42.5"	NA
Headroom — front	34.8"	34.8"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	20.0	22.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Firesweep Sportsman 2-Door Hardtop, 6-p.	S27	\$2,836	NEW	3645	13,333	NEW
Firesweep 4-Door Sedan, 6-p.	S27	\$2,777	NEW	3675	17,300	NEW
Firesweep Sportsman 4-Door Hardtop, 6-p.	S27	\$2,912	NEW	3720	23,339	NEW
Firesweep Shopper 4-Door Station Wagon, 6-p.	S27	\$3,169	NEW	3965	2,270	NEW
Firesweep Explorer 4-Door Station Wagon, 9-p.	S27	\$3,310	NEW	3970	1,198	NEW
TOTALS	<i>Avg. Price</i>	\$3,001	NEW	<i>Production</i>	57,440	NEW

## Firedome

*"The exciting new medium priced pacemaker."*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 34.31%.

**Primary competition:** Buick Century, Mercury Montclair, Nash Ambassador, and Oldsmobile Super 88.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Color-keyed fabric and vinyl interior trim, Air Foam seat cushions, full floor carpeting, variable speed windshield wipers, backup lights, stainless steel bodyside and window moldings, small hubcaps, and 8.50 × 14 BSW tires. Convertible adds: All-vinyl interior trim and power top.

### Measurements

Wheelbase	126.0"
Length	218.0"
Width	78.2"
Height	57.4"
Legroom — front	45.5"
Legroom — rear	42.5"
Headroom — front	35.8"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Firedome Sportsman 2-Door Hardtop, 6-p.	S25	\$3,085	+8.09%	3910	12,179	+165.40%
Firedome 2-Door Convertible, 6-p.	S25	\$3,361	+9.09%	4065	1,297	-50.98%
Firedome 4-Door Sedan, 6-p.	S25	\$2,958	+10.46%	3955	23,339	-48.03%
Firedome Sportsman 4-Door Hardtop, 6-p.	S25	\$3,142	+6.40%	3960	9,050	+450.15%
TOTALS	<i>Avg. Price</i>	\$3,137	+7.08%	<i>Production</i>	45,865	-42.60%

# Fireflite

*"High-powered luxury for 1957."*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 21.27%.

Primary competition: Buick Super and Oldsmobile 98.

Notable changes: Completely redesigned.

Major standard equipment: Color-keyed luxury fabric and leather interior trim, Air Foam seat cushions, full floor carpeting, variable speed windshield wipers, backup lights, stainless steel bodyside and window moldings, full wheel covers, and 8.50 × 14 BSW tires. Station wagon adds: All-vinyl interior trim. Convertible adds: Leather interior trim and power top.

## Measurements

	Cars	Wagons
Wheelbase	126.0"	126.0"
Length	218.0"	219.6"
Width	78.2"	78.3"
Height	57.4"	NA
Legroom — front	45.5"	45.7"
Legroom — rear	42.5"	NA
Headroom — front	35.8"	35.1"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	23.0	22.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fireflite Sportsman 2-Door Hardtop, 6-p.	S26	\$3,614	+8.01%	4000	7,217	-3.50%
Fireflite 2-Door Convertible, 6-p.	S26	\$3,890	+9.76%	4085	1,151	-22.44%
Fireflite 4-Door Sedan, 6-p.	S26	\$3,487	+11.80%	4025	11,565	-36.48%
Fireflite Sportsman 4-Door Hardtop, 6-p.	S26	\$3,671	+7.00%	4125	6,726	+100.78%
Fireflite Shopper 4-Door Station Wagon, 6-p.	S26	\$3,982	NEW	4250	837	NEW
Fireflite Explorer 4-Door Station Wagon, 9-p.	S26	\$4,124	NEW	4290	934	NEW
TOTALS	<i>Avg. Price</i>	\$3,795	+11.25%	<i>Production</i>	28,430	-6.85%

# Adventurer

*"The new look of motion."*

Nameplate year of origin: 1956.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 1.46%.

Primary competition: Dodge D-500 and Mercury Turnpike Cruiser.

Notable changes: Completely redesigned.

Major standard equipment: Color-keyed nylon and leather interior trim, full floor carpeting, electric clock, radio, power front seat, power windows, stainless steel body side and rocker panel moldings, gold anodized body side trim, power brakes, dual headlamps, full wheel covers, dual exhausts, and 8.50 × 14 WSW tires.

## Measurements

Wheelbase	126.0"
Length	218.0"
Width	78.2"
Height	57.4"
Legroom — front	45.5"
Legroom — rear	42.5"
Headroom — front	35.8"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fireflite Adventurer 2-Door Hardtop, 6-p.	S26-A	\$3,997	+7.22%	4040	1,650	+65.66%
Fireflite Adventurer 2-Door Convertible, 6-p.	S26-A	\$4,272	NEW	4235	300	NEW
TOTALS	<i>Avg. Price</i>	\$4,135	+8.51%	<i>Production</i>	1,950	+95.78%

# DODGE

*“Swept-wing ’57 Dodge! It is swept-wing mastery of motion!”*

As could be expected, the new Dodge followed the Chrysler corporate “Forward-Look” design philosophy. Sweeping tailfins and plenty of color and chrome set the stage for the most modern and progressive styling ever seen at Dodge. The brochure itself best describes all that is new for the 1957 Dodge. It must rank among the best-written descriptions of a car’s styling throughout this period.

Your eyes immediately tell you that this new Swept-Wing Dodge is a thing of real beauty: Daring in concept, low in silhouette, sleek and rakish of line! And it’s completely new from road to roof!

It begins on a bold note of excitement with a crisp, clean Mono-Grille that’s smartly massive. Then, hooded, Twin-Set Driving and Parking Lights — in distinctive side-by-side “foreign car” arrangement. A flat, taut hood that eloquently suggests the blazing power beneath it. A shimmering expanse of glass capped with a slim roofline.

The graceful, classic lines sweep back, back, then flair up with a dramatic flourish of soaring swept-wings. It ends with the sculptured beauty of jewel-like twin-jet taillights.

Truly it is swept-wing mastery of motion!<sup>1</sup>

The rest of the car was just as new as the outside, though it didn’t rate the glamorous description. New V8 engines were introduced, ranging from a 325 cubic inch, 245 horsepower unit to the racetrack ready, 310 horsepower Super D-500. At mid-season a hotter 354 CID, 340 horsepower engine was introduced on a limited basis in a 2-

Door Club Sedan and Convertible model known as the Coronet D-501. It was a very obvious attempt to sell to the growing NASCAR racing circuit. A new TorqueFlite automatic transmission was also introduced this year with three forward speeds compared to the PowerFlite’s two forward gears. Underneath, new Dodges were equipped with the latest in suspension systems, “Torsion-Aire ride.” This system, used on the front suspension only, provided better ride and handling. Combined they were touted as “ the wonderful world of Autodynamics.”

Interiors received the expected changes and upgrades. Instrument panels were now more linear, with the automatic transmission pushbuttons in a pod to the left of the driver and all gauges lined up in a row under the horizontal speedometer, which was mounted directly in front of the driver. In line with contemporary Chrysler practice, the inside rear view mirror was dashboard mounted. Aside from the addition of the aforementioned Coronet D-501, the discontinuance of the Royal Custom Suburban 2-Door Station Wagon was the only model change. Dodge joined many other manufacturers this year in a new marketing strategy for station wagons, making them their own separate series. For this reference, however, they are aligned with the series most closely related in terms of powerplants and trim.



Custom Royal Lancer 4-Door Hardtop



Royal Lancer 2-Door Hardtop



Suburban 2-Door,  
6-passenger Station Wagon



<p><b>Model year production:</b> 281,360, up 16.90% from 1956.  <b>Domestic market share:</b> 4.49% (8th place).  <b>Base price range:</b> \$2,370 to \$3,670.  <b>Dodge average base price:</b> \$2,911, up 10.18%.  <b>Introduction date:</b> October 30, 1956.  <b>Assembly plants:</b> Detroit, MI; and Los Angeles, CA.  <b>Serial number identification:</b> Eight digit code located on left front door hinge pillar. Coronet 6 D72 series: Detroit,</p>	<p>32255001 to 32292657. Coronet V8 D66 and D-501 series: Detroit, 35172001 to 35303713; Los Angeles, 42620001 to 42631601. Royal V8 D67-1 and Custom Royal V8 D67-2 series: Detroit, 37240001 to 37321614; Los Angeles, 45540001 to 45547041. Station Wagon V8 D70 series: Detroit, 38001001 to 38025513. Station Wagon V8 D71 series: Detroit, 38535001 to 38542217.</p>
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### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Coronet D66, Royal D67-1, Custom Royal D-67-2 series and D71 series			
				Coronet D72 series	Coronet Wagon D70 and D71 series	Custom Royal D-67-2 series	Coronet D-501 series
230 CID Get-Away, 2-bbl., L-head, 6-cyl.	8.0:1	138	3-speed manual PowerFlite Drive	S \$180	- -	- -	- -
325 CID Red Ram, 2-bbl., V8	8.5:1	245	3-speed manual PowerFlite Drive TorqueFlite Drive	\$108 \$288 \$328	S \$180* \$220	- - -	- - -
325 CID Super Red Ram, 4-bbl., V8	8.5:1	260	3-speed manual TorqueFlite Drive	\$138 \$358	\$30 \$250	S \$220	- -
325 CID D-500, 4-bbl., V8	9.25:1	285	3-speed manual TorqueFlite Drive	\$222 \$442	\$114† \$334†	\$72 \$292	- -
325 CID D-500, Dual 4-bbl., V8	9.25:1	310	3-speed manual TorqueFlite Drive	\$ \$	\$ \$	\$ \$	- -
354 CID D-501, Dual 4-bbl., V8	10.0:1	340	3-speed manual TorqueFlite Drive	- -	- -	- -	S \$220

\*Available only on Coronet D-66 series. †Deduct \$7 on Station Wagons, and \$30 on Coronet Convertible.

### Major Options

	Coronet	Royal	Custom Royal
Heater and defroster	\$80	\$80	\$80
Airtemp air conditioning*	\$475	\$475	\$475
Electric clock	\$15	\$15	\$15
Radio — pushbutton	\$87	\$87	\$87
4-way power front seat	\$70	\$70	\$70
Full carpeting	\$15	S	S
Power windows	\$102	\$102	\$102
Solex tinted glass	\$45	\$45	\$45
Power steering (except 6-cyl.)	\$92	\$92	\$92
Power brakes	\$38	\$38	\$38
Wheel covers	\$14	\$14	\$14
Deluxe wheel covers	\$31	\$31	\$31
White sidewall tires*	\$30	\$30	\$30

\*Higher on station wagons.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Jewell Black	AAA
Ice Blue	BBB
Velvet Blue Metallic	CCC
Misty Green	DDD
Forest Green Metallic	EEE
Moonstone Gray	FFF
Metallic Charcoal Metallic	GGG
Flame Red	HHH
Sunshine Yellow	KKK
Glacier White	LLL
Cloud White (cars built on West Coast)	LLL
Turquoise	MMM
Tropical Coral	NNN
Gauguin Red (cars built on West Coast)	NNN
Gallant Gold Metallic	PPP
Heather Green	SSS

Standard two-tone codes begin with T. Example: TLC is Glacier White over Velvet Blue Metallic. Special two-tone codes have roof and fin color over "Saddle" (hood, decklid, fender edge) and lower color. Example: LCC is Glacier White roof and fins over Velvet Blue Metallic "Saddle" and lower body. Deluxe two-tone codes have roof and fin color over "Saddle" (hood, decklid, fender edge) over lower color. Example: CLC is Velvet Blue Metallic roof and fins over Glacier White "Saddle" over Velvet Blue Metallic lower



# Coronet

*"Get in the swing ... Go Swept-Wing!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 65.93% (estimate based on body style production estimates).

**Primary competition:** Pontiac Chieftain, Rambler Custom and Studebaker President.

**Notable changes:** Completely redesigned.

**Major standard equipment:** "Magic Fabric" and Pellon-backed vinyl interiors; full floor rubber covering; two-speed electric windshield wipers; windshield, rear window, vent window, and bodyside stainless trim; and 7.50 × 14 BSW tires. Convertible, Suburban and Sierra wagons add: 8.00 × 14 BSW tires. Convertible adds: Power top. D-501 adds special handling and performance upgrades and 7.60 × 15 BSW tires.

## Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	212.2"	214.4"
Width	77.9"	77.9"
Height	57.1"	58.9"
Legroom — front	45.5"	45.5"
Legroom — rear	42.5"	41.0"
Headroom — front	35.7"	36.1"
Headroom — rear	34.5"	35.0"
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	20.0	22.0

## Models Available

	Model No. (6-cyl./V8)	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Coronet 2-Door Club Sedan, 6-p.	D72/D66	\$2,370	+8.02%	3400	*	*
Coronet 2-Door Lancer Hardtop, 6-p.	D66	\$2,580	+5.82%	3570	*	*
Coronet 2-Door Lancer Convertible, 6-p.	D66	\$2,842	+6.12%	3815	*	*
Coronet 4-Door Sedan, 6-p.	D72/D66	\$2,451	+8.12%	3470	*	*
Coronet 4-Door Lancer Hardtop, 6-p.	D66	\$2,665	+4.43%	3665	*	*
Suburban 2-Door Station Wagon, 6-p.	D70	\$2,861	+14.85%	3830	*	*
Sierra 4-Door Station Wagon, 6-p.	D70	\$2,946	+8.47%	3930	*	*
Sierra 4-Door Station Wagon, 9-p.	D70	\$3,073	+8.89%	4015	*	*
Coronet D-501 2-Door Club Sedan, 6-p.	D-501	\$3,314	NEW	3885	*	NEW
Coronet D-501 2-Door Convertible, 6-p.	D-501	\$3,670	NEW	3975	*	NEW
TOTALS	<i>Avg. Price</i>	\$2,877	+14.19%	<i>Production</i>	185,500 <sup>†</sup>	+30.07% <sup>†</sup>

\*Production records were not kept by body style per series; therefore change from LY cannot be calculated. †Estimated production total for series based on body style production estimates.

# Royal

*"There is a special kind of magic when you go Swept-Wing!"*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 17.06% (estimate based on body style production estimates).

**Primary competition:** Buick Special, Mercury Monterey, Pontiac Super Chief, and Rambler Rebel.

**Notable changes:** Completely redesigned.

**Major standard equipment:** "Magic Fabric" and Pellon-backed vinyl interior; full floor carpeting; two-speed electric windshield wipers; windshield, rear window, beltline and bodyside stainless trim; and 8.00 × 14 BSW tires. Custom Sierra wagons add: Two-tone vinyl interior trim.

## Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	212.2"	214.4"
Width	77.9"	77.9"
Height	57.1"	58.9"
Legroom — front	45.5"	45.5"
Legroom — rear	42.5"	41.0"
Headroom — front	35.7"	36.1"
Headroom — rear	34.5"	35.0"
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	20.0	22.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Royal 2-Door Lancer Hardtop, 6-p.	D67-1	\$2,769	+7.20%	3585	*	*
Royal 4-Door Sedan, 6-p.	D67-1	\$2,712	+7.92%	3620	*	*
Royal 4-Door Lancer Hardtop, 6-p.	D67-1	\$2,818	+4.43%	3690	*	NEW
Custom Sierra 4-Door Station Wagon, 6-p.	D71	\$3,087	+7.60%	3960	*	*
Custom Sierra 4-Door Station Wagon, 9-p.	D71	\$3,215	+8.10%	4030	*	*
TOTALS	<i>Avg. Price</i>	\$2,920	+7.07%	<i>Production</i>	48,000 <sup>†</sup>	-1.60% <sup>†</sup>

\*Production records were not kept by body style per series; therefore change from LY cannot be calculated. <sup>†</sup>Estimated production total for series based on body style production estimates.

## Custom Royal

*"It is a Swept-Wing mastery of motion!"*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 17.01% (estimate based on body style production estimates).

**Primary competition:** DeSoto Firesweep, Hudson Hornet, Nash Ambassador, Oldsmobile 88, and Pontiac Star Chief.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Two-tone "Magic Fabric" and Pellon-backed vinyl interior; full floor carpeting; two-speed electric windshield wipers; windshield, rear window, beltline and bodyside stainless trim; and 8.00 × 14 BSW tires. Convertible adds: Power top.

### Measurements

Wheelbase	122.0"
Length	212.2"
Width	77.9"
Height	57.1"
Legroom — front	45.5"
Legroom — rear	42.5"
Headroom — front	35.7"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom Royal 2-Door Lancer Hardtop, 6-p.	D67-2	\$2,920	+8.43%	3670	*	*
Custom Royal 2-Door Lancer Convertible, 6-p.	D67-2	\$3,146	+8.00%	3810	*	*
Custom Royal 4-Door Sedan, 6-p.	D67-2	\$2,881	+9.84%	3690	*	*
Custom Royal 4-Door Lancer Hardtop, 6-p.	D67-2	\$2,991	+6.56%	3750	*	NEW
TOTALS	<i>Avg. Price</i>	\$2,985	+8.17%	<i>Production</i>	47,860 <sup>†</sup>	-2.91% <sup>†</sup>

\*Production records were not kept by body style per series; therefore change from LY cannot be calculated. <sup>†</sup>Estimated production total for series based on body style production estimates.

# FORD

*"A new kind of Ford for '57!"*

For the second time in three years, a completely redesigned Ford was introduced. The new Ford was for the

most part more modern appearing than Chevrolet, but not as advanced as the new Plymouth. At the end of the year

the new Ford was rewarded with the number one spot in model year production and sales as well as calendar year production and sales. This was the first time since 1935 that Ford had swept all four areas. How ironic that so many years later, the '57 Chevrolet is the iconic fifties car.

Nineteen fifty-seven was the 25th anniversary of the Ford V8, and new, more powerful engines celebrated the fact. All engines, even the inline 6-cylinder, received increases of about 10 percent in horsepower created mainly through higher compression. At the top end, a new dual 4-barrel carburetor setup was fitted to the 312 CID Thunderbird Special V8, to create a 270-horsepower powerhouse. And a supercharged variant of the 312 CID V8, putting out 300 horsepower, was offered in limited quantities exclusively on the Thunderbird.

This year marked the first time that Ford used two different wheelbase lengths on its regular line of cars. The newly named Custom and Custom 300 series, which replaced the Mainline and Customline, were placed on a 116 inch wheelbase platform, as were all station wagons. On a slightly longer 118 inch wheelbase were the Fairlane and new Fairlane 500 series. Despite this chassis difference, most exterior and interior styling appeared the same except on the 4-door sedans. Both Custom and Custom 300s used a 6-window greenhouse, while the Fairlane and Fairlane 500 had a fixed quarter window placed within the door frame.

The new exterior design bore little resemblance to prior Fords. The entire front slanted forward, including the new grille, again made up of rectangular slots, this year being five rows tall and six columns across. Rectangular parking lamps were mounted at the far ends of the grille, directly below hooded headlamps, which protruded slightly in a custom "tunneled" look. The front hinged hood sported a new "Bulls-Eye" hood ornament, with the Ford crest in a round medallion on the front of it. The Fairlane name was in script above the grille, while Customs used the name Ford in block lettering. Around back the familiar round taillamp was now larger, with a pointed cone shape in the center. Decklid trim utilized variations of the Ford crest and series designation.

Exterior trim of each model was different, although the Custom 300 and Fairlane 500 shared a similar gold anodized front fender and door trim, with a "V" dip similar to that of the '55 and '56 models. On both series the trim started on the fender side, above a new front fender and door feature line. On the Custom 300, the "V" dipped lower, and the rearward part ran straight back to the mid-point of the taillamp, as it did on the '56 Fairlane. On the Fairlane 500, the "V" did not go as low, and the rear portion ran up to the rear quarter panel edge, following it to the end of the new tailfin. The base line Custom utilized a rear quarter panel trim piece starting at the B-pillar, cant-

ing backwards down the bodyside to a V-shaped dip, and then running back to the taillamp, like the Custom 300's trim. The Fairlane used a trim piece that started in the middle of the rear side window, ran forward about a foot, nearly to the back edge of the front door, formed a point, and then angled backwards and down, turning straight back across the top of the rear wheel opening, ending at the top of the rear bumper.

Inside, the big Fords used a new horizontal instrument panel theme, with curved ends leading into the door trim. A new hooded curved speedometer sat above the steering column, with fuel and temperature gauges at each end. Warning lights were again used for oil pressure and voltage. Optional radio, clock, heater and air conditioning controls were placed horizontally along the center of the dash. Upholstery materials were upgraded and available in more colors.

Not to be left out, the sporty Thunderbird was restyled for the new year. Basic styling elements remained with a larger grille that opened down into the bumper area and parking lamps moved to the lower bumper end. Down the body side, a small tailfin design was used, beginning around the door handle and running along the full length of the newly extended rear quarter panels. The extension was done to relocate the spare tire back inside the trunk, improving both handling and cargo space. Also new from the outside was a porthole on the removable hardtop. The standard dual exhaust pipes were again routed out the angular rear bumper. Inside, the changes continued, with a new instrument panel that was similar to the 1956 Ford line, using a round speedometer and engine-turned trim.

There was also big news in the model lineup. The new Fairlane 500 series was the top line Ford for '57 and included the full range of Fairlane models, with the Sunliner convertible moving to the new series. An all-new Fairlane 500 Skyliner retractable hardtop convertible, offered only with V8 power, was also introduced, and became the first successful body style of its type. A complex hydraulically powered mechanism lowered the entire roof into the enlarged luggage compartment, creating a true convertible when lowered. Raised, it looked like a traditional 2-Door hardtop, albeit with a more formal roofline and a wide C-pillar, similar to what would be seen on next year's 4-passenger Thunderbird convertible. The only downsides were the complex system of hydraulics, servos and electrical connections required to operate the top, and the lack of cargo space, which was cut down to a small bin in the center of the rear compartment, despite the three inches of additional length and approximately one inch of added height. Other model changes included the dropping of the 2-Door hardtop from the Custom 300 (formerly Customline) series and of the two Crown Victoria models from the Fairlane series. Station wagons were still considered a separate

series by Ford, but are herein placed with the series to which each is most closely related. The one-year-only Park Lane station wagon was dropped and the Custom Ranch wagon

was replaced by the renamed Del Rio wagon. The Park Lane name would reappear in 1958 as a top line Mercury series.



Custom 2-Door Ranch Wagon



Custom 300 Fordor (4-Door) Sedan



Fairlane 2-Door Victoria Club Coupe



Fairlane 500 2-Door Sunliner Convertible



Fairlane 500 4-Door Victoria Town Sedan



Thunderbird 2-Door Convertible with removable Hardtop

**Model year production:** 1,676,448, up 19.03% from 1956.

**Domestic market share:** 26.33% (1st place).

**Base price range:** \$1,879 to \$3,408.

**Ford average base price:** \$2,378, up 6.97%.

**Introduction date:** October 1956.

**Assembly plants:** Atlanta, GA (A); Buffalo, NY (B); Chester, PA (C); Chicago, IL (G); Dallas, TX (D); Dearborn, MI (F); Mahwah, NJ (E); Kansas City, MO (K); Long Beach, CA (L); Louisville, KY (U); Memphis, TN (M); Norfolk, VA (N); San Jose, CA (R); Somerville, MA (S); and Twin Cities (St. Paul), MN (P).

**Serial number identification:** Ten-digit number located on left front door hinge pillar, and read as follows: First digit

indicates engine installation — “A” for 223 CID 6-cylinder, “B” for 272 CID V8, “C” for 292 CID V8, “D” for 312 CID V8, 4-bbl., “E” for 312 CID V8, dual 4-bbl., and “F” for 312 CID V8 with Paxton supercharger. The second digit indicates model year (7 = 1957). Third digit indicates assembly plant code from above. Fourth digit indicates the body type as follows: Sunliner (C); Skyliner (W); Two-door wagons (R); Country Sedan (X); Country Squire (Y); Fairlane and Fairlane 500 Victoria Club and Town sedans (V); Fairlane and Fairlane 500 Club and Town sedans (T); Thunderbird (H); all Custom and Custom 300 models (G). Remaining digits are sequential with beginning number of 100001 and ending number as shown in chart.

### Highest Serial Numbers by Assembly Plant

<i>Assembly Plant</i>	<i>Ending No.</i>
Atlanta, GA (A)	190887
Buffalo, NY (B)	180549
Chester, PA (C)	174076
Chicago, IL (G)	203529
Dallas, TX (D)	245491
Dearborn, MI (F)*	393687
Mahwah, NJ (E)	314602
Kansas City, MO (K)	180620
Long Beach, CA (L)	200815
Louisville, KY (U)	205598
Memphis, TN (M)	185303
Norfolk, VA (N)	175779
San Jose, CA (R)	218006
Somerville, MA (S)	148434
Twin Cities (St. Paul), MN (P)	192280

\*All Thunderbirds were built at Dearborn, MI.

## Powertrains

Engine	Compression		Transmission	Custom &	Fairlane &	Thunderbird
	Ratio	Gross HP		Custom 300	Fairlane 500*	
223 CID Mileage Maker, 1-bbl., 6-cyl.	8.6:1	144	3-speed manual	S	S	-
			Overdrive	\$108	\$108	-
			Ford-O-Matic Drive	\$180	\$180	-
272 CID Ford, 2-bbl., V8	8.6:1	190	3-speed manual	\$100	-	-
			Overdrive	\$208	-	-
			Ford-O-Matic Drive	\$280	-	-
292 CID Thunderbird, 4-bbl., V8	9.1:1	212	3-speed manual	-	\$100	S
			Overdrive	-	\$208	-
			Ford-O-Matic Drive	-	\$280	-
312 CID Thunderbird Special, 4-bbl., V8	9.7:1	245	3-speed manual	\$143	\$143	-
			Overdrive	\$251	\$251	\$145
			Ford-O-Matic Drive	\$323	\$323	\$212
312 CID Thunderbird Special, Dual 4-bbl., V8	9.7:1	270	3-speed manual	-	-	\$45
			Overdrive	-	-	\$188
			Ford-O-Matic Drive	-	-	\$257
312 CID Thunderbird Special, Supercharged 4-bbl., V8	8.5:1	300	3-speed manual	-	-	\$439
			Overdrive	-	-	\$547
			Ford-O-Matic Drive	-	-	\$719

\*The Fairlane 500 Skyliner has the 292 CID V8 as standard equipment. Deduct \$100 from optional equipment pricing.

## Major Options

	Custom	Custom 300	Fairlane	Fairlane 500	T-Bird
Magic Air heater and defroster	\$85	\$85	\$85	\$85	\$85
SelectAire conditioner	\$	\$	\$	\$	-
Electric clock	\$15	\$15	\$15	S	\$15
Radio	\$100	\$100	\$100	\$100	\$100
I-rest tinted glass	\$	\$	\$	\$	\$25
Windshield washers	\$10	\$10	\$10	\$10	\$10
Power windows	-	\$	\$	\$	\$70
Power seat, 4-way	-	\$60	\$60	\$60	\$65
Master-Guide power steering	\$69	\$69	\$69	\$69	\$69
Swift Sure power brakes	\$38	\$38	\$38	\$38	\$38
Rear fender skirts	\$	\$	\$	\$	S
Full wheel covers	\$	\$	\$	S	S
White sidewall tires	\$27	\$27	\$27	\$27	\$30

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code
Raven Black	A
Dresden Blue	C*
Silver Mocha Metallic	D*
Colonial White	E
Starmist Blue	F
Cumberland Green	G*
Gunmetal Gray Metallic	H
Willow Green	J
Silver Mocha Metallic	K*
Doeskin Tan	L*
Gunmetal Gray Metallic	N
Thunderbird Bronze Metallic	Q†
Woodsmoke Gray	T*
Flame Red	V
Springmist Green	W*
Thunderbird Dusk Rose	X†
Inca Gold	Y
Coral Sand	Z
Berkshire Green	V <sup>ffi</sup>
Sunset Coral	Y <sup>ffi</sup>

For the conventional two-tone codes, the first letter indicates lower body color and second code indicates upper body color. For, Style-Tone two-tone codes, in general, the first letter indicates roof and lower body color. Second code letter indicates the middle body color. \*Not available on Thunderbird. †Thunderbird exclusive color. <sup>ffi</sup>-Carry-over 1956 Spring color.



## Custom

*"The revolution in the low-price field starts here!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 15.11%.

**Primary competition:** Chevrolet One-Fifty, Plymouth Plaza, and Studebaker Scotsman.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon and vinyl upholstery, black rubber floor covering, horn button, driver's side sun visor, rubber front and rear window moldings, hood ornament, and 7.50 × 14 BSW tires.

Ranch Wagon adds: Vinyl upholstery and linoleum cargo floor.

### Measurements

	Cars	Wagon
Wheelbase	116.0"	116.0"
Length	201.7"	203.5"
Width	78.2"	78.2"
Height	58.9"	59.9"
Legroom — front	44.3"	44.2"
Legroom — rear	41.8"	NA
Headroom — front	34.9"	35.0"
Headroom — rear	33.6"	NA
Cargo capacity (cu. ft.)	20.0	NA
Fuel capacity (gals.)	NA	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom 2-Door Business Sedan, 3-p.	70D	\$1,879	+7.49%	3141	6,888	-14.11%
Custom 2-Door (Tudor) Sedan, 6-p.	70A	\$1,991	+7.62%	3150	116,963	+9.34%
Custom 4-Door (Fordor) Sedan, 6-p.	73A	\$2,042	+7.76%	3193	68,924	+39.39%
(Custom) 2-Door Ranch Wagon, 6-p.	59A	\$2,301	+5.31%	3394	60,486	+25.11%
TOTALS	<i>Avg. price</i>	\$2,053	+6.97%	<i>Production</i>	253,261	+19.02%

## Custom 300

*"Fine-car fun ... still at low budget prices!"*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 32.13%.

**Primary competition:** Chevrolet One-Fifty, Plymouth Plaza, and Studebaker Champion.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Two-tone cloth and vinyl upholstery, automatic interior courtesy lighting, black floor mats, half-circle horn ring, clock, stainless front, rear and side window surround moldings, full-length body side stainless trim, and 7.50 × 14 BSW tires. Station wagon adds: Vinyl upholstery and tan linoleum cargo floor.

### Measurements

	Cars	Wagon
Wheelbase	116.0"	116.0"
Length	201.7"	203.5"
Width	78.2"	78.2"
Height	58.9"	59.9"
Legroom — front	44.3"	44.2"
Legroom — rear	41.8"	NA
Headroom — front	34.9"	35.0"
Headroom — rear	33.6"	NA
Cargo capacity (cu. ft.)	20.0	NA
Fuel capacity (gals.)	NA	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom 300 2-Door (Tudor) Sedan, 6-p.	70B	\$2,105	+8.56%	3163	160,360	-2.71%
Custom 300 4-Door (Fordor) Sedan, 6-p.	73B	\$2,157	+8.66%	3208	194,877	+14.17%
(Custom 300) 2-Door Del Rio Wagon, 6-p.	59B	\$2,397	+6.58%	3401	46,105	+8.95%



	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
(Custom 300) 4-Door Country Sedan Station Wagon, 6-p.	79D	\$2,451	+6.70%	3464	137,251	+60.76%
TOTALS	<i>Avg. price</i>	\$2,278	+7.81%	<i>Production</i>	538,593	+8.51%

## Fairlane

*"It's longer, lower on the outside ... taller on the inside!"*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1957 through 1958.

Percentage of division's sales volume: 11.83%.

Primary competition: Chevrolet Two-Ten, Plymouth Savoy, Rambler and Studebaker Commander.

Notable changes: Completely redesigned.

Major standard equipment: Two-tone vinyl and vinyl pleated or nylon and vinyl upholstery, automatic interior courtesy lighting, full floor color-coordinated carpeting, stainless front, rear and side window surround moldings, body side stainless trim, and 7.50 × 14 BSW tires. Country Sedan adds: Vinyl upholstery, removable rear seat, linoleum cargo floor, and 8.00 × 14 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	118.0"	116.0"
Length	207.7"	203.5"
Width	78.2"	78.2"
Height	57.5"	59.9"
Legroom — front	43.2"	44.2"
Legroom — rear	40.7"	NA
Headroom — front	33.9"	35.0"
Headroom — rear	33.6"	NA
Cargo capacity (cu. ft.)	20.0	NA
Fuel capacity (gals.)	NA	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fairlane 2-Door Club Sedan, 6-p.	64A	\$2,235	+9.18%	3270	39,843	-72.07%
Fairlane 2-Door Victoria Hardtop Club Coupe, 6-p.	63B	\$2,293	+4.51%	3305	44,127	-75.17%
Fairlane 4-Door Town Sedan, 6-p.	58A	\$2,286	+9.22%	3315	52,060	-76.85%
Fairlane 4-Door Victoria Hardtop, 6-p.	57B	\$2,357	+4.80%	3350	12,695	-60.47%
(Fairlane) 4-Door Country Sedan Station Wagon, 9-p.	79C	\$2,556	+5.27%	3553	49,638	*
TOTALS	<i>Avg. price</i>	\$2,345	+1.64%	<i>Production</i>	198,363	-70.99%

\*Difference cannot be calculated as production of 1956 8-passenger Country Sedans is included within the 6-passenger total.

## Fairlane 500

*"Taking the measure of the higher-priced cars in every way but price!"*

Nameplate year of origin: 1957.

Current bodystyle lifespan: 1957 through 1958.

Percentage of division's sales volume: 39.66%.

Primary competition: Chevrolet Bel Air, Plymouth Belvedere and Studebaker President.

Notable changes: All-new series. Replaces portions of 1956 Fairlane series.

Major standard equipment: Two-tone vinyl and vinyl pleated or nylon and vinyl upholstery, automatic interior courtesy lighting, full floor color-coordinated carpeting, stainless front, rear and side window surround moldings, full length body side stainless trim, and 7.50 × 14 BSW tires. Sunliner and Skyliner add: Hydraulic power operated top. Country

### Measurements

	Cars	Wagon
Wheelbase	118.0"	116.0"
Length	207.7"	203.5"
Width	78.2"	78.2"
Height	57.5"	59.9"
Legroom — front	43.2"	44.2"
Legroom — rear	40.7"	NA
Headroom — front	33.9"	35.0"
Headroom — rear	33.6"	NA

Squire adds: Vinyl interior, linoleum cargo floor, simulated mahogany panels with fiberglass maple exterior wood trim, and 8.00 × 14 BSW tires.

### Measurements (cont.)

	Cars	Wagon
Cargo capacity (cu. ft.)	20.0	NA
Fuel capacity (gals.)	NA	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fairlane 500 2-Door Club Sedan, 6-p.	64B	\$2,281	NEW	3285	93,753	NEW
Fairlane 500 2-Door Victoria Hardtop Club Coupe, 6-p.	63A	\$2,339	NEW	3320	183,202	NEW
Fairlane 500 2-Door Sunliner Convertible, 6-p.	76B	\$2,505	NEW	3475	77,728	NEW
Fairlane 500 2-Door Skyliner Retractable Hardtop, 6-p.	51A	\$2,942	NEW	3916	20,766	NEW
Fairlane 500 4-Door Town Sedan, 6-p.	58B	\$2,333	NEW	3330	193,162	NEW
Fairlane 500 4-Door Victoria Hardtop Town Sedan, 6-p.	57A	\$2,404	NEW	3365	68,550	NEW
(Fairlane 500) 4-Door Country Squire Station Wagon, 9-p.	79C	\$2,556	+5.96%	3553	27,690	+19.25%
TOTALS	<i>Avg. price</i>	\$2,498	NEW	<i>Production</i>	664,851	NEW

## Thunderbird

“The new Ford Thunderbird!”

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1955 through 1957.

Percentage of division's sales volume: 1.28%.

Primary competition: Chevrolet Corvette.

Notable changes: Restyled front and rear.

Major standard equipment: Two-tone pleated vinyl upholstery, bench seat, door armrests, automatic interior courtesy lighting, rayon loop carpeting, half-circle steering wheel horn ring, winged “Thunderbird” front end emblem, stainless steel window surround moldings, dual horns, dual exhaust, removable fiberglass hardtop, and 7.50 × 14 BSW tires.

### Measurements

Wheelbase	102.0"
Length	181.4"
Width	72.8"
Height	51.6"
Legroom — front	44.9"
Legroom — rear	—
Headroom — front	33.6"
Headroom — rear	—
Cargo capacity (cu. ft.)	14.0
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Thunderbird 2-Door Convertible, 2-p.	40	\$3,408	+8.16%	3145	21,380	+36.78%
TOTALS	<i>Avg. price</i>	\$3,408	+8.16%	<i>Production</i>	21,380	+36.78%

# HUDSON

*"Hudson for 1957. Power's up! Price's down!"*

The final model year for Hudson was announced on October 25, 1956. Several months later, the last Hudson would roll from the assembly line. To their credit, American Motors did its best to keep separate identities for Hudson and Nash, but the overwhelming popularity of the Rambler showed the newly formed company that they needed to go in a different direction. For 1958, the Hudson and Nash names would disappear.

Styling changes to the '57 Hornets were few. A "V" chrome emblem was added to the grille. The fin on top of the front fender was replaced with a V-shaped chrome fender ornament. At the back end, the chrome trim atop the rear quarter panel was replaced by added sheetmetal that gave the body a straight-line appearance from front to rear along the fender line. Vertically mounted, oval combination taillamp and backup lamps were placed on the revised quarter panel end.

New bodyside trim was also introduced featuring a full-length trim piece that began at the headlight bezel and went down to form a "V" dip in front of the front wheel opening. It then ran up and over the wheel opening and straight back to the bottom of the taillamp and backup lamp bezel. Beginning at the same point, a second piece of stainless trim ran straight back across the front fender and about two-thirds of the front door, then angled downward to meet the lower molding. On Hornet Supers, the area in between was painted body color, while on the Hornet Custom it was filled with silver anodized trim.

The big selling point for Hudson's final year was the introduction of the 327 CID V8 engine designed by Amer-

ican Motors. With a standard 4-barrel carburetor, the 255-horsepower engine would make the Rambler Rebel known as a factory hot rod, but would go relatively unrecognized in Hudsons. Also this year, Flash-away Hydra-Matic was available on all models, and included a parking position that prior Hydra-Matic transmissions did not have.

Hudson interiors continued the "V" theme begun in 1956, and came in some of the automotive industry's most colorful combinations. New metallic-weave nylons were introduced, and leather upholstery continued to be available. Three Hudson models, including the Wasp nameplate, plus the seven Rambler models that were no longer sold under the Hudson name, meant a big reduction in the number of models offered for Hudson's final year. Only a Hudson Super 2-door Hollywood hardtop was added to the line.

Note that the slogan above may appear misleading in light of the data that follow below. Prices were in fact down about 8–10 percent depending upon model, though, when it is taken into consideration that the lower priced Rambler and Wasp series were no longer in the mix. Also, the Hornet series now had a standard, more powerful V8 engine, which was previously an optional item. This, combined with other new features which were now standard equipment, meant that consumers were truly getting more at a lower price. Unfortunately, the decision to go with the Rambler as the lead car for the new American Motors Corporation meant the passing of a long revered nameplate. By model year end, the Hudson passed into history, with the last Hudson Hornet being built on June 25, 1957.



Hornet Custom interior



Hornet Super 2-Door Hollywood Hardtop



Hornet Super 4-Door Sedan

**Model year production:** 3,876 down 87.56% from 1956.

**Domestic market share:** 0.05% (17th place).

**Base price range:** \$2,821 to \$3,101.

**Hudson average base price:** \$2,961, up 20.90%.

**Introduction date:** October 25, 1956.

**Assembly plants:** Kenosha, WI (Y).

**Serial number identification:** Six-digit code on plate located on right side of cowl under hood. First digit indicates assembly plant code from above. Remaining digits are sequential serial numbers beginning with 10501, and ending with 14376.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Hornet</i>
327 CID Hornet, 4-bbl., OHV, V8	9.0:1	255	3-speed manual Overdrive Flash-away Hydra-Matic	S \$110 \$232

## Major Options

	<i>Hornet</i>
Weather-Eye heater and defroster	\$77
All Season air conditioning	\$415
Radio and antenna	\$98
Air-liner reclining seats	\$11*
Electric clock	\$18*
Power windows	\$128
Solex tinted glass	\$33
Power steering	\$99
Power brakes	\$40*
Full wheel covers	\$20*
White sidewall tires	\$40

\*Standard on Custom models.

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Classic Black	P1
Bermuda Green	P67
Frost White	P72
Pacific Blue	P82
Glacier Blue	P84
Lagoon Blue	P85
Plum Metallic	P86
Berkshire Green	P87
Oregon Green	P88
Avocado Metallic	P89
Mardi Gras Red	P90
Mojave Yellow	P92
Sierra Peach	P93
Cinnamon Bronze Metallic	P94
Gotham Gray Metallic	P95
Rebel Silver Gray Metallic	P96

*In two-tone combinations, first code is lower color and second code is upper color. Example: P1-72 = Frost White over Black. Three-tone combinations available only on Custom models; first code is lower color, second code is intermediate color, and third code is upper color. Example: P88-67-72 = Frost White over Bermuda Green over Oregon Green.*

# Hornet

*"This is Hudson beauty: long and level—inches lower!"*

**Nameplate year of origin:** 1951.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 100%.

**Primary competition:** Buick Century, Chrysler Windsor, DeSoto Fire-dome, Mercury Montclair, Nash Ambassador, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Tri-tone nylon, cloth and vinyl interior trim, reclining front seats, full carpeting, wind-up clock, stainless steel

## Measurements

Wheelbase	121.3"
Length	209.3"
Width	78.0"
Height	60.4"
Legroom — front	42.5"
Legroom — rear	40.1"
Headroom — front	36.4"
Headroom — rear	35.3"

window surrounds, stainless steel beltline molding, stainless steel full-length bodyside molding, rocker panel moldings, small hubcaps, and 8.00 × 14 BSW tires. Custom adds: Foam seat cushions, custom steering wheel, electric clock, silver anodized bodyside trim, power brakes, and full wheel covers.

### Measurements (cont.)

Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

<i>Model No.</i>	<i>Base FADP</i>	<i>LY</i>	<i>Change from Wt. (lbs.)</i>	<i>Shipping Production</i>	<i>Model Year LY</i>	<i>Change from</i>
Hornet Super 2-Door Hollywood Hardtop, 6-p.	35787-1	\$2,911	NEW	3655	266	NEW
Hornet Super 4-Door Sedan, 6-p.	35785-1	\$2,821	+1.69%	3631	1,103	NA*
Hornet Custom 2-Door Hollywood Hardtop, 6-p.	35787-2	\$3,101	-1.24%	3693	483	NA*
Hornet Custom 4-Door Sedan, 6-p.	35785-2	\$3,011	-0.40%	3678	1,256	NA*
TOTALS	<i>Avg. Price</i>	\$2,961	+10.18%	<i>Production</i>	3,108	-61.88%

\*Hornet Super and Custom production kept by model number (body style), but not by sub-series; therefore comparison is not available.

# IMPERIAL

*“America’s Most Distinguished Car.”*

With the total redesign of the entire Chrysler corporate line, the Imperial was suddenly leaps and bounds ahead of the competition in terms of styling and design. The redesign also brought Imperial a body that was not shared with other Chrysler models, helping to visually break the ties that had bound it so closely to the lower-priced Chrysler line.

Imperial followed the corporate theme of longer, lower and wider, and Chrysler commonality was recognizable through the windshield and front pillar areas, as well as the sweeping tailfins and lower body side trim. Sedan models generally carried a version of the Chrysler roofline. However, Imperial hardtops had a distinctive roofline that distinguished them immediately from other cars, with the C-pillars wrapping over the top. Speaking of roofs, the Crown Convertible was the first open Imperial model in nearly 20 years. Beneath the new rooflines was found the first use of curved side windows. This design allowed for wider interiors and curved bodysides at the seat level, combined with a slimmer roofline, as the windows would curve in to meet the roof as they were raised. By the mid-1960s this would become a standard feature on most cars. And of course, inside the cars were all-new with cleanly styled instrument panels and an array of new fabrics and patterns for seats and door panels.

Other new styling features included a new mesh-type grid pattern full-width grille. Front fenders overhung dual headlamps, with chrome trim tracing the upper outline of both the hood and fenders. Single headlamps were available for buyers in states where the dual units were still illegal. The front bumper was a single unit with a horizontal gap across it, which housed the combination parking lamp and turn signal units located at each end. Bodysides continued to be tastefully adorned, and rear quarter panels sprouted taller tailfins. The new design tailfin continued the round taillamp theme of the prior two seasons, but this time it was built into the upper trailing edge of the fender. An unusual option, new for 1957 and available on any Imperial model, was a horizontal simulated Continental tire mounting, stamped into the trunk lid and adding “just another note of distinction and exclusiveness to the car,” as a brochure read. A similar feature would appear on the 1959 Plymouth Sport Fury, some 1960 Chrysler models, and the 1960–1961 Valiant line.

Under the hood, the new Imperial gained a new 392 CID V8, replacing the former “Hemi” engine. Mated to the new engine was Chrysler’s new TorqueFlite automatic transmission. The new combination finally gave the Imperial a powertrain comparable to those of its chief rivals, Cadillac and Lincoln.



Other changes included the addition of two new series, the Crown and LeBaron. The Crown was a step up from the base Imperial line, and basically featured more lavishly styled interior trim. Crowns were recognizable from the outside only by the Crown emblem on the second “i” in the Imperial nameplate. The LeBaron was essentially a step down from the custom-built Crown Imperial 8-passenger sedans. Available in 4-Door models only, the LeBaron, which took its name from Chrysler sedans of the twenties and thirties, was meant to offer limousine type features in a more traditional car. It was identified by the

LeBaron name on the front fender in lieu of the Imperial nameplate. Finally, the Crown Imperial line now had a body custom designed and built in Turin, Italy, by Ghia. The styling was basically standard Imperial with the exception of the more formal roofline and doors that opened into the roof. Also different was the 1958 style grille made up of four columns of horizontal bars. Color choices were limited to black, blue, maroon or dark green. This change put the Crown Imperial into an exclusive custom-built class.



Imperial 2-Door Southampton Hardtop



Imperial 4-Door Southampton Hardtop



Crown 2-Door Convertible



LeBaron 4-Door Sedan

**Model year production:** 37,593, up 251.86% from 1956.  
**Domestic market share:** 0.60% (15th place).  
**Base price range:** \$4,736 to \$14,000.  
**Imperial average base price:** \$6,158, up 0.98%.  
**Introduction date:** October 30, 1956. Crown Imperial introduced on January 2, 1957.

**Assembly plant:** Detroit, MI.  
**Serial number identification:** Located on left front door hinge pillar. All series: Seven or eight digit code, C571001 to C5736890.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
392 CID, 4-bbl., V8	9.25:1	325	TorqueFlite Automatic	S

### Major Options

	<i>Imperial</i>	<i>Crown</i>	<i>LeBaron</i>	<i>Crown Imperial</i>
Heater and defroster	\$78	\$78	\$78	S
Air-Temp air conditioning	\$567	\$567	\$567	\$567
Solex tinted glass	\$50	\$50	\$50	\$50
Music-Master radio	\$101	\$101	\$101	S



### Major Options (cont.)

	<i>Imperial</i>	<i>Crown</i>	<i>LeBaron</i>	<i>Crown Imperial</i>
Electric clock	S	S	S	S
Four-way power front seat	S	S	S	S
Power windows	\$120	S	S	S
Power steering	S	S	S	S
Power brakes (disc on Crown Imperial)	S	S	S	S
Wire wheels	\$	\$	\$	\$
White sidewall tires	S	S	S	S

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>		<i>Code</i>		<i>Code</i>
Jet Black	A	Desert Beige	L	Cloud White	X
Horizon Blue	B	Shell Pink	M	Crocus Yellow	261
Regatta Blue Metallic	C	Copper Brown Metallic	N	Blue Jade	262
Sovereign Blue Metallic	D	Gaugin Red	P	Copper Glow Metallic	263
Seafoam Aqua	E	Regimental Red	R		
Parade Green Metallic	F	Sunset Rose	S	<i>In two-tone combinations, first letter indicates upper color and second letter indicates lower color. If insert color used, it is the third letter. Examples: AB = A, upper color; B, lower color. ABA = A, upper color; B, lower color; A, insert color.</i>	
Forest Green Metallic	G	Champagne Gold	T		
Mist Gray	H	Deep Ruby Metallic	U		
Gunmetal Gray Metallic	J	Saturn Blue	V		
Charcoal Gray Metallic	K	Indian Turquoise	W		

# Imperial

“Car beyond compare ... Imperial.”

Nameplate year of origin: 1926.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 48.06%.

Primary competition: Cadillac Series 62 and Lincoln Capri.

Notable changes: Completely redesigned.

Major standard equipment: Leather and broadcloth interior trim, 4-way power front seat adjustment, front and rear seat center pull-down armrest, full floor carpeting, full wheel covers, and 9.50 × 14 WSW tires.

### Measurements

Wheelbase	129.0"
Length	224.0"
Width	81.2"
Height	57.0"
Legroom — front	45.7"
Legroom — rear	43.5"
Headroom — front	35.1"
Headroom — rear	34.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Imperial 2-Door Southampton Hardtop, 6-p.	IM1-1	\$4,736	-7.03%	4640	4,885	+133.29%
Imperial 4-Door Sedan, 6-p.	IM1-1	\$4,838	+0.12%	4640	5,654	-17.11%
Imperial 4-Door Southampton Hardtop, 6-p.	IM1-1	\$4,838	-7.41%	4780	7,527	+387.82%
TOTALS	<i>Avg. Price</i>	\$4,804	-4.88%	<i>Production</i>	18,066	+72.75%

## Crown

*"The triumphant new Imperial.  
A car of exquisite beauty—both inside and out."*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 44.82%.

**Primary competition:** Cadillac Series 62, and Lincoln Premier.

**Notable changes:** All-new series.

**Major standard equipment:** Leather and broadcloth interior trim, 4-way power front seat adjustment, front and rear seat center pull-down armrest, full floor carpeting, power windows, safety accessory group, full wheel covers, and 9.50 × 14 WSW tires.

### Measurements

Wheelbase	129.0"
Length	224.0"
Width	81.2"
Height	57.0"
Legroom—front	45.7"
Legroom—rear	43.5"
Headroom—front	35.1"
Headroom—rear	34.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Crown 2-Door Southampton Hardtop, 6-p.	IM1-2	\$5,269	NEW	4755	4,199	NEW
Crown 2-Door Convertible, 6-p.	IM1-2	\$5,598	NEW	4830	1,167	NEW
Crown 4-Door Sedan, 6-p.	IM1-2	\$5,406	NEW	4740	3,642	NEW
Crown 4-Door Southampton Hardtop, 6-p.	IM1-2	\$5,406	NEW	4920	7,843	NEW
TOTALS	<i>Avg. Price</i>	\$5,420	NEW	<i>Production</i>	16,851	NEW

## LeBaron

*"Finest expression of the Forward Look!"*

**Nameplate year of origin:** 1924 (as Chrysler sedan model designation); 1926 (as series).

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 7.02%.

**Primary competition:** Cadillac Series 60 Special.

**Notable changes:** All-new series.

**Major standard equipment:** Leather and broadcloth interior trim, 4-way power front seat adjustment, front and rear seat center pull-down armrest, full floor carpeting, power windows, safety accessory group, custom accessory group, full wheel covers, and 9.50 × 14 WSW tires.

### Measurements

Wheelbase	129.0"
Length	224.0"
Width	81.2"
Height	57.0"
Legroom—front	45.7"
Legroom—rear	43.5"
Headroom—front	35.1"
Headroom—rear	34.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
LeBaron 4-Door Sedan, 6-p.	IM1-4	\$5,743	NEW	4765	1,729	NEW
LeBaron 4-Door Southampton Hardtop, 6-p.	IM1-4	\$5,743	NEW	4900	911	NEW
TOTALS	<i>Avg. Price</i>	\$5,743	NEW	<i>Production</i>	2,640	NEW

# Crown Imperial

*"The most exclusive Imperial."*

Nameplate year of origin: 1940.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 0.10%.

Primary competition: Cadillac Series Fleetwood 75.

Notable changes: Completely redesigned.

Major standard equipment: Broadcloth interior trim, front and rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, directional signals, heater and defroster, power windows, safety accessory group, custom accessory group, full wheel covers, and 9.50 × 14 WSW tires.

## Measurements

Wheelbase	149.5"
Length	244.5"
Width	81.0"
Height	NA
Legroom — front	45.7"
Legroom — rear	NA
Headroom — front	37.0"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crown Imperial 4-Door Limousine, 8-p.	NA	\$14,000	+80.95%	5960	36	-79.43%
TOTALS	<i>Avg. Price</i>	\$14,000	+82.53%	<i>Production</i>	36	-84.07%

# LINCOLN

*"Unmistakably ... the finest in the fine car field!"*

Numerous styling changes and an increase in power highlighted the 1957 Lincoln line. With a new camshaft and thus an increased compression ratio, horsepower was now rated at 300. A limited-slip differential was introduced as an option, giving improved traction and control in all types of driving conditions.

Front-end styling, while similar to the 1956, was enhanced by what appeared to be stacked quad-headlamps. Lincoln called it the "Quadra-Lite" grille. In reality, the lower lights were driving lights, but they gave Lincoln a more modern appearance than some of its competition. Body side trim was changed, now featuring a single full-length trim piece with a V-shaped dip just above the rear bumper end as it wrapped around the rear quarter panel. Within the "V" was a Lincoln "star" ornament. A secondary strip ran at a rearward angle from the main piece up to the middle of the rear side window. On the new 4-door hardtop models, discussed later, this trim created a continuous

line up onto the rear doorframe and into the roofline. The only means to distinguish the Capri and Premiere from the outside is the series script on the front fender.

Canted tailfins created a new look at the rear end. Large and rear-slanting, they came to a point and housed the taillamps, while a large, shelf-like bumper completed the new rear styling. The overall design was very much like the fins created by Chrysler designers for their own new line of 1957 models. A large array of colors, both inside and out, was an expected feature during this period, and Lincoln obliged with its largest color selection to date. Basic styling inside was relatively unchanged.

New to the Lincoln line for 1957 was the belated introduction of a 4-door "Landau" hardtop. Appearing in both the Capri and Premier series, the new "Landau" was visually quite pleasing, and to some journalists of the day, even better looking than the 2-door hardtop. A historical note of interest is that the 1957 Lincoln Premier Convert-

ible would be the last Lincoln convertible to pass through dealer showrooms that did not bear the “Continental” designation. From 1958 to 1960, there would be only the Con-

tinental Mark III, IV and V 2-door convertibles, and from 1961 through 1967 the Lincoln Continental 4-door convertibles.



Premiere 2-Door Convertible



Premiere 4-Door Phaeton Hardtop

**Model year production:** 41,123, down 18.28% from 1956.  
**Domestic market share:** 0.66% (14th place).  
**Base price range:** \$4,649 to \$5,381.  
**Lincoln average base price:** \$5,051, up 13.35%.  
**Introduction date:** October 1956.  
**Assembly plants:** Wayne, MI (WA).  
**Serial number identification:** Nine to ten digit code located

on right side front door pillar, and read as follows: First two digits indicate year (57 = 1957); third and fourth letters indicate assembly plant from code above; the next four to five digits are sequential beginning with 5001 and ending with 46232. The last digit indicates series: L for Lincoln Division.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
368 CID, 4-bbl., OHV V8	10.0:1	300	Turbo-Drive automatic	S

### Major Options

	<i>Capri</i>	<i>Premiere</i>
Heater and defroster	\$90	\$90
Air conditioning	\$475	\$475
Radio	\$100	\$100
Travel-Tuner signal seeking radio	\$	\$
Tinted glass	\$45	\$45
Power windows	\$120	S
4-way power front seat	\$	S
Power steering	S	S
Power brakes	\$	S
Pushbutton lubrication	\$45	\$45
Full wheel cover	S	S
Whitewall tires	\$50	\$50

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	<i>Code</i>		<i>Code</i>
Presidential Black	01	Ivy Green Metallic	07
Gainsborough Blue Metallic	03	Willow Green Blue	09
Seascape Blue	04	Sand	10
Horizon Blue	05	Desert Buff	11
Starmist White	06	Huntsman Red	12

	<i>Code</i>		<i>Code</i>
Saturn Gold	13	Presidential Black over Willow Green Blue	74
Taos Turquoise	14	Presidential Black over Saturn Gold	75
Dubonnet Metallic	15	Saturn Gold over Presidential Black	76
Cinnamon Metallic	16	Starmist White over Saturn Gold	77
Bermuda Coral	17	Saturn Gold over Starmist White	78
Flamingo	18	Starmist White over Presidential Black	79
Oxford Gray Metallic	21	Presidential Black over Starmist White	80
Vermont Green Metallic	22	Presidential Black over Huntsman Red	81
Horizon Blue over Gainsborough Blue Metallic	38	Huntsman Red over Presidential Black	82
Gainsborough Blue Metallic over Horizon Blue	39	Oxford Gray Metallic over Huntsman Red	83
Seascape Blue over Gainsborough Blue Metallic	40	Sand over Huntsman Red	84
Gainsborough Blue Metallic over Seascape Blue	41	Starmist White over Huntsman Red	85
Starmist White over Gainsborough Blue Metallic	42	Huntsman Red over Starmist White	86
Gainsborough Blue Metallic over Starmist White	43	Presidential Black over Taos Turquoise	87
Horizon Blue over Seascape Blue	44	Taos Turquoise over Presidential Black	88
Seascape Blue over Horizon Blue	45	Starmist White over Taos Turquoise	89
Starmist White over Seascape Blue	46	Taos Turquoise over Starmist White	90
Seascape Blue over Starmist White	47	Presidential Black over Dubonnet Metallic	91
Starmist White over Horizon Blue	48	Starmist White over Dubonnet Metallic	92
Sand over Gainsborough Blue Metallic	49	Dubonnet Metallic over Starmist White	93
Presidential Black over Horizon Blue	50	Sand over Dubonnet Metallic	94
Starmist White over Sand	51	Presidential Black over Cinnamon Metallic	95
Sand over Starmist White	52	Sand over Cinnamon Metallic	96
Presidential Black over Sand	53	Cinnamon Metallic over Sand	97
Sand over Presidential Black	54	Starmist White over Cinnamon Metallic	98
Sand over Desert Buff	55	Cinnamon Metallic over Starmist White	99
Desert Buff over Sand	56	Presidential Black over Bermuda Coral	100
Starmist White over Desert Buff	57	Bermuda Coral over Presidential Black	101
Desert Buff over Starmist White	58	Starmist White over Bermuda Coral	102
Presidential Black over Desert Buff	59	Bermuda Coral over Starmist White	103
Willow Green Blue over Ivy Green Metallic	60	Presidential Black over Flamingo	104
Ivy Green Metallic over Willow Green Blue	61	Flamingo over Presidential Black	105
Vermont Green Metallic over Ivy Green Metallic	62	Starmist White over Flamingo	106
Ivy Green Metallic over Vermont Green Metallic	63	Flamingo over Starmist White	107
Starmist White over Ivy Green Metallic	64	Oxford Gray Metallic over Flamingo	108
Ivy Green Metallic over Starmist White	65	Flamingo over Oxford Gray Metallic	109
Willow Green Blue over Vermont Green Metallic	66	Dubonnet Metallic over Flamingo	110
Vermont Green Metallic over Willow Green Blue	67	Flamingo over Dubonnet Metallic	111
Starmist White over Willow Green Blue	70	Starmist White over Oxford Gray Metallic	136
Willow Green Blue over Starmist White	71	Oxford Gray Metallic over Starmist White	137
Sand over Ivy Green Metallic	72	Starmist White over Vermont Green Metallic	146
Sand over Vermont Green Metallic	73	Vermont Green Metallic over Starmist White	147

## Capri

*“There’s just no end to the distinctive newness  
of this long, low, lovely Lincoln!”*

**Nameplate year of origin:** 1952 (1950 as designation on Cosmopolitan coupe).

**Current bodystyle lifespan:** 1956 through 1957.

**Percentage of division’s sales volume:** 14.35%.

**Primary competition:** Cadillac Series 62 and Imperial.

**Notable changes:** Restyled with minor trim and detail changes.

**Major standard equipment:** Cloth and leather upholstery, rear seat center armrest, full floor carpeting, chrome window surround moldings, full-length bodyside stainless steel molding, power steering, full wheel covers, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	126.0"
Length	224.6"
Width	80.3"
Height	60.0"
Legroom — front	44.8"
Legroom — rear	42.5"
Headroom — front	35.4"
Headroom — rear	34.1"
Cargo capacity (cu. ft.)	25.8
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Capri 2-Door Hardtop Sport Coupe, 6-p.	60A	\$4,649	+12.87%	4373	2,973	-31.73%
Capri 4-Door Sedan, 6-p.	58A	\$4,794	+13.82%	4349	1,476	-66.73%
Capri 4-Door Landau Hardtop Sedan, 6-p.	57A	\$4,794	NEW	4538	1,451	NEW
TOTALS	<i>Avg. price</i>	\$4,746	+13.93%	<i>Production</i>	5,900	-32.89%

## Premiere

*"No other car is so Lincoln long ... Lincoln low ... and Lincoln lovely!"*

**Nameplate year of origin:** 1956.

**Current bodystyle lifespan:** 1956 through 1957.

**Percentage of division's sales volume:** 85.65%.

**Primary competition:** Cadillac Series 62 and Imperial Crown.

**Notable changes:** Restyled with minor trim and detail changes.

**Major standard equipment:** Cloth and leather upholstery, rear seat center armrest, full floor carpeting, 4-way power seat, power windows, chrome window surround moldings, full-length bodyside stainless steel molding, power steering, power brakes, full wheel covers, and 8.00 × 15 BSW tires. Convertible adds: Leather upholstery, power top, and 8.20 × 15 BSW tires.

### Measurements

Wheelbase	126.0"
Length	224.6"
Width	80.3"
Height	60.0"
Legroom — front	44.8"
Legroom — rear	42.5"
Headroom — front	35.4"
Headroom — rear	34.1"
Cargo capacity (cu. ft.)	25.8
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Premiere 2-Door Hardtop Coupe, 6-p.	60B	\$5,149	+11.91%	4451	15,185	-22.60%
Premiere 2-Door Convertible, 6-p.	76B	\$5,381	+13.36%	4676	3,676	+50.22%
Premiere 4-Door Sedan, 6-p.	58B	\$5,294	+15.06%	4527	5,139	-73.60%
Premiere 4-Door Landau Hardtop Sedan, 6-p.	57B	\$5,294	NEW	4538	11,223	NEW
TOTALS	<i>Avg. price</i>	\$5,280	+13.55%	<i>Production</i>	35,223	-15.19%

# MERCURY

*"Straight out of tomorrow ... 1957 Mercury!"*

In its eighteenth year of selling cars, Mercury finally received its own unique line of cars, sharing only its base V8 engine, transmission and assorted minor pieces with other Ford models. Of course this would be a short-lived situation, as the upcoming Edsel Corsair and Citation would share the body for 1958, but for now Mercury took the opportunity and ran with it. In the process they pro-

duced what would become known as the most gadget-laden cars produced during the 1950s, especially in the form of the new Turnpike Cruiser.

Under the hood, the base Monterey and all station wagons were sharing the Mercury "Safety-Surge" engine with Ford. But the rest of the line received a larger new "Turnpike Cruiser" 290 horsepower engine as standard



equipment. This 368 CID engine was first seen in the 1956 Lincoln line and was shared with Mercury this season. A dual four-barrel carbureted, high-performance engine was again offered, this year with the M-335 designation, due to its 335 horsepower rating. Mercury's automatic transmission, "Merc-O-Matic," now featured "Keyboard control." It was a mechanical, pushbutton gear selector, similar to what Chrysler was using, but it also featured a pushbutton to start the engine, and a push/pull control for setting the parking brake and locking the transmission in gear.

From the outside, this was definitely unlike any Mercury ever produced. A more traditional bumper and grille returned, but the design of each was rather unusual. The grille was of a concave vertical bar design, split into three sections. The bumper was a multi-piece affair consisting of two large oval pods set on each end of the main lower bumper, with a large "M" ornament set between the pods. The name Mercury was spelled out in block letters on the front of the hood, and a new round hood ornament sat atop the hood. New "Quadri-Beam" headlamps, two on each side, were standard on the Turnpike Cruiser except in the states of South Dakota and Tennessee, where they were still illegal. Other models came standard with single headlamps, but the "Quadri-Beam" units were available. It is estimated that about one-third of all '57 Mercurys came with the dual headlamp option.

Other exterior styling features could be found at the rear quarter panels and the rear end. The upper rear fender edge had a concave section that began just behind the front door, forming a projectile design. It ended as it met the taillamp, which wrapped around the back edge and turned downward, ending at a point that contained the backup lamp and a small round, red reflector. The rear bumper repeated the oval pod theme with inset grid work, mimicking the front bumper, with the license tag mounting between the pods.

The greenhouse area was fairly basic with wraparound windshields and rear window treatments. There were some unique features, however. The Turnpike Cruiser hardtops used a unique windshield that wrapped upward also to give better vision. This upper area was capped at each end with supplementary roof-level air intakes, with faux antennas projecting from the center, and each operated by its own interior control. These intakes were part of the "Breeze-way" ventilation system that included a power-operated rear window section, which lowered into the rear deck compartment. This feature would become a staple of the Mercury line for the next 10 years, and would be used from 1958 through 1960 on some Lincolns.

As was popular in this period, Mercury station wagons were treated as their own series. They are referenced herein with the series they were aligned with — the Com-

muter with the Monterey, the Voyager with the Montclair, and the Colony Park with the Turnpike Cruiser. Technically, the Colony Park was little more than a Voyager with wood exterior trim, but from 1957 until its demise in 1991, it was the top-of-the-line Mercury station wagon. All six models were distinguished in that they were of a hardtop design, meaning that there was no B-pillar, even on the two-door station wagons. This was a unique Mercury design, not shared with any other Ford product. The two-door, in particular, was different than even the Chevrolet Nomad, and Pontiac Safari, both of which were hardtop-style cars with frameless door windows, but had a B-pillar adjacent to the door and a C-pillar incorporated as a way to have a sliding window for the rear seat passengers. With front and rear seat windows not separated by a B-pillar, Mercury had created a true hardtop design. Chrysler, GM and American Motors would all have 4-Door hardtop station wagons at some point during the fifties and early sixties.

Interior styling was all-new, with the expected color and fabric upgrades. Shared with all Mercurys was a flat-topped steering wheel, designed to improve visibility. On cars with automatic transmission, the pushbutton keyboard was mounted low on the left side of the dashboard. The optional power seat adjuster dial with memory feature, known as the "Seat-O-Matic," was mounted atop the instrument panel to the right of the clock. The instrument cluster had rubber safety surrounds on the optional tachometer and clock, which were mounted at opposite ends of the horizontal speedometer. On the Turnpike Cruiser the clock was actually a combination clock and "Average-Speed Computer" that reported the average speed at any point on a trip. In addition to features mentioned above, the Turnpike Cruiser had all available power equipment as standard. Add to these such features as the "Multi-Luber" automatic chassis lubrication system, and it becomes clear why the '57 Mercury is the king of gadgets.

A Mercury Turnpike Cruiser convertible was selected as the official pace car for the 1957 running of the Indianapolis 500 mile race. This marked the second time in Mercury's short history to be selected for this honor. Also interesting to note is that Monterey and Montclair hardtop models for 1957 were designated as "Phaetons," a peculiar name choice as it refers to open cars of the 1920s and 1930s, when Mercury was not even in existence.

In an apparent move to make way for the upcoming Edsel in the Ford Motor Company lineup, the low priced Medalist and Custom series were discontinued in the Mercury line, leaving the Monterey as the entry level Mercury. Along with the new top-of-the-line Turnpike Cruiser series, this contributed to a 23 percent average price increase for the Mercury line, putting the division squarely into the middle and upper ranges of the medium-price field.



Commuter 2-Door Station Wagon



Montclair 4-Door Phaeton Hardtop



Monterey 4-Door Phaeton Hardtop



Turnpike Cruiser 2-Door Convertible,  
Indianapolis 500 Pace Car



Turnpike Cruiser 4-Door Hardtop



Voyager 4-Door Station Wagon

**Model year production:** 286,163, down 12.74% from 1956.

**Domestic market share:** 4.57% (7th place).

**Base price range:** \$2,576 to \$4,103.

**Mercury average base price:** \$3,231, up 23.63%.

**Introduction date:** November 1956.

**Assembly plants:** Los Angeles, CA (LA); Metuchen, NJ (ME); St. Louis, MO (SL); and Wayne, MI (WA).

**Serial number identification:** Ten to eleven-digit number located on left front door pillar, and read as follows: The first two digits indicate model year (57 = 1957). Third and fourth digits indicate assembly plant code from above. The next digits are sequential with beginning number of 10001 and ending number as follows in the chart below. The last digit is 'M' for Mercury.

### Highest Serial Numbers by Assembly Plant

<i>Assembly Plant</i>	<i>Ending No.</i>
Los Angeles, CA (LA)	50954
Metuchen, NJ (ME)	85895
St. Louis, MO (SL)	98451
Wayne, MI (WA)	90490

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Monterey &amp; all wagons</i>	<i>Montclair</i>	<i>Turnpike Cruiser</i>
312 CID Safety-Surge, 4-bbl., OHV V8	9.75:1	255	3-speed manual	\$	-	-
			Touch-O-Matic Overdrive	\$129	-	-
			Merc-O-Matic Drive	\$226	S	-
368 CID Turnpike Cruiser, 4-bbl., OHV V8	9.75:1	290	Merc-O-Matic Drive	\$	\$	S
368 CID Turnpike Cruiser M-335, Dual 4-bbl., OHV V8*	9.75:1	335	Merc-O-Matic Drive	\$	-	-

\*Not available on station wagons.

### Major Options

	Monterey & Commuter	Montclair & Voyager	Colony Park	Turnpike Cruiser
Heater and defroster	\$95	\$95	\$95	S
Air conditioning	\$430	\$430	\$430	\$430
Radio	\$95	\$95	\$95	-
Signal seeking radio	\$	\$	\$	S
Tinted glass	\$35	\$35	\$35	S
4-way power front seat	\$70	\$70	\$70	-
Seat-O-Matic power front seat with memory	\$100	\$100	\$100	S
Power windows	\$108	\$108	\$108	S
Padded instrument panel	\$23	\$23	\$23	S
Power steering	\$86	\$86	\$86	S
Power brakes	\$40	\$40	\$40	S
"Dream-Car" spare tire carrier (Continental kit)	\$	\$	\$	\$
"Multi-Luber" automatic lubrication system	\$43	\$43	\$43	S
Full wheel covers	\$	S	S	S
Whitewall tires	\$38	\$38	\$38	\$38

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Tuxedo Black	01
Tyrolian Blue	05A
Classic White	06
Tahitian Green Blue	09
Moonmist Yellow	13
Spring Valley Green	18A
Regency Gray Metallic	21
Sherwood Green Metallic	22
Pacific Blue Metallic	23
Nantucket Blue	24
Fiesta Red	25
Brazilian Bronze Metallic	26
Pastel Peach	27
Desert Tan	28
Persimmon	29
Rosewood	30
Lexington Green	31
Sunset Orchid	32
Sunglitter (Indianapolis 500 Pace Car only)	2000

Thirty-one two-tone combinations and 28 "Flotone" combinations available at extra cost.

# Monterey

"Straight out of tomorrow with dream-car design!"

**Nameplate year of origin:** 1952 (1950 as a top line coupe designation).

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 62.96%.

**Primary competition:** Buick Special, Dodge Custom Royal, Hudson Hornet, Nash Ambassador, Oldsmobile 88, Pontiac Super Chief, and Studebaker President.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, full length body side stainless trim, wheel opening and rocker panel molding trim, rear quarter panel trim on tailfin, and 8.00 x 14 BSW tires. Convertible adds: Vinyl upholstery and power top. Commuter station wagon adds: Vinyl upholstery and 8.50 x 14 BSW tires.

### Measurements

Wheelbase	122.0"
Length	211.1"
Width	79.1"
Height	56.5"
Legroom — front	44.2"
Legroom — rear	43.4"
Headroom — front	39.1"
Headroom — rear	38.6"
Cargo capacity (cu. ft.)	31.0*
Fuel capacity (gals.)	20.0

\*NA for station wagon.

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Monterey 2-Door Sedan, 6-p.	64A	\$2,576	NEW	3875	33,982	NEW
Monterey 2-Door Phaeton Hardtop Coupe, 6-p.	63A	\$2,693	+2.40%	3870	42,199	-1.55%
Monterey 2-Door Convertible, 6-p.	76A	\$3,005	NEW	4035	5,033	NEW
Monterey 4-Door Sedan, 6-p.	58A	\$2,645	+3.52%	3890	53,839	+101.38%
Monterey 4-Door Phaeton Hardtop Sedan, 6-p.	57A	\$2,763	+2.33%	3915	22,475	+109.54%
Commuter 2-Door Station Wagon, 6-p.	56A	\$2,903	NEW	4115	4,885	NEW
Commuter 4-Door Station Wagon, 6-p.	77A	\$2,973	NEW	4195	11,990	NEW
Commuter 4-Door Station Wagon, 9-p.	77C	\$3,070	+3.12%*	4240	5,752	-56.69%*
TOTALS	<i>Avg. price</i>	\$2,829	+4.65%	<i>Production</i>	180,155	+70.98%

\*Comparisons made to 1956 Monterey 4-Door, 8-passenger station wagon.

# Montclair

*"Vaults you into the realm of supreme driving ease and comfort!"*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 28.57%.

**Primary competition:** Buick Century, Chrysler Windsor, DeSoto Fire-dome, Dodge D-500, Nash Ambassador, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon and vinyl upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, full length bodyside stainless trim, wheel opening and rocker panel molding, rear quarter panel trim on tailfin, and 8.00 × 14 BSW tires. Convertible adds: Vinyl upholstery, power top, and 8.50 × 14 BSW tires.

Voyager station wagon adds: Vinyl upholstery, rear side vent window, and 8.50 × 14 BSW tires.

## Measurements

Wheelbase	122.0"
Length	211.1"
Width	79.1"
Height	56.5"
Legroom — front	44.2"
Legroom — rear	43.4"
Headroom — front	39.1"
Headroom — rear	38.6"
Cargo capacity (cu. ft.)	31.0*
Fuel capacity (gals.)	20.0

\*NA for station wagon.

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Montclair 2-Door Phaeton Hardtop Coupe, 6-p.	63B	\$3,236	+17.03%	3900	30,111	-40.45%
Montclair 2-Door Convertible, 6-p.	76B	\$3,430	+18.28%	4010	4,248	-45.27%
Montclair 4-Door Sedan, 6-p.	58B	\$3,188	+14.43%	3905	19,836	+106.26%
Montclair 4-Door Phaeton Hardtop Sedan, 6-p.	57B	\$3,317	+17.00%	3925	21,567	-8.20%
Voyager 2-Door Station Wagon, 6-p.	56B	\$3,403	NEW	4240	2,283	NEW
Voyager 4-Door Station Wagon, 9-p.	77D	\$3,570	NEW	4240	3,716	NEW
TOTALS		<i>Avg. price</i> \$3,357	+18.99%	<i>Production</i>	81,761	-10.58%

# Turnpike Cruiser

*"The most advanced car you can buy at any price!"*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 8.47%.

**Primary competition:** Buick Roadmaster and Oldsmobile 98.

**Notable changes:** All new series.

**Major standard equipment:** Cloth and leather upholstery, carpeting, combination clock and trip odometer, "Monitor Control Panel" instrument panel, "Seat-O-Matic" power memory seat, power windows, power retractable rear window (hardtops only), chrome window surround moldings, full length bodyside stainless trim, wheel opening and rocker panel molding, rear quarter panel gold anodized trim on tailfin, power steering, power brakes, and 8.00 × 14 BSW tires. Convertible adds: Power top and 8.50 × 14 BSW tires. Colony Park station wagon standard equipment includes: Vinyl upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, rear side vent window, mahogany grain vinyl body side trim with plastic maple trim panels, wheel opening and rocker panel molding, rear quarter panel trim on tailfin, and 8.50 × 14 BSW tires.

## Measurements

Wheelbase	122.0"
Length	211.1"
Width	79.1"
Height	56.5"
Legroom — front	44.2"
Legroom — rear	43.4"
Headroom — front	39.1"
Headroom — rear	38.6"
Cargo capacity (cu. ft.)	31.0*
Fuel capacity (gals.)	20.0

\*NA for station wagon.



## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Turnpike Cruiser 2-Door Hardtop, 6-p.	65A	\$3,758	NEW	4005	7,291	NEW
Turnpike Cruiser 2-Door Convertible, 6-p.	76S	\$4,103	NEW	4100	1,265	NEW
Turnpike Cruiser 4-Door Hardtop, 6-p.	75A	\$3,849	NEW	4015	8,305	NEW
Colony Park 4-Door Station Wagon, 9-p.	77B	\$3,677	NEW	4240	7,386	NEW
TOTALS	<i>Avg. price</i>	\$3,847	NEW	<i>Production</i>	24,247	NEW

# NASH

*"The World's Newest, Finest Travel Cars!"*

While this was the last year for the Nash nameplate and Nash division of AMC, it was far from the end for the Rambler nameplate. By September of 1957, both Nash and Hudson divisions would be retired, after many years as two of America's more successful independent manufacturers. But where the Nash left off, the Rambler nameplate would rise again to become the newest division of American Motors Corporation, a position it once held in the early years of the century as a successor to the Jeffery automobile, the forerunner of the Nash car company.

For the 1957 Rambler, larger parking lamps and bezels and revised front fender bodyside moldings highlighted the visual changes. Also, revised body side trim was introduced, with the Supers and Customs both using a straight full-length molding at door handle height, and the Custom adding the same lower molding with a "V" dip as in 1956. The "up and over, Fashion Arch" trim was no longer used.

But the big news could be found under the hood, where the 250 CID V8, introduced last year on the Ambassador Special, was now available, and even standard equipment on several new models. To push the envelope even farther, the compact Rambler, now nearly a mid-sized car, was given a powerful new 327 CID V8 for a new "hot rod" named Rebel. The relatively light, 3,350 pound car, with 255 horsepower under the hood, was one of the fastest 4-door cars on the road, and the fastest Nash or Rambler ever.

With sales of the other Nash models having fallen in recent years, the Statesman series was dropped, leaving the Ambassador as the sole remaining large Nash. However, that didn't mean that there were not any changes made. Making the biggest impact was the introduction of dual headlights. Not only was the Ambassador one of the first cars to use them, but Nash would be the first company to

place them in a stacked configuration in the front fender ends, a design that would be popularized by Pontiac in the mid-sixties. With the headlamps moved to their new location, parking lamps and turn signals were moved to the tops of the fenders in a new fender ornament. The grille itself was now larger and in a grid pattern with a large "V" emblem placed below the Nash crest. Sitting atop the hood was a new hood ornament in a twin bullet design, with the ends encircled in a single oval band.

For the first time in nearly ten years, the Ambassador had a full front wheel-opening cutout, which gave the car a more modern appearance. Bodyside trim on the Ambassador retained the upper molding used on last year's models only on the Custom sub-series. For 1957, all series carried a variation of last year's "Z" or lightning bolt-shaped configuration, but it was now enlarged and moved lower on the bodyside, such that the bottom portion ended at the rear bumper. The Ambassador also received the new 327 CID V8 engine used in the Rambler Rebel as its standard powerplant and added a new version of GM's Hydra-Matic automatic transmission that AMC called the Flashaway Hydra-Matic. Few changes were made to the interiors, although a padded instrument panel was now standard equipment on all models.

After 55 years in business, the Rambler would return to venture once again on its own under the AMC banner from 1958 through 1969, and continue the company's long standing tradition of quality, economical, and well-equipped automobiles. The Ambassador nameplate would also continue through the 1974 model year, at first being marketed as a separate sub-division of cars being available at "American Motors/Rambler dealers," then integrated under the "American Motors" banner in 1966. The ongoing Ambassador series will be listed under the new 1958 Rambler division herein.



Ambassador Custom 2-Door  
Country Club Hardtop interior



Ambassador Super 2-Door  
Country Club Hardtop



Ambassador Super 4-Door Sedan



Rambler Custom 4-Door Sedan



Rambler Custom Rebel 4-Door  
Country Club Hardtop

**Model year production:** 90,732, up 32.94% from 1956.  
**Domestic market share:** 1.45% (12th place).  
**Base price range:** \$1,961 to \$3,101.  
**Nash average base price:** \$2,553, up 2.40%.  
**Introduction date:** October 1956. Last Nash Ambassador built June 25, 1957.

**Assembly plants:** Kenosha, WI.  
**Serial number identification:** Five to seven-digit code on plate located on right side of cowl under hood. First digit indicates series code from chart below. Remaining digits are sequential serial numbers as follow in chart below.

### Serial Numbers by Series

<i>Series</i>	<i>Code</i>	<i>Beginning</i>	<i>Ending</i>
Rambler Six	D	341001	408605
Rambler 250 CID V8	A	1001	15430
Rambler 327 CID V8	F	1001	2500
Ambassador V8	V	16501	26690

### Powertrains

<i>Engine</i>	<i>Compression</i>		<i>Transmission</i>	<i>Rambler</i>	<i>Rambler</i>	<i>Rambler</i>	<i>Ambassador</i>
	<i>Ratio</i>	<i>Gross HP</i>		<i>(5710 models)</i>	<i>(5720 models)</i>	<i>Rebel</i>	
195.6 CID Typhoon, 1-bbl., OHV, 6-cyl.	8.25:1	125	3-speed manual	S	-	-	-
			Overdrive	\$108	-	-	-
			Dual-Range Hydra-Matic	\$188	-	-	-
195.6 CID Typhoon, 2-bbl., OHV, 6-cyl.	8.25:1	135	3-speed manual	\$25	-	-	-
			Overdrive	\$133	-	-	-
			Dual-Range Hydra-Matic	\$213	-	-	-
250 CID, 2-bbl., OHV, V8	8.0:1	190	3-speed manual	-	S	-	-
			Overdrive	-	\$108	-	-
			Dual-Range Hydra-Matic	-	\$232	-	-
327 CID Rebel, 4-bbl., OHV, V8	9.1:1	255	3-speed manual	-	-	S	S
			Overdrive	-	-	\$110	\$110
			Flashaway Hydra-Matic	-	-	\$232	\$232



## Major Options

	Rambler	Ambassador
Weather-Eye heater and defroster	\$74	\$74
All Season air conditioning	\$345	\$345
Radio and antenna	\$76	\$76
Air-liner reclining seats	\$11	\$11*
Twin bed seat mattress	\$15	\$15
Electric clock	\$17	\$17*
Power windows	-	\$
Solex tinted glass	\$19	\$19
Power steering	\$59	\$99
Power brakes	\$*	\$*
Full wheel covers	\$17*	\$17*
White sidewall tires	\$	\$

\*Standard on Custom models.

Options common to most models. (— = Not Available)  
Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Classic Black	P1
Bermuda Green	P67
Frost White	P72
Pacific Blue	P82
Glacier Blue	P84
Lagoon Blue	P85
Plum Metallic	P86
Berkshire Green	P87
Oregon Green	P88
Avocado Metallic	P89
Mardi Gras Red	P90
Mojave Yellow	P92
Sierra Peach	P93
Cinnamon Bronze Metallic	P94
Gotham Gray Metallic	P95
Rebel Silver Gray Metallic	P96
Dinoc wood grain (intermediate color for Wagons only)	D

In two-tone combinations, first code is lower color and second code is upper color.  
Example: P1-72 = Frost White over Black. In three-tone combinations, first code is lower color, second code is intermediate color, and third code is upper color. Example: P88-67-72 = Frost White over Bermuda Green over Oregon Green.

# Rambler

*“Presenting the New 1957 Rambler!  
Smartest Style! Lowest Cost! Highest Resale!”*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1956 through 1957 (restyled and made a separate division of AMC in 1958, with body continued through 1962).

**Percentage of division's sales volume:** 96.14%.

**Primary competition:** Chevrolet Two-Ten, Ford Fairlane, Plymouth Savoy, and Studebaker Commander.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Cloth interior trim, rubber floor covering with front carpeted inserts, rubber front window surround, and 6.40 × 15 BSW tires. Super adds: Cloth and vinyl interior trim, stainless steel window surrounds, and stainless steel one-piece full-length bodyside molding. Custom adds: Nylon and vinyl upholstery with foam cushions, dome and courtesy lights, Continental rear tire mount and cover (except station wagon), stainless steel two-piece full-length bodyside molding, power brakes, and full wheel covers. Cross Country station wagon adds: Rooftop luggage rack.

## Measurements

	4-Doors	Wagons
Wheelbase	108.0"	108.0"
Length	191.1"*	191.1"
Width	71.3"	71.3"
Height	58.0"	58.6"
Legroom — front	42.6"	42.6"
Legroom — rear	42.0"	42.0"
Headroom — front	36.0"	36.0"
Headroom — rear	35.0"	35.5"
Cargo capacity (cu. ft.)	22.5	80.0
Fuel capacity (gals.)	20.0	20.0

\*Add 7.5" to length for Custom models.

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Rambler DeLuxe 4-Door Sedan, 6-p.	5715	\$1,961	+7.22%	2911	9,402	NA*
Rambler Super 4-Door Sedan, 6-p.	5715-1†	\$2,123	+9.49%	2914	19,875	NA*
Rambler Super 4-Door Hardtop, 6-p.	5719-1	\$2,208	NEW	2936	612	NEW
Rambler Super 4-Door Cross Country Station Wagon, 6-p.	5718-1†	\$2,410	+7.93%	3042	16,619	NA*
Rambler Custom 4-Door Sedan, 6-p.	5715-2†	\$2,213	+7.48%	2938	13,719	NA*

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Rambler Custom 4-Door Hardtop, 6-p.	5729-2	\$2,428	+9.17%	3269	485	NA*
Rambler Custom 4-Door Cross Country Station Wagon, 6-p.	5718-2 <sup>†</sup>	\$2,500	+7.34%	3076	22,305	NA*
Rambler Custom 4-Door Hardtop Cross Country Station Wagon, 6-p.	5723-2	\$2,715	+8.86%	3409	2,715	NA*
Rambler Custom Rebel 4-Door Hardtop, 6-p.	5739-2	\$2,786	NEW	3353	1,500	NEW
TOTALS	<i>Avg. Price</i>	\$2,372	+9.89%	<i>Production</i>	87,232	+89.32%

\*Production kept by model number (body style), but not by sub-series; therefore comparisons to prior year are not possible. <sup>†</sup>The final "1" in the model number becomes "2" when equipped with a V8 engine.

## Ambassador

*"Power Up. Price Down. In the Biggest of the Big V8's!"*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1952 through 1957.

**Percentage of division's sales volume:** 3.86%.

**Primary competition:** Buick Special, Chrysler Windsor, DeSoto

Firesweep, Hudson Hornet, Mercury Montclair, Oldsmobile Super 88, and Packard Clipper.

**Notable changes:** Restyled front end; trim and detail changes.

**Major standard equipment:** Cloth and vinyl upholstery, carpeting, wind-up clock, stainless steel window surrounds, stainless steel two-piece full-length bodyside molding, full wheel covers, and 8.00 × 14 BSW tires. Custom adds: Cloth two-tone upholstery, foam seat cushions, custom steering wheel, electric clock, and Continental rear tire mount and cover.

### Measurements

	<i>Ambassador</i>
Wheelbase	121.3"
Length	209.3"*
Width	78.0"
Height	62.3"
Legroom — front	42.5"
Legroom — rear	40.1"
Headroom — front	37.5"
Headroom — rear	36.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

\*Add 10" for Custom models.

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Ambassador Super 2-Door Country Club Hardtop, 5-p.	5787-1	\$2,911	NEW	3655	500*	NEW*
Ambassador Super 4-Door Sedan, 6-p.	5785-1	\$2,821	+4.91%	3639	3,000*	NA*
Ambassador Custom 2-Door Country Club Hardtop, 5-p.	5787-2	\$3,101	-8.34%	3722	NA*	NA*
Ambassador Custom 4-Door Sedan, 6-p.	5785-2	\$3,011	-7.07%	3701	NA*	NA*
TOTALS	<i>Avg. Price</i>	\$2,961	+2.03%	<i>Production</i>	3,500	-76.25%

\*Production kept by model number (body style), but not by sub-series; therefore comparisons to prior year are not possible.

# OLDSMOBILE

*“For ’57 ... the accent’s on Oldsmobile!”*

All-new styling came to the entire Oldsmobile line for 1957. For just about the first time ever, GM (Oldsmobile and Buick in particular) got upstaged by the competition at Chrysler (Dodge, DeSoto and Chrysler specifically) and Ford’s Mercury division, as all had new styling. Oldsmobile did not seem to fare as well as the others. It maintained its fifth place ranking in model year production, but an unusually large 20 percent downturn seemed most ominous.

The new styling was similar to that of 1954–1956 in some respects such as the loop style front bumper and grille combination, forward canting vent windows, wraparound windshield and beltline dip in the greenhouse area. Rooflines appeared to be somewhat altered, with an effect of more rearward slope partially due to the new C-pillar designs. The general body design looked more rounded and bulkier, probably best expressed in the average weight increase of over 200 pounds in every model. Adding to a lower height and road hugging appearance were standard 14" wheels.

As for trim details, the front bumper continued the loop theme begun in 1955, and this year carried a full-width grid style grille, with “Oldsmobile” in block lettering attached across the grille. This was also the only year that Oldsmobile carried both a traditional “jet” hood ornament and similar fender ornaments and the last year that the Oldsmobile globe hood ornament would be used. Down the bodysides, trim similar to that used on the 1954 line was seen, with a front fender stainless trim piece extending onto the front door and a rear piece running forward from the rear bumper, over the rear wheel opening, and then curving up to meet the beltline dip. Of course, interiors were also updated with new materials, designs, and colors. The most obvious change was a redesigned instrument panel that continued the gauge cluster being

mounted in a pod area in front of the driver; the remainder of the dash was filled with plenty of chrome, all the way across the car.

A bright spot for the year was the arrival of a bigger and more powerful Rocket V8 engine. A new 371 CID V8, with 4-barrel carburetion, was introduced as standard equipment for all series, providing 47 cubic inches more displacement and about a 15 percent increase in maximum horsepower. At mid-year, a tri-power carburetor setup, known as the “J-2,” became available, and it fast became a favorite among racecar drivers around the country — on the track and on the street.

Another new development was the return of the station wagon for the first time since 1950. Oldsmobile buyers now found a choice of not one, but three station wagon models on the showroom floor. A traditional 4-Door pillared wagon was offered in the base 88 series. New to the industry was a 4-Door hardtop style station wagon, the basic body of which was shared with the Buick Special and Century Caballero wagon. Offered in both 88 and Super 88 trim, the new station wagons gave buyers the sporty look of a hardtop with the versatility and cargo carrying capability of a traditional station wagon. It is worth noting that this was also the first time since 1950 that a convertible was offered in all three series of Oldsmobiles.

For whatever reason, Oldsmobile chose to make a one-year-only change in the “official” model names: The base 88 became the 88 Golden Rocket, the Super 88 was now the Super 88 Golden Rocket, and the 98 was the 98 Starfire. These model name suffixes would be dropped for 1958 and are not included in the model information presented below as the cars were still generally referred to as the 88, Super 88 and 98.



Golden Rocket 88 2-Door Holiday Hardtop



Starfire 98 2-Door Holiday Hardtop



Super 88 4-Door Holiday Hardtop



Super 88 Fiesta 4-Door Holiday Station Wagon

**Model year production:** 384,390, down 20.82% from 1956.  
**Domestic market share:** 6.14% (5th place).  
**Base price range:** \$2,733 to \$4,217.  
**Oldsmobile average base price:** \$3,314, up 12.85%.  
**Introduction date:** November 1956.  
**Assembly plants:** Atlanta, GA (A); Framingham, MA (B); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); Lansing, MI (M); Arlington, TX (T); and Wilmington, DE (W).

**Serial number identification:** Nine digit code located on left front door hinge pillar. 1st two digits indicate year: 57. Third digit indicates series as follows: 7 = 88, 8 = Super 88, and 9 = 98. Fourth digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning number of 01001, and ending number as shown in chart.

### Highest Serial Numbers by Assembly Plant and Series

Series	Atlanta	Framingham	Los Angeles	Kansas City	Linden	Lansing	Arlington	Wilmington
88	18289	09961	16888	19003	19547	70862	10149	15960
Super 88	13297	06879	14280	14818	16542	52348	09490	11689
98	08105	04877	07994	08378	10933	33962	05873	07260

### Powertrains

Engine	Compression		Transmission	88	Super 88	98
	Ratio	Gross HP				
371 CID Rocket, 4-bbl., OHV, V8	9.5:1	277	3-speed manual Jetaway Hydra-Matic	S \$231	S \$231	- S
371 CID J-2 Rocket, 3 × 2-bbl., OHV, V8	10.0:1	300	3-speed manual Jetaway Hydra-Matic	\$83 \$314	\$83 \$314	- \$83

### Major Options

	88	Super 88	98
DeLuxe heater and defroster	\$85	\$85	\$85
Air conditioning	\$430	\$430	\$430
DeLuxe radio	\$96	\$96	\$96
Signal seeking radio	\$121	\$121	\$121
Autronic-Eye headlamp dimmer	\$46	\$46	\$46
Power windows	\$90	\$90	S*
6-way power front seat adjustment	\$86	\$86	\$86
Tinted glass	\$30	\$30	\$30
Safety padded instrument panel	\$20	\$20	S
Power steering	\$107	\$107	S
Power brakes	\$37	\$37	\$37
DeLuxe wheel covers	\$30	\$30	S
Whitewall tires	\$34	\$34	\$34

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

\*\$90 extra on 4-Door Sedan.

## Paint Colors

	Code		Code
Black	10	Cutlass Bronze Metallic	64
Festival Red	20	Desert Glow	65
Accent Red	21	Royal Glow	66
Accent Vermillion	22	Victoria White	90
Ice Green	30	Gold Mist Metallic	91
Allegheny Green	31	Rose Mist Metallic	92
Banff Blue	40	Sapphire Mist Metallic	93
Artesian Blue Metallic	41	Jade Mist Metallic	94
Grenada Gray	50	Platinum Mist Metallic	95
Juneau Gray Metallic	51		
Charcoal Metallic	52		
Alcan White	60		
Coronado Yellow	61		
Sunset Glow	62		
Shantung Beige	63		

*In two-tone combinations, first two digits of code are lower body color and second two digits are upper body (or accent) color. Three-tone combinations: First two digits of code are lower body color, second two digits are upper body color, third set of digits are accent color.*

## 88 Golden Rocket

*"This is the year of the Golden Rocket 88!"*

**Nameplate year of origin:** 1957 (88 series started 1949).

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 44.92%.

**Primary competition:** Buick Special, DeSoto Firesweep, Dodge Royal, Hudson Hornet, Mercury Monterey, Nash Ambassador, and Pontiac Star Chief.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Two-tone cloth upholstery, rubber floor mats, arm rests, turn signals, front and rear fender stainless trim, and 8.50 × 14 BSW tires. Fiesta Wagons add: Vinoleum rear compartment floor mat and plastic trim. Convertible adds: Vinyl interior and power top.

### Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	208.2"	208.2"
Width	76.4"	76.4"
Height	59.4"	60.1"
Legroom — front	44.4"	44.4"
Legroom — rear	41.8"	41.8"
Headroom — front	35.3"	35.3"
Headroom — rear	33.8"	33.8"
Cargo capacity (cu. ft.)	NA	65.0
Fuel capacity (gals.)	20.0	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
88 2-Door Sedan, 6-p.	3611	\$2,733	+12.84%	3942	18,477	-42.17%
88 2-Door Holiday Hardtop Coupe, 5-p.	3637	\$2,854	+9.81%	3963	49,187	-34.19%
88 2-Door Convertible, 5-p.	3667TX	\$3,182	NEW	4232	6,423	NEW
88 4-Door Sedan, 6-p.	3669	\$2,798	+12.51%	4000	53,923	-5.55%
88 4-Door Holiday Hardtop Sedan, 6-p.	3639	\$2,932	+9.77%	4052	33,830	-35.24%
88 4-Door Fiesta Station Wagon, 6-p.	3662F	\$3,202	NEW	4281	5,052	NEW
88 4-Door Hardtop Fiesta Station Wagon, 6-p.	3665F	\$3,313	NEW	4314	5,767	NEW
TOTALS		<i>Avg. price</i> \$3,002	+17.97%	<i>Production</i>	172,659	-20.07%



# Super 88 Golden Rocket

*"Let yourself go for Oldsmobile!"*

**Nameplate year of origin:** 1957 (88 series started 1949, Super 88 started 1951).

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 34.35%.

**Primary competition:** Chrysler Windsor, DeSoto Firedome, Mercury Montclair, and Packard Clipper.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon, cloth and vinyl upholstery, exposed chrome headliner bows, full floor carpeting, electric clock, front and rear fender stainless trim, and 8.50 × 14 BSW tires. Fiesta Wagon adds: Vinoleum rear compartment floor mat and plastic trim. Convertible adds: Leather interior, power front seat, power windows, and power top.

## Measurements

	Cars	Wagon
Wheelbase	122.0"	122.0"
Length	208.2"	208.2"
Width	76.4"	76.4"
Height	59.4"	60.1"
Legroom — front	44.4"	44.4"
Legroom — rear	41.8"	41.8"
Headroom — front	35.3"	35.3"
Headroom — rear	33.8"	33.8"
Cargo capacity (cu. ft.)	NA	65.0
Fuel capacity (gals.)	20.0	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 88 2-Door Sedan, 5-p.	3611D	\$2,968	+15.31%	4001	2,983	-45.42%
Super 88 2-Door Holiday Hardtop Coupe, 5-p.	3637SD	\$3,180	+13.25%	4010	31,155	-27.64%
Super 88 2-Door Convertible, 5-p.	3667DTX	\$3,447	+13.72%	4283	7,128	-25.45%
Super 88 4-Door Sedan, 6-p.	3669D	\$3,030	+14.77%	4044	42,629	-28.63%
Super 88 4-Door Holiday Hardtop Sedan, 6-p.	3639SD	\$3,257	+13.05%	4117	39,162	-36.00%
Super 88 4-Door Hardtop Fiesta Station Wagon, 6-p.	3665SDF	\$3,541	NEW	4364	8,981	NEW
TOTALS	<i>Avg. price</i>	\$3,237	+16.16%	<i>Production</i>	132,038	-26.24%

# Starfire 98

*"Enjoy the luxury of a Starfire 98!"*

**Nameplate year of origin:** 1941 (Starfire 98 designation used only in 1957).

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 20.73%.

**Primary competition:** Buick Super, Chrysler Saratoga, DeSoto Adventurer, and Mercury Turnpike Cruiser.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth, vinyl and leather upholstery combinations, full floor carpeting, electric clock, power windows (except 4-Door Sedan), front and rear fender stainless trim, lined luggage compartment, and 8.50 × 14 BSW tires. Convertible adds: Leather interior, power front seat adjustment, power top, and 9.00 × 14 BSW tires.

## Measurements

Wheelbase	126.0"
Length	216.7"
Width	76.4"
Height	60.5"
Legroom — front	43.8"
Legroom — rear	41.6"
Headroom — front	34.6"
Headroom — rear	33.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
98 2-Door Holiday Hardtop, 5-p.	3037SDX	\$3,937	+13.13%	4296	17,791	-8.45%



	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
98 2-Door Convertible, 5-p.	3067DX	\$4,217	+12.75%	4572	8,278	-3.53%
98 4-Door Sedan, 6-p.	3069D	\$3,741	+13.43%	4322	21,525	+7.06%
98 4-Door Holiday Hardtop Sedan, 6-p.	3039SDX	\$4,013	+13.01%	4385	32,099	-24.15%
TOTALS		<i>Avg. price</i> \$3,977	+13.07%		<i>Production</i> 79,693	-11.88%

# PACKARD

*“New Packard Clipper for 1957! Craftsman-built for matchless motoring.”*

Clipper was the designation wisely selected for the 1957 Packard line that now consisted of only two models — a 4-Door sedan and a 4-Door station wagon known as the Country Sedan, Packard’s first wagon since the 1949–1950 station sedans. Though the cars were based on the Studebaker President body, chassis and running gear, stylists did manage to create a Packard look through a lot of well-disguised trim changes. At the front, the grille was reminiscent of the 1955 Packard design, with an egg-crate grille insert and a split front bumper, complete with “bullet-style” bumper guards at each end. A gold Clipper “ship wheel” ornament was centered on the grille, Packard block lettering ran across the front of the hood, and a jet-like hood ornament sat atop the hood. The upper grille bar continued to curve down on each end, and then curve around the front fender edge, continuing to the front wheel opening. Between this piece and the bumper was a chrome molding that housed the parking lamp/turn signal units and wrapped around the front fender edge. Horizontal grille lines continued across the parking lamps as well. Chrome hooded headlamp fender extensions completed the Packard look.

At the back, cleverly designed fender extensions recreated the “reverse vertical sweep” tailfin introduced on the 1956 Clippers. Vertical taillamps, with backup lamps mounted below, continued the Packard theme. A large gold-plated Packard crest with wings was placed on the trunk lid (or tailgate), and nameplates of Packard in script on the left side and Clipper in script on the right side were used. However, along the bodyside and greenhouse areas, it was difficult to hide the new Clippers’ Studebaker heritage. Using the chrome hooded headlight surrounds as a starting point, a full-length, ribbed body side molding that was several inches wide made a good attempt at disguising the Studebaker body. This ribbed molding was carried

across the rear of the car on the sedan’s trunk lid and the wagon’s tailgate.

Engine and chassis for the new Clipper were pure Studebaker. The engine used for 1957 was the Studebaker Supercharged 289 CID V8 that was standard equipment in the sporty Golden Hawk. Teamed with Studebaker’s Flight-O-Matic automatic transmission, the new powerplant made a good attempt to uphold Packard’s image of power. Unfortunately Packard’s torsion-bar suspension was gone, as the expense of developing such a system on the smaller Studebaker body probably would have sunk the company. Instead the new Clipper utilized the Studebaker President’s basic suspension package with additional “helper” springs required for the station wagon, advertised by Packard as a “custom-designed suspension for each model.”

Inside the new cars, despite trim changes to doors, instrument panel, and seats, there was still no mistaking that this was a Studebaker. The Clippers were unique in their instrument cluster area, which was styled as a large, rectangular area with aluminum trim that held all of the important gauges. Door armrests that were molded into the door panels were also distinctive to Packard. The ribbed stainless trim theme on the exterior was reflected in the interior through lower door panel trim with a Mylar “chrome-look” ribbed treatment.

Nineteen-fifty-seven is the model year that signaled the end for Packard. After all the money spent acquiring Studebaker in 1954 and greatly refining their products for 1955 and 1956, just three years later, Packard was relegated to using gussied up 1957 Studebaker bodies dating back to 1953, and the cars were now built in South Bend, Indiana. It was a sad decline for a once proud maker of luxury automobiles.



Clipper 4-Door Country Sedan Station Wagon



Clipper 4-Door Town Sedan

**Model year production:** 4,809, down 83.30% from 1956.

**Domestic market share:** 0.08% (16th place).

**Base price range:** \$3,212 to \$3,384.

**Packard average base price:** \$3,298, down 12.82%.

**Introduction date:** January 1957.

**Assembly plants:** South Bend, IN.

**Serial number identification:** Seven digit code located on left front door hinge pillar, and read as follows: First two digits are model year (57 = 1957). Third digit is "L" for Clipper series. Remaining digits are sequential serial number beginning with 1001 and ending with 5809. *Example:* 57L-1001 is a 1957 Clipper, with serial number 1001.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Clipper</i>
289 CID, Jet-Stream Supercharged 2-bbl., V8	7.8:1	275	Flight-O-matic Drive	S

### Major Options

Heater and defroster	S
Air conditioning (sedan only)	\$325
Radio with antenna	\$
Solex tinted glass	\$32
Power front seat	\$45
Power windows	\$103
Power steering	\$98
Power brakes	\$38
Full wheel covers	S
White sidewall tires	\$28

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Midnight Black	P-5710
Arctic White	P-5711
Woodsmoke Gray Metallic	P-5715
Glendale Green Metallic	P-5716
Turquoise	P-5717
Azure Blue Metallic	P-5718
Wedgewood Blue	P-5719
Regal Red	P-5771
Cumberland Gray	P-5772
Lilac	P-5773
Turquoise over Glendale Green Metallic	P-5721
Arctic White over Glendale Green Metallic	P-5723
Arctic White over Turquoise	P-5724
Wedgewood Blue over Azure Blue Metallic	P-5726
Arctic White over Azure Blue Metallic	P-5728
Arctic White over Wedgewood Blue	P-5729
Arctic White over Coppertone Metallic	P-5730
Arctic White over Midnight Black	P-5732
Arctic White over Cumberland Gray	P-5734
Arctic White over Tiara Gold Metallic	P-5736
Arctic White over Taupe Metallic	P-5737
Arctic White over Regal Red	P-5774
Arctic White over Lilac	P-5775
Cumberland Gray over Woodsmoke Gray Metallic	P-5776

# Clipper

*"A new age of functional elegance arrives!"*

Nameplate year of origin: 1941.

Current bodystyle lifespan: 1957 through 1958.

Percentage of division's sales volume: 100.00%.

Primary competition: Buick Century, Chrysler Windsor, Mercury Montclair, and Oldsmobile Super 88.

Notable changes: Completely redesigned. Based on Studebaker President.

Major standard equipment: Cloth and vinyl interior trim, rear seat center armrest on sedan, full floor carpeting, stainless steel full-length bodyside moldings, front and rear window surround moldings, rocker panel moldings, hood ornament, front and rear bumper guards, full wheel covers, and 7.60 × 15 BSW tires.

## Measurements

	Sedan	Wagon
Wheelbase	120.5"	116.5"
Length	211.8"	204.8"
Width	76.9"	76.9"
Height	60.4"	61.5"
Legroom — front	42.5"	42.5"
Legroom — rear	NA	39.0"
Headroom — front	36.5"	36.5"
Headroom — rear	NA	35.5"
Cargo capacity (cu. ft.)	NA	64.0
Fuel capacity (gals.)	18.0	18.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Clipper 4-Door Sedan, 6-p.	57LY8	\$3,212	+17.61%	3570	3,940	-31.06%
Clipper 4-Door Country Sedan (Station Wagon), 6-p.	57LP8	\$3,384	NEW	3650	869	NEW
TOTALS	<i>Avg. Price</i>	\$3,298	+11.83%	<i>Production</i>	4,809	-73.98%

# PLYMOUTH

*"Suddenly, it's 1960! 3 years ahead ... the only car that dares to break the time barrier!"*

The all-new Chrysler corporate "Forward Look" was represented, in its most basic form, by the cleanly styled Plymouth. Carrying less trim than most of its corporate siblings, the Plymouth's sleek, modern body styling was allowed to shine through. Many features were shared with other corporate models, including shared styling with some Dodge models, but also new Torsion bar front suspension, 14 inch tires, and all-new interiors. The end result was that sales soared, and Plymouth was back into third place in the sales race, behind Ford and Chevy.

Best appreciated in the side view, the new styling presents a long, low profile characterized by a thin roofline, smooth body sides and upswept tailfins. Hood and front fender lines were now on the same plane, with a slight dip at the front between fender and hood. Plymouth was spelled

out in block letters on the front of the hood, and fender top ornaments replaced the hood ornament. The grille was made up of an aluminum grid pattern with six horizontal bars through the main section, and seven equally spaced vertical bars. The center bar actually was a gold emblem of nondescript style. The front bumper looked like two wrap-around bumper ends connected by a center bar on the top-side. Headlights appeared as a four-lamp setup, but in actuality the inner units were large parking/turn signal lamps. The appearance nonetheless helped to further the modern image. Below was a large bumper, in the center of which were five vertical openings, adding a unique appearance. Cars built after the middle of the season had a small vertical bar through each opening.

Plaza models used no body side trim, and Savoy mod-

els only used a straight stainless steel piece running forward from the back bumper to a point just shy of the front door. Models with two-tone paint had a rearward slanting chrome piece on the front door under the main trim piece, with the second color below the trim. The Belvedere standard trim was a full-length piece running from the headlight to the middle of the taillight. On two-tone models, a trim piece ran under this from a point above the front wheel opening, straight back to the bottom of the taillight, with the contrasting color between the two pieces of trim. The high-powered Fury used a similar side trim treatment with gold anodized trim instead of paint between the stainless. Around back, the tailfins grew to new heights, and were topped with trim on Belvederes. A tall, pointed and narrow taillight filled the rear fender end, with optional backup lamps mounted below.

Large expanses of glass characterized the greenhouse area and interiors. The tall wraparound windshields, which actually wrapped up and over on the convertible, were most prominent. Rear windows on all closed models were much larger and went much farther into the roofline on sedans and hardtops than in previous years. Also, all roof pillars were noticeably thinner, especially the C-pillar on hardtops. C-pillars on 2-Door Suburban models were of a thin style, while 4-Door Suburban models used a wider style that mimicked the 4-Door Hardtops.

Inside a new instrument panel featured a pod of a square design with round corners, gauges in each corner and a large rectangular speedometer housing, which curved over the steering column opening. Pushbutton controls for automatic transmission equipped cars were in a pod to the left of the driver and center mounted radio and heater controls, and a dashboard mounted inside rear view mirror completed the new look.

New features underneath included a torsion bar front suspension, which allowed the car to sit lower than its competitors, while maintaining good ride and handling. A pushbutton TorqueFlite 3-speed automatic transmission became available for Plymouth V8 models this year, and the pushbutton operated PowerFlite 2-speed automatic continued as an option. The 230 CID six continued as the base 6-cylinder on all lines, and the 277 CID V8 was the optional V8 for Plaza models. A new V8 for Savoy and Belvedere models was a Fury 301 CID with much improved performance. Topping the line was the new 318 CID V8 with dual 4-barrel carburetors, optional on the top line Fury 2-Door Hardtop. Model changes included the addition of 9-passenger Suburban wagons in the Custom and Sport ranges (Savoy and Belvedere equivalents) and the mid-year addition of a Savoy 4-Door Hardtop Sport Sedan.



Belvedere 2-Door Convertible



Belvedere 2-Door Hardtop



DeLuxe Suburban 2-Door Station Wagon



Savoy 4-Door Hardtop



Belvedere 4-Door Hardtop

**Model year production:** 762,261, up 33.35% from 1956.  
**Domestic market share:** 12.17% (3rd place).  
**Base price range:** \$1,899 to \$2,925.  
**Plymouth average base price:** \$2,372, up 8.42%.  
**Introduction date:** October 25, 1956. Fury introduced December 1956.  
**Assembly plants:** Detroit, MI; Evansville, IN; Los Angeles, CA; and Newark, DE.  
**Serial number identification:** Located on left front door hinge pillar. P-30 series: Eight digit code as follows — De-

troit, 14280001 to 14410539; Evansville, 20860001 to 20891720; Los Angeles, 25215001 to 25222883; Newark, 28100001 to 28103737. P-31 series: Eight digit code as follows — Detroit, 16083001 to 16392956; Evansville, 22330001 to 22450693; Los Angeles, 26595001 to 26643618; Newark, 28525001 to 28534683. Fury's were assembled only at Detroit. As in prior years, any 6-cylinder car is a P-30 series, and if a V8 is ordered as optional equipment, it becomes a P-31 series.

## Powertrains

Engine	Compression		Transmission	Plaza	Savoy, Belvedere,	Belvedere	
	Ratio	Gross HP			Suburbans	Convertible	Fury
230 CID PowerFlow, 1-bbl., L-head, 6-cyl.	8.0:1	132	3-speed manual	S	S	-	-
			Overdrive	\$108	\$108	-	-
			PowerFlite automatic	\$180	\$180	-	-
276.1 (277) CID Hy-Fire, 2-bbl., V8	8.0:1	197	3-speed manual	\$100	-	-	-
			Overdrive	\$208	-	-	-
			PowerFlite automatic	\$280	-	-	-
276.1 (277) CID Hy-Fire Power Pack, 4-bbl., V8	8.0:1	217	3-speed manual	\$140	-	-	-
			Overdrive	\$248	-	-	-
			PowerFlite automatic	\$320	-	-	-
299.6 (301) CID Fury, 2-bbl., V8	8.5:1	215	3-speed manual	-	\$100	S	-
			Overdrive	-	\$208	\$108	-
			PowerFlite automatic	-	\$280	\$180	-
			TorqueFlite automatic	-	\$320*	\$220	-
299.6 (301) CID Fury, Power Pak 4-bbl., V8	8.5:1	235	3-speed manual	-	\$140	\$40	S
			Overdrive	-	\$248	\$148	-
			PowerFlite automatic	-	\$320	\$220	-
			TorqueFlite automatic	-	\$360*	\$260	\$220
318 CID Fury, Dual 4-bbl., V8	9.25:1	290	3-speed manual	-	-	-	\$320
			TorqueFlite automatic	-	-	-	\$540

\*Available on Belvedere and Sport Suburbans only.

## Major Options

	Plaza	Savoy	Belvedere	Fury
Fresh-Aire Heater and defroster	\$69	\$69	\$69	\$69
All Weather air conditioning	\$446	\$446	\$446	\$446
Custom pushbutton radio	\$73	\$73	\$73	\$73
Search-Tune radio with Highway Hi-Fi record player	\$187	\$187	\$187	\$187
Power windows	\$102	\$102	\$102	\$102
Solex tinted glass	\$32	\$32	\$32	\$32
Power front seat	\$48	\$48	\$48	\$48
Power steering	\$84	\$84	\$84	\$84
Power brakes	\$38	\$38	\$38	\$38
Full wheel covers	\$18	\$18	S	S
White sidewall tires	\$28	\$28	\$28	S

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Sand Dune White	AAA
Jet Black	BBB
Sky Blue	CCC
Marine Blue Metallic	DDD
Meadow Green	EEE
Jade Green Metallic	FFF
Satin Gray	GGG
Silver Charcoal Metallic	HHH
Carnival Red	JJJ
Ginger	KKK
Canary Yellow	LLL
Burgundy Metallic	MMM
Dusty Coral	NNN
Desert Gold Metallic	PPP

Two-tone combinations: First letter indicates upper color and second and third letters indicate lower color. Sportone code combinations: First letter indicates roof color, second letter indicates body color, and third letter indicates Sportone color (either sweep color, or below crash molding depending upon model). Example: ACA is Sand Dune White roof and Sportone over Sky Blue body.



# Plaza

*"More economical, durable and advanced new style."*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 18.68%.

**Primary competition:** Chevrolet One-Fifty, Ford Custom, and Studebaker Champion.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl interior trim, rubber floor covering, left-hand sunvisor, stainless windshield and rear window surrounds, single speed windshield wipers, and 7.50 × 14 BSW tires.

## Measurements

	<i>Cars</i>	<i>Suburban</i>
Wheelbase	118.0"	122.0"
Length	204.6"	210.9"
Width	78.2"	78.2"
Height	58.6"	58.6"
Legroom — front	45.9"	45.9"
Legroom — rear	41.5"	NA
Headroom — front	35.3"	35.3"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	35.6	95.0
Fuel capacity (gals.)	20.0	22.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Plaza 2-Door Business Coupe, 3-p.	P30-1	\$1,899	+6.45%	3155	2,874	-22.91%
Plaza 2-Door Club Sedan, 6-p.	P30-1	\$2,009	+6.69%	3160	49,137	+14.21%
Plaza 4-Door Sedan, 6-p.	P30-1	\$2,055	+6.70%	3260	70,248	+16.70%
Deluxe Suburban 2-Door Station Wagon, 6-p.	P30	\$2,330	+6.10%	3555	20,111	-15.73%
TOTALS	<i>Avg. Price</i>	\$2,073	+6.47%	<i>Production</i>	142,370	+8.83%

# Savoy

*"When you drive a Plymouth you're 3 years ahead."*

**Nameplate year of origin:** 1954 (1951 as a station wagon designation.)

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 40.46%.

**Primary competition:** Chevrolet Two-Ten, Ford Fairlane, Rambler and Studebaker Commander.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl interior trim, full carpeting, dual sunvisors, stainless windshield and rear window surround, rear quarter and door body side trim, small hubcaps, and 7.50 × 14 BSW tires.

## Measurements

	<i>Cars</i>	<i>Suburban</i>
Wheelbase	118.0"	122.0"
Length	204.6"	210.9"
Width	78.2"	78.2"
Height	58.6"	58.6"
Legroom — front	45.9"	45.9"
Legroom — rear	41.5"	NA
Headroom — front	35.3"	35.3"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	35.6	95.0
Fuel capacity (gals.)	20.0	22.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Savoy 2-Door Club Sedan, 6-p.	P30-2	\$2,147	+8.32%	3190	55,590	-4.03%
Savoy 2-Door Sport Coupe Hardtop, 6-p.	P30-2	\$2,229	+4.65%	3260	31,373	+90.45%
Savoy 4-Door Sedan, 6-p.	P30-2	\$2,194	+8.35%	3265	153,093	+0.88%



	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Savoy 4-Door Sport Sedan Hardtop, 6-p.	P30-2	\$2,317	NEW	3375	7,601	NEW
Custom Suburban 2-Door Station Wagon, 6-p.	P30	\$2,440	+7.63%	3580	11,196	+17.99%
Custom Suburban 4-Door Station Wagon, 6-p.	P30	\$2,494	+7.78%	3665	40,227	+20.68%
Custom Suburban 4-Door Station Wagon, 9-p.	P30	\$2,649	NEW	3775	9,357	NEW
TOTALS	<i>Avg. Price</i>	\$2,353	+9.76%	<i>Production</i>	308,437	+14.67%

## Belvedere

*"Styling that's 3 years ahead, with luxurious dream car interiors!"*

**Nameplate year of origin:** 1954 (1951, as a 2-Door hardtop designation).

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 39.88%.

**Primary competition:** Chevrolet Bel Air, Ford Fairlane 500, and Studebaker President.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl interior trim, full floor carpeting, electric clock, stainless steel windshield and rear window surround, stainless steel full-length body moldings, rear wheel opening gravel shield, small hubcaps, and 7.50 × 14 BSW tires. Convertible adds: Vinyl interior trim and power top.

### Measurements

	Cars	Suburban
Wheelbase	118.0"	122.0"
Length	204.6"	210.9"
Width	78.2"	78.2"
Height	58.6"	58.6"
Legroom — front	45.9"	45.9"
Legroom — rear	41.5"	NA
Headroom — front	35.3"	35.3"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	35.6	95.0
Fuel capacity (gals.)	20.0	22.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Belvedere 2-Door Club Sedan, 6-p.	P30-3	\$2,264	+9.58%	3235	55,590	+191.70%
Belvedere 2-Door Sport Coupe Hardtop, 6-p.	P30-3	\$2,349	+6.10%	3280	67,268	+172.09%
Belvedere 2-Door Convertible, 6-p.	P31-3	\$2,638	+6.46%	3585	9,866	+46.49%
Belvedere 4-Door Sedan, 6-p.	P30-3	\$2,310	+9.53%	3270	110,414	+31.10%
Belvedere 4-Door Sport Sedan Hardtop, 6-p.	P30-3	\$2,419	+6.05%	3350	37,446	+113.79%
Sport Suburban 4-Door Station Wagon, 6-p.	P30	\$2,622	+5.56%	3655	15,444	+2.25%
Sport Suburban 4-Door Station Wagon, 9-p.	P30	\$2,777	NEW	3765	7,988	NEW
TOTALS	<i>Avg. Price</i>	\$2,483	-1.45%	<i>Production</i>	304,016	+81.66%

## Fury

*"The high-performance Fury."*

**Nameplate year of origin:** 1956.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 0.98%.

**Primary competition:** Dodge Custom Royal Lancer and Studebaker Golden Hawk.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Specific cloth and vinyl interior trim, full floor carpeting, electric clock, stainless steel windshield and rear window surround and beltline moldings, gold anodized full-length body

### Measurements

Wheelbase	118.0"
Length	206.1"
Width	78.2"
Height	58.6"
Legroom — front	45.9"
Legroom — rear	41.5"
Headroom — front	35.3"
Headroom — rear	34.2"

moldings and trim, gold anodized aluminum grille, chrome and gold anodized full wheel covers, and 7.50 × 14 BSW tires.

### Measurements (cont.)

Cargo capacity (cu. ft.)	35.6
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Fury 2-Door Sport Coupe Hardtop, 6-p.	P31	\$2,925	+2.06%	3595	7,438	+65.84%
TOTALS	<i>Avg. Price</i>	\$2,925	+2.06%	<i>Production</i>	7,438	+65.84%

# PONTIAC

*“America’s Number 1 Road Car!”*

The 1957 Pontiacs sported an all-new look, while still utilizing the same basic body structure of the 1955 and 1956 models. Another increase in power, the removal of the famous “Silver Streaks” and the introduction of real tailfins were all identifying features of the new model year. Engine size was enlarged by 30 cubic inches and horsepower increased about 25 percent, depending on model. After the start of the model year, two new variations were added — “Tri-Power” and fuel injection. “Tri-Power” was the name for a 3 × 2-barrel carburetor setup, available on any Pontiac. Horsepower ratings were boosted by at least 10 percent, depending on other engine specifications. Fuel injection was something new for Pontiac, and General Motors, and was introduced in limited quantities on the new-for-’57 Bonneville to be discussed later. Both engines set the wheels in motion for Pontiac to become known as the performance division of GM.

Styling was distinctive for this model year, displaying the first and only traditional tailfins to be used by Pontiac. Though not tall fins, they were definitely pointed and canted rearward, with a small red reflector towards the top of the point. Centered in the fin was a new oval style taillamp, above which was the backup light. Rear bumper guards were set into the bumper ends and mimicked the taillamp’s shape. Revised rear quarter panels featured a larger “rocket” style bulge, which was outlined in trim above and below. These trim strips ran horizontally along the rear quarter, then turned in towards each other below the rear side window. Then the trim, spaced about an inch apart, formed the “tip” of the “flying rocket” look, running

forward until they came together at the front wheel opening. On two-tone cars, this trim formed the outline for the second color.

Up front were a revised center grille and bumper and a hood devoid of either the “Silver Streaks” or a hood ornament, both of which had been standard Pontiac fare for over 20 years. As for the new look, the lower bumper and upper trim bar continued in similar fashion to past models. What changed was the upper bumper and fender guard design, which this year ran straight into the center grille bar, ending with a large round bumper guard, just below and inside of the headlight line. The center grille bar between the bumper guards consisted of a massive piece of chrome divided into four sections, each being lined with six vertical grooves, simulating the departed “Silver Streaks.”

Interiors were restyled with the instrument panel receiving a new horizontal theme. All gauges and the optional radio were placed into a large oval shaped section covering more than half of the dashboard. Upholstery styles varied greatly by model, with each series being distinctive in materials, patterns and overall look. Also noteworthy is that all station wagons were now considered Safari wagons, and were marketed as a separate line, although they were still named by series alignment. Therefore, they are listed here within the corresponding series.

The highlight of 1957 was the introduction of two distinctive mid-year models. Most important to Pontiac’s future was the fuel injected Bonneville. Based on the Star Chief convertible, the Bonneville was a limited edition, fully equipped, high-powered, semi-luxury car. Outside it

featured distinctive trim, with seven front fender hash marks, lower rear quarter panel trim, “Fuel Injection” front fender nameplate, and “Bonneville” rear quarter nameplate. Inside, the upholstery design introduced the “off-shoulder” upholstery look that would be featured on most 1958 Pontiacs. While future Bonneville would lose the distinctive character of the 1957 model, they would remain Pontiac’s top line, full-size car nameplate through 1970, from

1976 to 1981, and again from 1987 through its eventual demise in 2005. The other model was an upscale 4-Door version of the Safari station wagon. Dubbed the “Transcontinental,” it featured reclining front seats, rooftop luggage rack, the “off-shoulder” upholstery design, and distinctive lower rear quarter and rear door trim. Bodyside trim was slightly different, using a straight-line design with four chrome stars and the “Safari” script between the two strips.



Bonneville 2-Door Convertible



Star Chief 2-Door Convertible



Star Chief 4-Door Safari  
“Transcontinental” Station Wagon



Star Chief DeLuxe 4-Door Sedan



Super Chief 4-Door Catalina Hardtop

**Model year production:** 333,473, down 17.75% from 1956.  
**Domestic market share:** 5.33% (6th place).  
**Base price range:** \$2,463 to \$5,782.  
**Pontiac average base price:** \$2,878, up 11.64%.  
**Introduction date:** October 1956.  
**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Framingham, MA (F); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); Arlington, TX (T); and Wilmington, DE (W).  
**Serial number identification:** Nine to eleven digit code lo-

cated on left front door hinge pillar and read as follows: First digit indicates assembly plant code from above. The second digit indicates series: 7 for Series 27 and 8 for Series 28. The third and fourth digits indicate year code: 57 = 1957. Fifth digit indicates transmission attachment: S = Synchronesh 3-speed manual, H = Hydra-Matic. Remaining digits are sequential number by engine and transmission installation with beginning number of 1001 and ending number as shown in chart. Style number is located on body tag on cowl under hood.

### Highest Serial Numbers by Assembly Plant and Series

Series	Atlanta	Los Angeles	Framingham	Kansas City	Linden	Pontiac	Arlington	Wilmington
27 V8 w/3-speed	2041	1765	2040	2301	2223	7722	1656	1970
27 V8 w/Hydra-Matic	18541	22055	11045	24194	21243	94357	10608	22332
28 V8 w/3-speed	1005	1016	1010	1019	1028	1212	1004	1015
28 V8 w/Hydra-Matic	9462	11387	5007	11022	11067	45497	6679	10558

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Chieftain	Super Chief	Star Chief	Bonneville
347 CID Strato-Streak, 2-bbl., V8	10.0:1	252	3-speed manual Dual-Range Hydra-Matic	S \$231	-	-	-

1957

Engine	Compression Ratio	Gross HP	Transmission	Super Star			
				Chieftain	Chief	Chief	Bonneville
347 CID Strato-Streak, 4-bbl., V8	10.0:1	270	3-speed manual	\$35	S	S	-
			Strato-Flight Hydra-Matic	\$266	\$231	\$231	-
347 CID Strato-Streak, 3 × 2-bbl., V8	10.0:1	290	Strato-Flight Hydra-Matic	\$	\$	\$	-
347 CID Strato-Streak, 3 × 2-bbl., V8	10.0:1	317	3-speed manual	\$	\$	\$	-
			Strato-Flight Hydra-Matic	\$	\$	\$	-
347 CID Strato-Streak, Fuel-Injected, V8	10.0:1	315	Strato-Flight Hydra-Matic	-	-	-	S

### Major Options

	Chieftain	Super Chief	Star Chief	Bonneville
Heater and defroster	\$91	\$91	\$91	S
Air conditioning	\$431	\$431	\$431	-
Radio	\$99	\$99	\$99	-
“Wonderbar” signal seeking radio	\$125	\$125	\$125	S
Electric clock	\$11	\$11	\$11	S
8-way power front seat adjustment	\$97	\$97	\$97	S
Tinted glass	\$34	\$34	\$34	S
Power windows	\$102	\$102	\$102	S
Power steering	\$108	\$108	\$108	S
Power brakes	\$39	\$39	\$39	S
Rear fender skirts	\$12	\$12	\$12	-
Hubcaps	S	-	-	-
Full wheel covers	\$	S	S	S*
White sidewall tires	\$38	\$38	\$38	S

\*Bonneville series used a distinctive style wheel cover.

Options common to most models. (— = Not Available; S = Standard equipment)  
Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Raven Black	A
Chevron Blue Metallic	B
Nassau Green	C
Sapphire Blue	D
Chateau Gray Metallic	E
Fontaine Blue Metallic	F
Tartan Red	G
Charcoal Gray Metallic	H
Malabar Yellow	I
Lucerne Blue	J
Sheffield Gray	K
Braeburn Green Metallic	L
Starlight Yellow	M
Cordova Red Metallic	N
Kerry Green Metallic	O
Kenya Ivory	P
Silver Gray Metallic	Q
Carib Coral	R
Limefire Green Metallic	S
Seacrest Green	T
Sage Blue Metallic	U
Avalon Blue Metallic	V
Cascade Blue	V*
Mayfair Yellow	W*
Rodeo Beige	X
Iris	X*
Rodeo Beige	Y
Lilac Metallic	Z

Two letter paint codes: Single-tone codes are AA, BB, etc. Two-tone combinations: First letter indicates upper body color and second letter indicates lower body color. Example: AB is Raven Black over Chevron Blue Metallic. \*1957 Spring color.

## Chieftain

“The big-car package for as little as the little ones!”

Nameplate year of origin: 1949.

Current bodystyle lifespan: 1955 through 1957.

Percentage of division's sales volume: 58.02%.

Primary competition: Dodge Coronet and Studebaker President.

### Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"

**Notable changes:** Restyled and trim and detail changes.

**Major standard equipment:** Morrokide and nylon upholstery, front and rear rubber floor mat, stainless steel front and rear window trim, body-side stainless molding, hubcaps, and 8.00 × 14 BSW tires. Station wagons add: Morrokide upholstery and 8.50 × 14 BSW tires.

### Measurements (cont.)

	Cars	Wagons
Length	206.8"	207.7"
Width	75.2"	75.2"
Height	60.1"	60.7"
Legroom — front	43.4"	43.4"
Legroom — rear	42.0"	NA
Headroom — front	36.0"	35.9"
Headroom — rear	35.9"	NA
Cargo capacity (cu. ft.)	NA	87.0
Fuel capacity (gals.)	20.0	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Chieftain 2-Door Sedan, 6-p.	2711	\$2,463	+9.96%	3515	21,343	-49.07%
Chieftain 2-Door Catalina Hardtop, 6-p.	2737	\$2,529	+6.71%	3555	51,017	+10.10%
Chieftain 4-Door Sedan, 6-p.	2719	\$2,527	+9.97%	3560	35,671	-15.04%
Chieftain 4-Door Catalina Hardtop, 6-p.	2739	\$2,614	+7.00%	3635	40,074	+13.84%
Chieftain 2-Door Safari Station Wagon, 6-p.	2763	\$2,841	+10.59%	3690	2,934	-51.89%
Chieftain 4-Door Safari Station Wagon, 9-p.	2762FC	\$2,898	+9.23%	3835	11,536	-9.18%
TOTALS		<i>Avg. price</i> \$2,645	+8.91%	<i>Production</i>	162,575	-11.76%

## Super Chief

*"Take command of the year's top performance car ...  
the triumphantly new Pontiac Super Chief!"*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 19.34%.

**Primary competition:** Buick Special, Dodge Royal, and Mercury Monterey.

**Notable changes:** Restyled and trim and detail changes. Replaces Chieftain 870.

**Major standard equipment:** Morrokide and nylon or cloth upholstery, full floor carpeting, stainless steel front and rear window trim, beltline molding, bodyside stainless molding, full wheel covers, and 8.00 × 14 BSW tires. Station wagon adds: Morrokide upholstery and 8.50 × 14 BSW tires.

### Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	206.8"	207.7"
Width	75.2"	75.2"
Height	60.1"	60.7"
Legroom — front	43.4"	43.4"
Legroom — rear	42.0"	NA
Headroom — front	36.0"	35.9"
Headroom — rear	35.9"	NA
Cargo capacity (cu. ft.)	NA	87.0
Fuel capacity (gals.)	20.0	17.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super Chief 2-Door Catalina Hardtop, 6-p.	2737D	\$2,735	+10.28%	3570	15,494	-37.38%
Super Chief 4-Door Sedan, 6-p.	2719D	\$2,664	+10.40%	3585	15,153	-31.38%
Super Chief 4-Door Catalina Hardtop, 6-p.	2739D	\$2,793	+10.22%	3640	19,758	-22.13%
Super Chief 4-Door Safari Station Wagon, 6-p.	2762DF	\$3,021	+9.89%	3765	14,095	-34.97%
TOTALS		<i>Avg. price</i> \$2,803	+10.19%	<i>Production</i>	64,500	-31.29%



# Star Chief

*"The newest of all the new cars!"*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1955 through 1957.

**Percentage of division's sales volume:** 31.72%.

**Primary competition:** DeSoto Firesweep, Dodge Custom Royal, Hudson Hornet, Mercury Montclair, Nash Ambassador, and Oldsmobile 88.

**Notable changes:** Restyled; trim and detail changes.

**Major standard equipment:** Morrokide and nylon upholstery, full carpeting, DeLuxe steering wheel, bodyside stainless molding, belt line molding, lower rear quarter panel and rear wheel opening stainless trim, full wheel covers, and 8.00 × 14 BSW tires. Convertible adds: Leather upholstery and power top. Safari 2-Door station wagon adds: 8.00 × 14 BSW tires. Custom adds: Cloth and leather or all-leather upholstery and pile carpeting. Safari 4-Door station wagon adds: Reclining front seats and additional lower body exterior trim.

## Measurements

	<i>Cars</i>	<i>2-Dr. Wagon</i>	<i>4-Dr. Wagon</i>
Wheelbase	124.0"	122.0"	122.0"
Length	213.8"	206.8"	207.7"
Width	75.2"	75.2"	75.2"
Height	60.1"	59.3"	60.7"
Legroom — front	43.4"	43.4"	43.4"
Legroom — rear	42.5"	NA	NA
Headroom — front	36.0"	36.0"	35.9"
Headroom — rear	35.9"	NA	NA
Cargo capacity (cu. ft.)	NA	71.0	87.0
Fuel capacity (gals.)	20.0	16.0	17.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Star Chief 2-Door Convertible Coupe, 6-p.	2867DTX	\$3,105	+8.68%	3860	12,789	-5.34%
Star Chief DeLuxe 4-Door Sedan, 6-p.	2819D	\$2,839	+12.35%	3630	3,774	-79.43%
Star Chief Custom 2-Door Catalina Hardtop, 6-p.	2837SD	\$2,901	+8.86%	3640	32,862	-24.27%
Star Chief Custom 4-Door Sedan, 6-p.	2819SD	\$2,896	NEW	3645	8,874	NEW
Star Chief Custom 4-Door Catalina Hardtop, 6-p.	2839SD	\$2,975	+8.78%	3710	44,283	-7.81%
Star Chief Custom 2-Door Safari Station Wagon, 6-p.	2764DF	\$3,481	+11.25%	3750	1,292	-68.04%
Star Chief Custom 4-Door Safari Station Wagon, 6-p.	2762SDF	\$3,636	NEW	3795	1,894	NEW
TOTALS	<i>Avg. price</i>	\$3,119	+7.28%	<i>Production</i>	105,768	-16.93%

# Bonneville

*"The Breath-Taking Bonneville! Action Styled, Fuel Injection Powered!"*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1957.

**Percentage of division's sales volume:** 0.19%.

**Primary competition:** Chrysler 300.

**Notable changes:** All-new model, based on Star Chief Convertible.

**Major standard equipment:** Leather upholstery, power seat, full carpeting, DeLuxe steering wheel, power windows, power top, signal-seeking radio, bodyside stainless molding, belt line molding, lower rear quarter panel and rear wheel opening stainless trim, rocker panel molding, power steering, power brakes, custom full wheel covers, and 8.00 × 14 BSW tires.

## Measurements

Wheelbase	124.0"
Length	213.8"
Width	75.2"
Height	58.6"
Legroom — front	43.4"
Legroom — rear	42.5"
Headroom — front	36.0"
Headroom — rear	35.9"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0



## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Bonneville 2-Door Convertible Coupe, 6-p.	2867SDX	\$5,782	NEW	4285	630	NEW
TOTALS		Avg. price \$5,782	NEW	Production 630		NEW

# STUDEBAKER

*"This year, CRAFTSMANSHIP makes the BIG Difference in the low price field!"*

Studebaker managed to create yet another update for the fifth season of the basic 1953 body. It is amazing what could be done with the addition of a little sheetmetal and a lot of trim to give the consumer the illusion of a new car. An expanded new full-width grille design eliminated the low mounted air inlets on each side. Thin horizontal and vertical bars created 18 columns at its widest point, and 10 rows at its highest point, giving the restyled cars a new, wider look at the front end. The front bumper revealed a lower body color pan on each end, and then turned down near the center, providing space for the enlarged grille. Small round parking lamps were relegated to a spot below the front bumper ends.

At the back end, a new taillamp and bumper design gave the appearance of a taller tailfin, and added a V-shaped effect to the quarter panel end. Taillamps were oval units mounted at the center of the "V" with backup lights below and ribbed chrome trim above. At a distance, the look was somewhat similar to that of the 1957 Buicks.

A four-door station wagon joined the Studebaker range for 1957, designated as the Provincial in Commander trim and the Broadmoor in President trim. The top line Pinehurst 2-Door station wagon was discontinued.

Interiors for all series received design and color updates.

The powerful Packard 352 CID V8 and accompanying Ultra-Matic transmission were discontinued, but that didn't mean that Studebaker-Packard would be left out of the horsepower race. Instead Studebaker created an equally powerful engine from its strong performing 289 CID V8 engine by supercharging it. Superchargers had been used in the past, and some were relatively successful. Studebaker, the largest volume manufacturer to date to try the power booster, was more successful than most of its predecessors, using variations of the supercharged engine through the

1964 model year. This engine also proved more successful than the attempts by the Big Three manufacturers to boost horsepower through various forms of fuel injection. No other significant powertrain changes were made, although there were spring and other suspension upgrades.

The Hawk series was realigned to further disassociate them from their humble Champion and Commander beginnings. The most notable appearance change was a new rear quarter panel appendage that created a taller tailfin, and a bodyside cove. The result was a more seamless flow to the bodyside line. The reorganization of the series involved replacing the Flight Hawk and Sky Hawk with a Silver Hawk coupe, available with either six or eight cylinders, and discontinuing the Power Hawk model. The Golden Hawk received minor grille changes and new chrome hash marks in the air intakes flanking the grille.

Several regular line models were redesignated or reinstated, and some new ones were introduced. Starting at the bottom, a "barebones" Scotsman series was introduced at mid-year, consisting of a 2-door and 4-door sedan and a 2-door station wagon. Designated as part of the Champion series, it was marketed as a separate series, and was mainly geared toward businesses and the taxicab market. Painted hubcaps and a painted grille were standard, saying something about the simplicity of the car. About the only options available were two armrests, two sun visors, electric windshield wipers, and Hill Holder clutch. Going by Studebaker's model numbering, the '56 Champion Sedans became '57 Champion DeLuxe models, while the former 2-Door Sedanet joined a new 4-Door Sedan in the reinstated Champion Custom sub-series. The same thing happened with the Commander series. The President series continued unchanged aside from the new station wagon mentioned earlier.



Champion Custom 2-Door Club Sedan



Commander 4-Door Provincial Station Wagon



Golden Hawk 2-Door Hardtop



Studebaker interior

**Model year production:** 74,266, down 10.27% from 1956.  
**Domestic market share:** 1.19% (13th place).  
**Base price range:** \$1,776 to \$3,182.  
**Studebaker average base price:** \$2,275, up 2.32%.  
**Introduction date:** November 1956. Scotsman series introduced May 1957.  
**Assembly plants:** South Bend, IN.

**Serial number identification:** Seven to eight digit code located on left front door hinge pillar and read as follow: First digit indicates series — Champion and Flight Hawk = G, Commander and Power Hawk = 8, President and Sky Hawk = 7, and Golden Hawk = 6 — followed by six to seven digit sequential serial number by series as in chart that follows.

### Serial Numbers by Assembly Plant and Series

<i>Assembly plant</i>	<i>Beginning</i>	<i>Ending</i>
South Bend, IN — Champion*	1379201	1405239
South Bend, IN — Commander	454101	471491
South Bend, IN — President	188901	209836
South Bend, IN — Golden Hawk	100001	104354

\*Scotsman serial numbers included within Champion and begin with 1393139.

### Powertrains

<i>Engine</i>	<i>Compression</i>		<i>Transmission</i>	<i>Scotsman, Champion &amp; Silver Hawk</i>			<i>Golden Hawk</i>
	<i>Ratio</i>	<i>Gross HP</i>		<i>Commander</i>	<i>President</i>		
185 CID Sweepstakes, 1-bbl., L-head, 6-cyl.	7.8:1	101	3-speed manual	S	-	-	-
			Overdrive	\$110	-	-	-
			Flight-O-Matic Drive	\$189	-	-	-
259 CID Sweepstakes, 2-bbl., OHV, V8	8.3:1	180	3-speed manual	-	S	-	-
			Overdrive	-	\$110	-	-
			Flight-O-Matic Drive	-	\$189	-	-
259 CID Sweepstakes, 4-bbl., OHV, V8	8.3:1	195	3-speed manual	-	\$	-	-
			Overdrive	-	\$	-	-
			Flight-O-Matic Drive	-	\$	-	-
289 CID Sweepstakes, 2-bbl., OHV, V8	8.3:1	210	3-speed manual	\$121*	-	S <sup>†</sup>	-
			Overdrive	\$231*	-	\$110 <sup>†</sup>	-
			Flight-O-Matic Drive	\$310*	-	\$189 <sup>†</sup>	-
289 CID Sweepstakes,	8.3:1	225	3-speed manual	\$*	-	\$ <sup>†</sup>	-

Engine	Compression Ratio	Gross HP	Transmission	Scotsman, Champion & Silver Hawk			Golden Hawk
				Commander	President		
4-bbl., OHV, V8			Overdrive	\$*	-	\$†	-
			Flight-O-Matic Drive	\$*	-	\$†	-
289 CID Sweepstakes with Jet-Stream Supercharger, 2-bbl., OHV, V8	7.8:1	275	3-speed with overdrive	-	-	-	S
			Flight-O-Matic Drive	-	-	-	\$89

\*Optional on Silver Hawk only. †289 4-barrel V8 standard on President Classic, with Overdrive and Flight-O-Matic optional at \$110 and \$189 respectively.

## Major Options

	Scotsman	Champion & Silver Hawk	Commander	President	Golden Hawk
Heater and defroster	S	S	S	S	S
Air conditioner	-	\$395	\$395	\$395	\$395
Electric clock	-	\$16	\$16	\$16	\$16
Starline 6-tube radio	-	\$61	\$61	\$61	\$61
Stratoline 8-tube radio	-	\$80	\$80	\$80	\$80
Power front seat adjustment	-	\$45	\$45	\$45	\$45
Power windows	-	\$110	\$110	\$110	\$110
Tinted glass	-	\$45	\$45	\$45	\$45
Power steering	-	\$98	\$98	\$98	\$98
Power brakes	-	\$38	\$38	\$38	\$38
Hill-Holder	\$15	\$15	\$15	\$15	\$15
Full wheel covers	\$17	\$17	\$17	S	S
Whitewall tires	-	\$28	\$28	\$28	\$28

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code		Code
Midnight Black	P-5710	Arctic White over Coppertone Metallic*	P-5730
Arctic White	P-5711	Midnight Black over Coppertone Metallic*	P-5731
Apache Red	P-5712	Arctic White over Midnight Black*	P-5732
Coppertone Metallic	P-5713	Midnight Black over Arctic White*	P-5733
Tiara Gold Metallic	P-5714	Arctic White over Cumberland Gray*	P-5734
Woodsmoke Gray Metallic	P-5715	Midnight Black over Cumberland Gray*	P-5735
Glendale Green Metallic	P-5716	Arctic White over Tiara Gold Metallic*	P-5736
Turquoise	P-5717	Arctic White over Taupe Metallic*	P-5737
Azure Blue Metallic	P-5718	Arctic White over Apache Red*	P-5738
Wedgewood Blue	P-5719	Woodsmoke Gray Metallic over Arctic White†	P-5739
Taupe Metallic	P-5720	Wedgewood Blue over Arctic White†	P-5740
Turquoise over Glendale Green Metallic*	P-5721	Azure Blue Metallic over Arctic White†	P-5741
Glendale Green Metallic over Turquoise*	P-5722	Turquoise over Arctic White†	P-5742
Arctic White over Glendale Green Metallic*	P-5723	Glendale Green over Arctic White†	P-5743
Arctic White over Turquoise*	P-5724	Taupe Metallic over Arctic White†	P-5744
Midnight Black over Turquoise*	P-5725	Tiara Gold Metallic over Arctic White†	P-5745
Wedgewood Blue over Azure Blue Metallic*	P-5726	Coppertone Metallic over Arctic White†	P-5746
Azure Blue Metallic over Wedgewood Blue*	P-5727	Apache Red over Arctic White†	P-5747
Arctic White over Azure Blue Metallic*	P-5728		
Arctic White over Wedgewood Blue*	P-5729		

\*Not available on Golden Hawk. †Available exclusively on Golden Hawk.

## Scotsman

*"The new Scotsman series ... combining economy and value!"*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 12.59%.

**Primary competition:** None.

**Notable changes:** All-new series based on Champion with less standard equipment.

**Major standard equipment:** Cloth upholstery, full floor rubber mat, painted grille, painted hubcaps, and 6.40 × 15 BSW tires. Station wagon adds: All vinyl upholstery and 6.70 × 15 BSW tires.

### Measurements

	Sedans	Wagon
Wheelbase	116.5"	116.5"
Length	202.4"	202.4"
Width	75.8"	75.8"
Height	58.0"	61.5"
Legroom — front	42.5"	42.5"
Legroom — rear	39.0"	39.0"
Headroom — front	36.5"	36.5"
Headroom — rear	35.5"	35.5"
Cargo capacity (cu. ft.)	NA	64.0
Fuel capacity (gals.)	18.0	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Scotsman 2-Door Club Sedan, 6-p.	57G-F1	\$1,776	NEW	2680	2,943	NEW
Scotsman 4-Door Sedan, 6-p.	57G-W1	\$1,826	NEW	2725	3,005	NEW
Scotsman 2-Door Wagon, 6-p.	57G-D1	\$1,995	NEW	2875	3,400	NEW
TOTALS	<i>Avg. price</i>	\$1,866	NEW	<i>Production</i>	9,348	NEW

## Champion

*"Lowest cost line ... Craftsmanship quality!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1953 through 1958.

**Percentage of division's sales volume:** 20.52%.

**Primary competition:** Chevrolet One-Fifty, Ford Custom, Plymouth Plaza, and Rambler.

**Notable changes:** Restyled front and rear, trim and detail changes.

**Major standard equipment:** Vinyl and nylon upholstery, full-floor rubber mat, door armrests, dual sunvisors, front fender and door stainless molding, and 6.40 × 15 BSW tires. Pelham wagon adds: All vinyl upholstery, color-keyed rubber floor mats, and 6.70 × 15 BSW tires.

DeLuxe adds: Nylon and vinyl upholstery, color-keyed rubber carpeting, stainless steel front and rear window moldings, and full-length stainless steel molding.

### Measurements

	Sedans	Wagon
Wheelbase	116.5"	116.5"
Length	202.4"	202.4"
Width	75.8"	75.8"
Height	58.0"	61.5"
Legroom — front	42.5"	42.5"
Legroom — rear	39.0"	39.0"
Headroom — front	36.5"	36.5"
Headroom — rear	35.5"	35.5"
Cargo capacity (cu. ft.)	NA	64.0
Fuel capacity (gals.)	18.0	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Champion Custom 2-Door Club Sedan, 6-p.	57G-F2	\$2,001	NEW	2755	1,751	NEW
Champion Custom 4-Door Sedan, 6-p.	57G-W2	\$2,049	NEW	2785	2,106	NEW
Champion DeLuxe 2-Door Club Sedan, 6-p.	57G-F4	\$2,123	+9.10%	2780	1,950	-54.66%
Champion DeLuxe 4-Door Sedan, 6-p.	57G-W4	\$2,171	+8.77%	2810	8,313	-30.63%

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Champion 2-Door Pelham Wagon, 6-p.	57G-D4	\$2,382	+6.72%	3015	1,120	-49.91%
TOTALS	<i>Avg. price</i>	\$2,145	+7.02%	<i>Production</i>	15,240	-29.50%

## Commander

*"Value line ... new boulevard ride!"*

**Nameplate year of origin:** 1927.

**Current bodystyle lifespan:** 1953 through 1958.

**Percentage of division's sales volume:** 24.84%.

**Primary competition:** Chevrolet Two-Ten, Ford Fairlane, and Plymouth Savoy.

**Notable changes:** Restyled front and rear, trim and detail changes.

**Major standard equipment:** Vinyl and nylon upholstery, full-floor rubber mat, door armrests, dual sunvisors, front fender and door stainless molding, and 6.40 × 15 BSW tires. Station wagons add: All vinyl upholstery, color-keyed rubber floor mats, and 6.70 × 15 BSW tires.

DeLuxe adds: Nylon and vinyl upholstery, color-keyed rubber carpeting, stainless steel front and rear window moldings, and full-length stainless steel molding.

### Measurements

	Sedans	Wagon
Wheelbase	116.5"	116.5"
Length	202.4"	202.4"
Width	75.8"	75.8"
Height	58.0"	61.5"
Legroom — front	42.5"	42.5"
Legroom — rear	39.0"	39.0"
Headroom — front	36.5"	36.5"
Headroom — rear	35.5"	35.5"
Cargo capacity (cu. ft.)	NA	64.0
Fuel capacity (gals.)	18.0	18.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commander Custom 2-Door Club Sedan, 6-p.	57B-F2	\$2,124	NEW	3075	530	NEW
Commander Custom 4-Door Sedan, 6-p.	57B-F2	\$2,173	NEW	3105	828	NEW
Commander DeLuxe 2-Door Club Sedan, 6-p.	57B-F4	\$2,246	+8.19%	3100	2,072	-43.43%
Commander DeLuxe 4-Door Sedan, 6-p.	57B-W4	\$2,295	+8.00%	3140	10,285	-30.03%
Commander 2-Door Parkview Wagon, 6-p.	57B-D4	\$2,505	+6.41%	3310	738	-77.86%
Commander 4-Door Provincial Wagon, 6-p.	57B-P4	\$2,561	NEW	3355	3,995	NEW
TOTALS	<i>Avg. price</i>	\$2,317	+8.68%	<i>Production</i>	18,448	-20.55%

## President

*"Luxury line ... luxury power!"*

**Nameplate year of origin:** 1927 (name not used from 1942 to 1954).

**Current bodystyle lifespan:** 1955 through 1958.

**Percentage of division's sales volume:** 15.56%.

**Primary competition:** Chevrolet Bel Air, Ford Fairlane 500, and Plymouth Belvedere.

**Notable changes:** Restyled front and rear, trim and detail changes.

**Major standard equipment:** Vinyl and nylon upholstery, color-keyed rubber floor mats, door armrests, dual sunvisors, safety padded dash, deluxe two-tone steering wheel, stainless steel front and rear window moldings, full-length stainless steel molding, and 6.70 × 15 BSW tires. Station wagons add: All vinyl upholstery and color-keyed rubber rear load floor mats. Classic adds: Nylon and vinyl upholstery, color-keyed full floor carpeting, automatic glove

### Measurements

	Sedans	Classic Sedan	Wagon
Wheelbase	116.5"	120.5"	116.5"
Length	202.4"	206.4"	202.4"
Width	75.8"	75.8"	75.8"
Height	58.0"	60.4"	61.5"
Legroom — front	42.5"	42.5"	42.5"
Legroom — rear	39.0"	NA	39.0"
Headroom — front	36.5"	36.5"	36.5"
Headroom — rear	35.5"	NA	35.5"
Cargo capacity (cu. ft.)	NA	NA	64.0
Fuel capacity (gals.)	18.0	18.0	18.0

compartment and trunk lights, chrome wheel covers, and 7.10 × 15 BSW tires.

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
President 2-Door Club Sedan, 6-p.	57H-F6	\$2,358	+7.77%	3170	836	-56.32%
President 4-Door Sedan, 6-p.	57H-W6	\$2,407	+7.77%	3205	3,127	-54.16%
President Classic 4-Door Sedan, 6-p.	57H-Y6	\$2,539	+2.01%	3270	6,063	-28.73%
President 4-Door Broadmoor Wagon, 6-p.	57H-P6	\$2,666	NEW	3415	1,530	NEW
TOTALS	<i>Avg. price</i>	\$2,493	-6.86%	<i>Production</i>	11,556	-38.42%

## Hawk

*"Motorsport ... family size!"*

**Nameplate year of origin:** 1956.

**Current bodystyle lifespan:** 1953 through 1961.

**Percentage of division's sales volume:** 23.16%.

**Primary competition:** See Champion and President for competition for Silver Hawk. Golden Hawk competition: Chevrolet Corvette and Ford Thunderbird in concept, but not direct competition as Golden Hawk was a 5-passenger hardtop.

**Notable changes:** Revised rear quarter styling and trim and detail changes.

**Major standard equipment:** Nylon and vinyl upholstery, color-keyed rubber carpeting, door and rear seat center armrests, dual sunvisors, stainless steel front and rear window moldings, bodyside stainless steel molding, and 6.40 × 15 BSW tires. Golden Hawk adds: All-vinyl upholstery, color-keyed full floor carpeting, automatic glove compartment and trunk lights, backup lights, directional signals, chrome fender ornaments, full wheel covers, and 7.10 × 15 BSW tires.

### Measurements

Wheelbase	120.5"
Length	203.9"
Width	71.3"
Height	56.3"
Legroom — front	44.0"
Legroom — rear	36.0"
Headroom — front	35.5"
Headroom — rear	33.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

### Models Available

<i>Change from Style No.</i>	<i>Shipping Base FADP</i>	<i>Model Year LY</i>	<i>Change from Wt. (lbs.)</i>	<i>Production</i>	<i>LY</i>	
Silver Hawk 2-Door Coupe, 5-p.	57G-C3*	\$2,142	+4.81%	2790	15,318*	+111.09%
Golden Hawk 2-Door Hardtop, 5-p.	57H-K7	\$3,182	+3.95%	3400	4,356	+7.00%
TOTALS	<i>Avg. price</i>	\$2,406	+5.10%	<i>Production</i>	19,674	+2.66%

\*Silver Hawk "6" Model 57G production, 4,283; Silver Hawk V8 Model 57B production, 11,035.



# 1958

Automobiles of the 1950s are often remembered for powerful V8 engines, which were available in nearly every car on the market for 1958, lots of chrome, which most cars had an abundance of this year, and tailfins. The latter would reach their pinnacle in 1959, but there were plenty of fins to be found on this year's crop of cars. Unfortunately, the year was marred by a recession that began in 1957 and continued throughout the year. The effect on the automotive industry was a 32 percent drop in model year production from 1957.

One feature common across the industry was the introduction of the newly approved quad headlight arrangement. Some states still outlawed the four-headlamp setup, and a few manufacturers would accommodate those who wanted single lamp setups, but for the most part the state laws were ignored once the federal government had approved their use. Marketing departments busily worked to come up with names for the new headlamp configuration, such as Ford "Safety-Twin" headlights, and Buick "Vista-Vision."

At American Motors, 1958 marked a new start of sorts. The Nash and Hudson names had been laid to rest at the end of the 1957 model year. The former Nash Ambassador was officially a stand-alone model under the American Motors corporate line, but was commonly referred to as a Rambler by most industry sources. The new-for-'56, badge-engineered Nash Rambler and Hudson Rambler returned with a styling update that included quad headlamps and tailfins, and they headlined the new Rambler line. The original Rambler of 1955 was back as the newly named American series with more modern styling and a larger six-cylinder engine.

The new-for-'57 Chrysler Corporation cars returned for '58 with trim changes and the new quad headlamps. Chrysler divisions were plagued by quality issues that came to light on the 1957 models, such as rusting body panels, breaking torsion bars, and rare instances of transmission failures. These issues coupled with the recession harmed Chrysler more than Ford and General Motors, with a resulting 47 percent drop in model year production. To put

that dramatic decrease into perspective there were over 50,000 more 1957 Plymouths built than the total production of all five Chrysler divisions combined in 1958.

Despite the problems, there was some good news to come out of Chrysler. A new feature called "Autopilot" speed control was introduced on Imperial models. Also during 1958, Chrysler purchased a 15 percent interest in Simca (Société Industrielle de Mécanique et Carrosserie Automobile) from Ford Motor Company. Chrysler immediately began importing Simca cars, including the Vedette Beaulieu, which used a revised Ford flathead V8 engine. This was one of three new brands of automobiles to be imported from Europe this year.

Ford Motor Company had a very busy year with its 1958 models. Topping the new products was the September 4, 1957, public introduction of the Edsel, a car intended to take advantage of the expanding medium-price field and to fill a perceived void between Ford and Mercury. Conceptually it would compete with Pontiac and Dodge models. With series covering the upper low-priced market up through the upper mid-price range, the Edsel line consisted of the Ford-bodied Ranger and Pacer and Mercury-bodied Corsair and Citation models. It is interesting to note how early Ford knew things were going wrong with the Edsel. Four days prior to the Edsel's introduction, on August 31, 1957, the Lincoln and Mercury divisions had been recombined, after having been separated in 1955. Then during January 1958 Edsel was added to the Lincoln-Mercury division, along with the English Ford, to form the new M-E-L (Mercury-Edsel-Lincoln) division. Management obviously knew early on that things were not going well, and that overhead expenses would have to be cut.

Standard full-size Ford and Mercury models received a styling update for the new year, but Ford surprised consumers when it introduced the all-new 4-seat Thunderbird, in 2-Door Hardtop and Convertible models. The change took the T-Bird in a totally new marketing direction, transforming it from a 2-passenger sport touring car

to a 4-passenger luxury sport line. But the new car was so well done that it was an immediate hit, and ushered in a whole new segment of the automotive market, to become known as the personal luxury car. *Motor Trend* magazine was impressed enough to choose the new Thunderbird as its 1958 Car of the Year. This was the first time that an individual series had been selected to receive the award.

Also completely new was the full line of Lincoln and Continental models. The newly named Continental Mark III had virtually nothing in common with the style and exclusiveness of the Mark II, despite sharing the name. The 1958 Continental was basically a more fully equipped Lincoln, even sharing the same body and styling features. The new Thunderbirds, as well as the Lincoln and Continental, were of a unit-body design. The 1958–60 Lincoln and Continental would ultimately be some of the largest unit-body cars ever built.

General Motors marked its 50th anniversary this year with a year-long “Golden Milestone” celebration. The theme was “From the Progress of the Past — the Promise of the Future.” Specially painted cars in Anniversary Gold Metallic were sold through Chevrolet and Pontiac divisions, while Buick, Oldsmobile and Cadillac offered similar gold paint. However, the special gold paint did not officially constitute a special anniversary model. Styling changes included an all-new body and X-frame chassis design for Chevy and Pontiac, along with more powerful engines. A new Chevrolet Impala and an expanded Pontiac Bonneville series were the top line sport luxury models of their respective division. Pontiac was recognized for its efforts in the area of performance by the naming of a Bonneville convertible as the official pace car of the 1958 Indianapolis 500 race.

The other three GM divisions’ cars were extensively made over, with very little shared on the outside with their 1957 counterparts except the greenhouse area. Responding to increasing demand for smaller cars, GM decided to import

the German-built Opel and the English-built Vauxhall. The Opel would be sold through Buick dealers and the Vauxhall through Pontiac dealers. The Vauxhall never really caught on, but was imported through the early 1960’s. The Opel was more successful, and was sold by Buick through 1975.

Things were looking bleak for Packard and Studebaker this year. Slightly restyled cars were introduced but sales continued on a downward trend. The ’58 Packard models were still thinly disguised Studebakers, but a new two-door hardtop, also available in the Studebaker line and built on the longer Hawk chassis, was a very pleasing design complete with thin roofline and tailfins. An ungainly front end for the Packard, however, kept it from selling as well as it might have otherwise. Also, a one-year-only Hawk model was sold under the Packard name, an odd introduction considering that the corporate decision makers must have surely known the Packard line would be gone before the year was out. On July 13, 1958, the last Packard was built at the Studebaker plant in South Bend, Indiana.

On the truck side, new grilles, power and trim upgrades highlighted most makes. As with most cars, Chevrolet, Dodge, Ford, and GMC trucks all gained quad headlamp setups. The Ford Ranchero received styling changes similar to Ford cars. And finally, International trucks received updated styling that would carry them well into the 1960s.

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### 1958 Overview and Changes from Prior Year

- **Total industry production:** 4,228,950, down 32.45%.
- **Number of manufacturers for model year:** 18, no change.
- **Number of models and body types offered:** 290, up from 254.
- **Industry average base price:** \$3,205, down 2.94%.
- **Industry base price range:** \$1,775 for the Rambler American 2-Door, 3-passenger Business Coupe, to \$15,075 for the Imperial Crown Imperial 4-Door, 8-passenger Limousine.

# BUICK

*“The Air Born B-58 Buick ... It looks and feels like flight on wheels ... with spectacular new performance!”*

While using the same body shell as the 1957 Buicks, the 1958 Buick was very definitely different on the outside. Two longtime Buick identifiers were absent this season.

Both the vertical bar grille and the Ventiport were gone, but a stylish version of both would be back for 1960. The new 1958 grille was made up of what appeared to be about 150

free-floating chrome squares, evenly spaced, four rows in height for the full width of the car with round parking lights mounted at each end. The look was obviously bright and sparkly, but alas, the glitter did not end there.

Another Buick identifier, in its last appearance of the fifties, was a modified Sweepspear which began on the inside front edge of the headlight eyebrow, wrapped over and around onto the front fender side, then followed the traditional path to the front of the rear wheel opening, then continued to the rear wheel opening and straight back to the rear bumper. But on the rear quarter panel, all models wore some type of ornamentation that covered an area roughly 5 feet long by 1 foot tall, virtually the entire rear fender. Many considered this the pinnacle of chrome excess on American cars.

Powerplant choices remained the same, although the Fireball name was gone, replaced by the “B-12000,” fitting in with the theme of “B-58 Buick.” The “B-12000” name was taken from the fact that it developed a thrust of 12,000 pounds behind every piston’s power stroke. Putting the power to the road was a newly engineered “Flight Pitch

Dynaflow” with a truly infinitely variable stator. This new capability made the Flight Pitch Dynaflow one of the most responsive and smoothest transmissions ever produced. It was standard on the Limited and Roadmaster, and optional for the Super and Century.

Interiors continued similar to 1957, with some upgrades on higher series cars. Model changes were minimal, with the three-piece rear window Roadmasters being gone due to lack of public acceptance, and the Super Convertible being discontinued. A new ultra-luxurious Limited line replaced the previous Roadmaster 75, adding a convertible to the line, along with eight inches of length at the rear of the car. The Limited nameplate had previously been used on top-of-the-line, limousine-like Buicks prior to World War II. Finally, the Special Riviera 4-Door Hardtop Estate Wagon and Century Caballero 4-Door Hardtop Estate Wagon both returned for a second and final season, as General Motors ended the four-year run of hardtop wagon models that included the Chevrolet Nomad, Pontiac Safari, and Oldsmobile Fiesta Wagons.



Century 4-Door Caballero Hardtop Station Wagon



Limited 2-Door Convertible



Limited 4-Door Riviera Hardtop



Special 2-Door Riviera Hardtop

**Model year production:** 240,659, down 40.44% from 1957.

**Domestic market share:** 5.71% (5th place).

**Base price range:** \$2,636 to \$5,125.

**Buick average base price:** \$3,728, up 6.21%.

**Introduction date:** October 1957.

**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4); Wilmington, DE (5); Atlanta, GA (6); Framingham, MA (7); and Arlington, TX (8).

**Serial number identification:** Nine digit code read as follows:

1st digit indicates series (e.g., 4 = Series 40 Special), 2nd digit identifies year (E = 1958), 3rd digit indicates assembly plant code from above, followed by 6-digit sequential number by assembly plant beginning with 001001 for each plant. Style number can be found on body identification plate. An “X” after the style number denotes power windows.

### Powertrains

Engine	Compression		Transmission	Special	Century &	Roadmaster &
	Ratio	Gross HP			Super	Limited
364 CID B-12000, 2-bbl., V8	9.5:1	250	3-speed manual	S	-	-
			Variable Pitch Dynaflow Drive	\$220	-	-
			Flight Pitch Dynaflow Drive	\$296	-	-
364 CID B-12000, 4-bbl., V8	10.0:1	300				

Engine	Compression Ratio	Gross HP	Transmission	Special	Century & Super	Roadmaster & Limited
			Variable Pitch Dynaflow Drive	-	S	
			Flight Pitch Dynaflow Drive	-	\$75	S

### Major Options

	Special	Century	Super	Roadmaster	Limited
Heater and defroster	\$102	\$102	\$102	\$102	\$102
Buick Air conditioner	\$430	\$430	\$430	\$430	\$430
Power brakes	\$43	\$43	S	S	S
Power steering	\$108	\$108	S	S	S
Power windows	\$108	\$108*	\$108	S	S
Power front seat adjustment	\$100	\$100*	\$100	S	S
Sonomatic AM radio	\$102	\$102	\$102	\$102	-
Selectronic AM radio	\$130	\$130	\$130	\$130	S
Easy-Eye tinted glass	\$43	\$43	\$43	\$43	\$43
Outside LH rear view mirror	\$*	\$*	\$	S	S
Air-Poise suspension	\$188	\$188	\$188	\$188	\$188
Full wheel covers	\$	S	S	S	S

\*Standard on Convertibles. †Standard on all 2-Door models.

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

Code	Code	
Carlsbad Black	A	Arctic Blue (1957 Spring Color carryover) S
Sylvan Gray Metallic	B	Cobalt Blue (1958 Spring Color) S
Glacier White	C	Desert Sage (1958 Spring Color) T
Hunter Green Metallic	D	Gulf Green Metallic (1957 Spring Color carryover) U
Spray Green	E	Mojave Yellow (1958 Spring Color) U
Colonial Blue Metallic	F	Dusk Rose (1957 Spring Color carryover) Y
Mariner Blue Metallic (1957 Spring Color carryover)	F	Canyon Cedar (1958 Spring Color) Y
Warwick Blue	G	Green Mist 1
Dark Turquoise Metallic	H	Blue Mist 2
Light Turquoise	J	Laurel Mist 3
Antique Ivory	K	Silver Mist 4
Casino Cream	L	Polar Mist 5
Seminole Red	M	Gold Mist Metallic 6
Garnet Red Metallic	N	
Reef Coral	P	
Desert Beige	R	

*Two-tone combinations: First letter indicates upper body color and second letter indicates lower body color. Example: BC is Sylvan Gray Metallic over Glacier White.*

## Special

*“Only the price tag will tell you that these Buicks are the thriftiest buys in the family.”*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division’s sales volume:** 57.85%.

**Primary competition:** DeSoto Firesweep, Dodge Royal, Edsel Pacer, Mercury Monterey, Oldsmobile 88, and Pontiac Super Chief.

**Notable changes:** Completely restyled.

**Major standard equipment:** Cordaveen and vinyl or cloth and vinyl upholstery, front and rear side armrests, full floor covering, sliding sun shades,

### Measurements

Wheelbase	122.0"
Length	211.8"
Width	78.1"
Height	57.4"
Legroom — front	43.0"
Legroom — rear	41.7"
Headroom — front	34.9"

“Sweepspear” stainless bodyside trim, rear quarter panel bright trim above rear wheel opening, front and rear bumper guards, and 7.10 × 15, 4-ply tires. Wagons add: 7.60 × 15 tires. Convertible adds: All Cordaveen upholstery, outside LH rear view mirror, and power convertible top.

### Measurements (cont.)

Headroom — rear	33.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Special 2-Door Sedan, 6-p., Model 48	4411	\$2,636	+1.54%	4063	11,566	-50.10%
Special 2-Door Riviera Hardtop, 6-p., Model 46R	4437	\$2,744	+1.58%	4058	34,903	-45.82%
Special 2-Door Convertible, 6-p., Model 46C	4467	\$3,041	+1.81%	4165	5,502	-35.31%
Special 4-Door Sedan, 6-p., Model 41	4469	\$2,700	+1.51%	4115	48,238	-19.25%
Special 4-Door Riviera Hardtop, 6-p., Model 43	4439	\$2,820	+1.44%	4180	31,921	-36.87%
Special 4-Door Estate Wagon, 6-p., Model 49	4481	\$3,145	+3.22%	4396	3,663	-47.77%
Special 4-Door Riviera Estate Wagon, 6-p., Model 49D	4482	\$3,261	+2.97%	4408	3,420	-49.83%
TOTALS	<i>Avg. price</i>	\$2,907	+2.04%	<i>Production</i>	139,213	-36.79%

## Century

*“Adds new sparkle to its name as America’s most spectacular performance buy.”*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division’s sales volume:** 15.61%.

**Primary competition:** Chrysler Windsor, DeSoto Firedome, Edsel Corsair, Mercury Montclair, Oldsmobile Super 88, Packard Clipper, and Pontiac Star Chief.

**Notable changes:** Completely restyled.

**Major standard equipment:** Nylon interior trim, full carpeting, padded instrument panel, trunk light, “Sweepspear” stainless bodyside trim, rear quarter panel bright trim above rear wheel opening, front and rear bumper guards, and 7.60 × 15, 4-ply tires. Wagon adds: Cordaveen interior trim. Convertible adds: LH outside rear view mirror and power convertible top, front seat, and windows.

### Measurements

Wheelbase	122.0"
Length	211.8"
Width	78.1"
Height	56.8"
Legroom — front	43.0"
Legroom — rear	41.6"
Headroom — front	34.9"
Headroom — rear	33.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Century 2-Door Riviera Hardtop, 6-p., Model 66R	4637	\$3,368	+3.00%	4182	8,110	-52.38%
Century 2-Door Convertible, 6-p., Model 66C	4667X	\$3,680	+2.28%	4302	2,588	-36.65%
Century 4-Door Sedan, 6-p., Model 61	4669	\$3,316	+2.54%	4241	7,241	-10.33%
Century 4-Door Riviera Hardtop, 6-p., Model 63	4639	\$3,436	+2.44%	4267	15,171	-42.94%
Century 4-Door Caballero Estate Wagon, 6-p., Model 69	4682	\$3,831	+3.37%	4498	4,456	-56.25%
TOTALS	<i>Avg. price</i>	\$3,526	+2.73%	<i>Production</i>	37,566	-43.05%



# Super

*“Great new spaciousness and spirit in the medium-priced field.”*

**Nameplate year of origin:** 1935.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 17.61%.

**Primary competition:** Chrysler Saratoga, DeSoto Fireflite, Edsel Citation, Mercury Park Lane, and Oldsmobile 98.

**Notable changes:** Completely restyled.

**Major standard equipment:** Nylon and Cordaveen interior trim, full carpeting, padded instrument panel, electric clock, trunk light, “Sweepspear” stainless bodyside trim, rear quarter panel bright trim above rear wheel opening, front and rear bumper guards, and 7.60 × 15, 4-ply tires.

## Measurements

Wheelbase	127.5"
Length	219.1"
Width	79.8"
Height	58.9"
Legroom — front	43.5"
Legroom — rear	44.5"
Headroom — front	36.4"
Headroom — rear	35.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 2-Door Riviera Hardtop, 6-p., Model 56R	4537	\$3,644	+3.05%	4392	13,928	-47.50%
Super 4-Door Riviera Hardtop, 6-p., Model 53	4539	\$3,789	+2.93%	4500	28,460	-31.69%
TOTALS	<i>Avg. price</i>	\$3,717	-0.43%	<i>Production</i>	42,388	-39.66%

# Roadmaster 75

*“A new summit of luxury among the standard-length fine cars.”*

**Nameplate year of origin:** 1936 (nomenclature of Roadmaster “75” began 1957).

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 5.84%.

**Primary competition:** Chrysler New Yorker.

**Notable changes:** Completely restyled.

**Major standard equipment:** Cloth or cloth and leather upholstery choices with double depth Foamtex cushions, full carpeting, rear seat center armrests on Sedan, padded instrument panel, electric clock, “Sweepspear” stainless bodyside trim, rear quarter panel bright trim above rear wheel opening, wheel opening and rocker panel moldings, power steering, power brakes, power front seat, deluxe wheel covers, and 8.00 × 15, 4-ply tires. Convertible adds: Leather interior trim, power windows, and power convertible top.

## Measurements

Wheelbase	127.5"
Length	219.1"
Width	79.8"
Height	59.5"
Legroom — front	43.2"
Legroom — rear	44.1"
Headroom — front	35.8"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Roadmaster 75 2-Door Riviera Hardtop, 6-p., Model 75R	4737X	\$4,557	+15.54%	4568	2,368	-15.79%
Roadmaster 75 2-Door Convertible, 6-p., Model 75C	4767X	\$4,680	+15.10%	4676	1,181	-72.93%
Roadmaster 75 4-Door Riviera Hardtop, 6-p., Model 75	4739X	\$4,667	+15.15%	4668	10,505	-0.20%
TOTALS	<i>Avg. price</i>	\$4,635	+15.52%	<i>Production</i>	14,054	-70.46%



## Limited

*"If owning a car of magnificent new proportion is your desire, then the LIMITED deserves your first consideration."*

Nameplate year of origin: 1935.

Current bodystyle lifespan: 1958.

Percentage of division's sales volume: 3.09%.

Primary competition: Cadillac Series 62, Imperial (base), and Lincoln Capri.

Notable changes: Restyled model replacing 1957 Roadmaster 75 series.

Major standard equipment: Ultra-plush cloth or cloth and leather upholstery choices with double depth Foamtex cushions, full carpeting, padded instrument panel, rear seat center armrests, electric clock, power front seat, power windows, tinted glass, Selectronic radio, power radio antenna, "Sweepstear" stainless bodyside trim, rear quarter panel accent trim above rear wheel opening containing three sets of five vertical stainless strips slightly slanted back to match taillamp angle, wheel opening and rocker panel moldings, lower rear quarter chrome trim, chrome louvered taillamps, power steering, power brakes, deluxe wheel covers, and 8.00 × 15, WSW 4-ply tires. Convertible adds: Leather upholstery and power convertible top.

### Measurements

Wheelbase	127.5"
Length	227.1"
Width	79.8"
Height	59.5"
Legroom — front	43.2"
Legroom — rear	44.1"
Headroom — front	35.8"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	19.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Limited 2-Door Riviera Hardtop, 6-p., Model 755	4837X	\$5,002	+14.38%	4691	1,026	-57.32%
Limited 2-Door Convertible, 6-p., Model 756	4867X	\$5,125	NEW	4603	839	NEW
Limited 4-Door Riviera Hardtop, 6-p., Model 750	4839X	\$5,112	+14.03%	4710	5,571	-54.52%
TOTALS	<i>Avg. price</i>	\$5,080	+14.72%	<i>Production</i>	7,436	-49.26%

# CADILLAC

*"Standard of the World for more than half a century."*

Appearing bulkier and heavier than last year, the 1958 Cadillacs were not greatly changed engineering-wise, but were vastly updated outside. In typical fifties fashion, they were given an annual facelift, complete with the new quad headlamp setup now appearing on nearly every make in the industry. The new bumpers were a little more traditional with the rubber tipped bumper guards toned down slightly and set lower against the parking lamps, which now occupied a single pod in the bumper below. The grille was stretched to nearly full car width, and was made up of dozens of round points, looking something like free-floating cleats. It was a unique and pleasant looking design that

still said "Cadillac." One new model in the line was an extended deck Series 62 4-Door Hardtop, featuring an additional 8.5 inches in length added to the trunk area.

Bodyside ornamentation included a new simulated air intake now mounted on the front fender ahead of the wheel opening. Other changes included rocker panel moldings on all models, lower rear quarter panel stainless trim on Eldorado and Series 60 Special Fleetwood models, and a strip of stainless running from the headlight trim rings back to the midpoint of the car. The rear wheel opening fender skirts returned, but only on the Series 60 Special Fleetwood. Exclusive to this model and Eldorados were lower

rear quarter panels covered in stainless steel, horizontally ribbed on the 60 Special. Interiors were more lavish than ever, with thickly padded seats and side panels, and the instrument panel continued its chrome laden horizontal theme.

Changes could be found under the hood in the form of a new "Tri-power" carburetor setup which replaced the space-robbing dual 4-barrel carburetor configuration previously used. The horsepower rating for the triple two-barrel carbureted engine was 335, very nearly reaching the "one horsepower per cubic inch" benchmark that all engineers strove to achieve. While this seemed like an un-

reachable goal a few years back, it should be noted that even within GM, this goal of "1 per 1" had been achieved at Chevrolet. It is interesting to note that with the additional bulk that Cadillacs carried, this year both Pontiac and Oldsmobile had larger displacement engines in their cars, which weighed less, although their rated horsepower was not allowed to be advertised as greater than Cadillac. Last, but not least, the unofficial name of the Series 75 Fleetwood Imperial Sedan became the Series 75 Fleetwood Limousine. This was done to eliminate any possible confusion with Chrysler Corporation's Imperial division, established for the 1955 season.



Series 62 2-Door Convertible



Series 62 4-Door Sedan deVille Hardtop Sedan



Eldorado Biarritz 2-Door Convertible



Eldorado Brougham 4-Door Hardtop



Eldorado Seville 2-Door Hardtop

**Model year production:** 119,657, down 17.07% from 1957.  
**Domestic market share:** 2.84% (10th place).  
**Base price range:** \$4,784 to \$13,074.  
**Cadillac average base price:** \$6,866, up 2.76%.  
**Introduction date:** November 1957.  
**Assembly plants:** Detroit, MI (1).  
**Data plate identification:** Nine-digit code read as follows: 1st and 2nd digits identify model year (58 for 1958); 3rd digit is style symbol (see list); followed by 6-digit sequential pro-

duction number. Ending number for all models: 121786.  
*Example:* 58M000001 is a 1958 Cadillac Series 60 Special with production number 000001. *Cadillac Style Symbols:* E — model 6267S; F — model 6267; G — model 6237; H — model 6237S; J — model 6237D; K — model 6239; L — model 6239D; M — model 6039; N — model 6239E; P — model 7059; R — model 7523; S — model 7533; Z — Commercial Chassis.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All except Eldorado	Eldorado (all models)
365 CID, 4-bbl., V8	10.25:1	310	Hydra-Matic Automatic	S	-
365 CID, Triple 2-bbl., V8	10.25:1	335	Hydra-Matic Automatic	\$134	S

### Major Options

	62	Eldorado	60 Special	75 Fleetwood	Eldorado Brougham
Air conditioning	\$474	\$474	\$474	\$625	S
Heater and ventilation system	\$129	S	\$129	\$179	S

	62	Eldorado	60 Special	75 Fleetwood	Eldorado Brougham
Radio with rear speaker	\$164	S	\$164	\$164	S
Power windows	\$108*	S	S	S	S
Power door locks	\$35-\$57	\$35	\$57	\$57	S
Power 2-way front seat (6-way on Eldorado)	\$81*	S	S	\$81	S
Power brakes	S	S	S	S	S
Autronic Eye headlight dimmer	\$48	\$48	\$48	\$48	S
Gold finish grille	\$27	No cost	\$27	\$27	No cost
5 Sabre spoke wheels	\$350	\$350	\$350	\$350	\$350
White sidewall tires	\$55	S	\$55	\$55	S

\*Standard on Series 62 Convertible, Coupe de Ville and Sedan de Ville.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		
Black	10	Rajah Silver Metallic	92
Alpine White	12		<i>Code</i>
Cheviot Gray Metallic	14	Argyle Blue Metallic	94
Prestwick Gray Metallic	16	Gleneagles Green Metallic	96
Camelot Gray Metallic	18	Desert Gold Metallic	98
Daphne Blue	20		
Somerset Blue Metallic	24	<b>Colors exclusive to Eldorado Brougham</b>	
Cobalt Blue Metallic	26		<i>Code</i>
Turquoise	28	Ebony	110
Peacock Metallic	29	Chamonix White	112
Acadian Green	30	Wimbledon Gray Metallic	116
Versailles Green Metallic	32	Deauville Gray Metallic	118
Regent Green Metallic	36	Lake Placid Blue Metallic	122
Calcutta Cream	40	Copenhagen Blue Metallic	124
Alamo Beige Metallic	42	Fairfax Blue Metallic	126
Buckskin	44	Jamaican Green Metallic	132
Tahitian Coral Metallic	48	Laurentian Green Metallic	134
Dakota Red	50	Plantation Green Metallic	136
		Manila	140
		Sandalwood	144
		Kenya Beige Metallic	148
		Nairobi Pearl Metallic	149
		Maharani Maroon Metallic	152

Two-tone combinations available at extra cost.

### Colors exclusive to Eldorado Biarritz and Seville

	Code
Olympic White	90

## Series 62

*"It outsteps its own great traditions!"*

**Nameplate year of origin:** 1940.  
**Current bodystyle lifespan:** 1957 through 1958.  
**Percentage of division's sales volume:** 86.29%.  
**Primary competition:** Imperial, Lincoln Capri.  
**Notable changes:** Restyled front and rear.  
**Major standard equipment:** Two-tone tufted interior trim with gabardine bolsters and gabardine or nylon inserts, rear seat center armrest, carpeting, rocker panel moldings, rear fender skirts, full wheel covers, and 8.00 × 15 BSW tires. Coupe de

### Measurements

	6239	6239D ☛ 6239E	6237, 6267 ☛ 6237D
Wheelbase	129.5"	129.5"	129.5"
Length	216.8"	225.3"	221.8"
Width	80.0"	80.0"	80.0"
Height	59.0"	NA	NA
Legroom — front	44.8"	NA	44.8"
Legroom — rear	44.3"	NA	44.3"

Ville and Sedan de Ville add: Leather and nylon interior trim, power front seat and windows. Convertible adds: Power top.

### Measurements (cont.)

	6239	6239D & 6239E	6237, 6267 & 6237D
Headroom — front	35.6"	NA	35.6"
Headroom — rear	35.5"	NA	35.4"
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	20.0	20.0	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 62 2-Door Hardtop, 6-p.	6237	\$4,784	+2.29%	4630	18,736	-25.41%
Series 62 2-Door Convertible, 5-p.	6267	\$5,454	+3.04%	4845	7,825	-13.06%
Series 62 4-Door Hardtop, 6-p.	6239	\$4,891	+2.30%	4675	13,335	-58.77%
Series 62 4-Door Hardtop Extended Deck, 6-p.	6239E	\$5,079	NEW	4770	20,952	NEW
Series 62 2-Door Hardtop Coupe de Ville, 6-p.	6237D	\$5,251	+2.64%	4705	18,414	-22.67%
Series 62 4-Door Hardtop Sedan de Ville, 6-p.	6239D	\$5,497	+4.59%	4855	23,989	+0.76%
TOTALS	<i>Avg. Price</i>	\$5,159	+2.68%	<i>Production</i>	103,251	-9.49%

## Eldorado

*"From great achievements ... an inspiring tradition!"*

Nameplate year of origin: 1953.

Current bodystyle lifespan: 1957 through 1958.

Percentage of division's sales volume: 1.40%.

Primary competition: Chrysler 300.

Notable changes: Restyled front and rear.

Major standard equipment: Leather interior, color-keyed carpeting, signal seeking radio, windshield washers, power front seat adjustment, power windows, automatic heating system, LH outside rear view mirror, and 8.20 × 15 WSW tires. Convertible adds: power top.

### Measurements

Wheelbase	129.5"
Length	223.4"
Width	80.0"
Height	58.0"
Legroom — front	44.8"
Legroom — rear	44.3"
Headroom — front	35.6"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 62 Eldorado Seville 2-Door Hardtop, 5-p.	6237S	\$7,500	+2.94%	4910	815	-54.72%
Series 62 Eldorado Biarritz 2-Door Convertible, 5-p.	6267S	\$7,500	+2.94%	5070	855	-59.29%
TOTALS	<i>Avg. Price</i>	\$7,500	+2.94%	<i>Production</i>	1,670	-57.18%

## Series 60 Special

*"A crowning achievement ... from every standpoint!"*

Nameplate year of origin: 1938.

Current bodystyle lifespan: 1957 through 1958.

Percentage of division's sales volume: 10.78%.

### Measurements

Wheelbase	133.0"
Length	225.3"

**Primary competition:** Continental Mark III and Imperial LeBaron.

**Notable changes:** Restyled front and rear.

**Major standard equipment:** Two-tone nylon, all-wool broadcloth or V-Crest pattern nylon interior trim, carpeting, power front seat, power windows, vertical chrome fender louvers in front of rear wheel opening, rear fender skirts, and 8.00 × 15 BSW tires.

### Measurements (cont.)

Width	80.0"
Height	59.0"
Legroom — front	44.3"
Legroom — rear	44.3"
Headroom — front	35.6"
Headroom — rear	35.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 60 Special Fleetwood 4-Door Hardtop, 6-p.	6039	\$6,232	+11.01%	4930	12,900	-46.25%
TOTALS	<i>Avg. Price</i>	\$6,232	+11.01%	<i>Production</i>	12,900	-46.25%

## Eldorado Brougham

*“The ‘Cadillac of Cadillacs’—created and built without compromise.”*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 0.25%.

**Primary competition:** Imperial Crown Imperial.

**Notable changes:** Restyled front and rear.

**Major standard equipment:** Full-leather interior, choice of Karakul, lambskin or Mouton carpeting, signal seeking radio with dual speakers and power antenna, cruise control, Autronic-Eye headlight dimmer, power front seat adjustment with memory, power windows, power door locks, dual heating system, air conditioning, automatic starter, automatic trunk lid release, LH outside rear view mirror, air suspension, forged aluminum wheels and 8.40 × 15 WSW tires.

### Measurements

Wheelbase	126.0"
Length	216.3"
Width	80.0"
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Series 70 Eldorado Brougham 4-Door Hardtop, 5-p.	7059X	\$13,074	+0.00%	5315	304	-0.24%
TOTALS	<i>Avg. Price</i>	\$13,074	+0.00%	<i>Production</i>	304	-0.24%

## Series 75 Fleetwood

*“Motordom's masterpiece in spaciousness and luxury.”*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 1.28%.

**Primary competition:** Imperial Crown Imperial Limousine.

### Measurements

Wheelbase	149.8"
Length	237.1"

**Notable changes:** Restyled front and rear.

**Major standard equipment:** Bedford cord or broadcloth interior trim, folding rear seat foot rests, color-keyed carpeting, power front seat, power windows, auxiliary jump seats, full-length lower body trim molding, rear fender skirts, hubcaps, and 8.20 × 15 BSW tires. Limousine adds: glass division window.

### Measurements (cont.)

Width	80.0"
Height	63.9"
Legroom — front	43.4"
Legroom — rear	81.9"
Headroom — front	36.5"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 75 Fleetwood 4-Door Sedan, 9-p.	7523	\$8,460	+13.71%	5360	802	-20.59%
Series 75 Fleetwood 4-Door Limousine, 9-p.	7533	\$8,675	+12.99%	5425	730	-17.98%
TOTALS	<i>Avg. Price</i>	\$8,568	+13.34%	<i>Production</i>	1,532	-19.37%

# CHEVROLET

*"It goes BIG ... with spectacular new shape!"*

In what would be a one-year-only body style, nearly everything was new inside, outside and under the hood. Starting under the hood, the first iteration of the small-block 265 CID V8 was gone, with the 283 CID V8 now the base V8 engine. At the top end, a new 348 CID was available. Based on the original small-block, this powerful engine was available on all regular Chevys including the new Impala series.

All-new "Sculpturamic styling" highlighted the line. A grille in bumper theme continued up front, with the grille being made up of hundreds of small squares, but not much else looked the same. A new dual headlight system was incorporated into wider fenders flanking a wider hood. Parking light and turn signals were in a dual pod set inside each end of the grille and placed directly under the headlights. At the back, "gull-wing" style fenders gave a sophisticated look and encompassed a single taillight on wagons, twin taillights on cars, and a triple lamp setup on the new Impala model consisting of a backup light placed between the taillights. More expansive wraparound windshields and full wraparound rear windows characterized the greenhouse area on all closed bodied cars. Bodysides carried the line from the rear fender "gull-wing" up to a point ending just under the beltline "V" dip — the only styling

feature to be carried onto the new bodies. Another new styling touch was a small, lower rear quarter panel bulge between the rear wheel opening and bumper.

As always, bodyside ornamentation varied by series. The new Delray series, replacing the One-Fifty, used a full-length molding running from the front fender leading edge, straight back to a point under the beltline "V," then dipping down and running straight back to the rear fender edge at taillight level, in effect mirroring the rear fender upper edge which was trimmed in stainless steel. The new Biscayne series, formerly the Two-Ten, wore a slightly wider molding addition under the front trim used on the Delray. The Bel Air used a wide full-length molding running straight from front to back. It was pointed at the front end, fluted for most of the front fender length, and then gradually tapered to a point at the back. The intended look was to emulate a rocket theme. Front fender louvers now numbered four, and were chrome trimmed on the Bel Air. Impalas added a simulated air intake molding, just in front of the rear wheel opening.

Interiors were more colorful in all lines, and featured fabric and vinyl combinations in all models but the Impala convertible, which used all vinyl. The new instrument panel now held mostly horizontal instruments, including



the speedometer. Seating positions were generally lowered to accommodate the lowered exterior profile and maintain roominess. All of this new style rode on a new X-shaped "Safety-Girder" frame, which was touted as being "30% more torsionally rigid and more durable" than prior designs. Carrying the new chassis was a new full coil suspension, with available "Level-Air" suspension.

There were also many visual changes for the sporty Corvette. A physically wider and longer car featured front end styling with dual headlamps divided by a fender length trim strip, and air intakes set directly below them. A new hood with fake louvers, three horizontal front fender trim pieces within a revised cove design, and dual chrome strips on the trunk lid rounded out the exterior changes. Inside the cockpit, the instrument panel was redesigned with all instruments now clustered together, a passenger assist bar was added and a center floor console appeared. Powertrain choices remained relatively unchanged.

There are several technicalities to be considered with respect to the 1958 Chevrolet line. Model (style) numbers

in the model charts below reflect the differences in numbering between the 6-cylinder and V8 models. Technically each was a separate line so they received different model numbers. For this reference they are presented as the V8 being optional equipment, but the V8 model (style) number is included in the model charts. Secondly, the new Impala is, for its first season, a sub-series of the Bel Air. The reader will note that there is not a separate model code for Impala in the serial number identification section below, as an Impala 6-cylinder would have been considered a Bel Air, code E. In factory sales literature, it is featured as a separate line, with a reference to the Bel Air series, and it will be handled here as a separate series. Also, beginning with the 1958 model year, Chevrolet did not keep production totals per series, so the production totals listed here are generally accepted estimates derived from the known "by body style" production totals. Finally, Chevrolet began marketing station wagons as a separate model line, as were other manufacturers. Since they were still numbered within their traditional model lines, they are listed here in that manner.



Bel Air 4-Door Hardtop



Brookwood 4-Door, 6-passenger Station Wagon



Corvette 2-Door Convertible



Delray 4-Door Sedan



(Bel Air) Impala 2-Door Convertible



(Bel Air) Impala 2-Door Hardtop Sport Coupe



(Bel Air) Impala 2-Door Hardtop Sport Coupe

**Model year production:** 1,226,217, down 18.68% from 1957.

**Domestic market share:** 29.08% (1st place).

**Base price range:** \$2,013 to \$3,631.

**Chevrolet average base price:** \$2,493, up 5.89%.

**Introduction date:** October 1957.

**Assembly plants (showing highest serial number):** Atlanta, GA (A—200384); Baltimore, MD (B—240083); Flint, MI (F—246470); Janesville, WI (J—262576); Kansas City, MO (K—184186); Los Angeles, CA (L—199067); Norwood, OH (N—222614); Oakland, CA (O—154939); St. Louis, MO (S—274229); and Tarrytown, NY (T—277030).

**Serial number identification:** Ten digit code located on left

front door hinge pillar and read as follows: First letter designates series and engine — “A” for Delray 6-cylinder, “B” for Delray V8, “C” for Biscayne 6-cylinder, “D” for Biscayne V8, “E” for Bel Air 6-cylinder, “F” for Bel Air V8, and “J” for Corvette. Next two numbers designate model year; fourth digit indicates assembly plant from list above, and remaining digits are consecutive serial number beginning with 001001 and ending with number after assembly plant letter code above. Sequential numbering for Corvette is 001001 through 009168. *Example:* B58F001001 is a 1958 Delray with V8 engine built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.

### Powertrains

Engine	Compression		Transmission	Chevrolet	Corvette
	Ratio	Gross HP			
235.5 CID Blue-Flame, 1-bbl., 6-cyl.	8.25:1	145	3-speed manual	S	-
			Overdrive	\$108	-
			Powerglide Automatic	\$188	-
283 CID Turbo-Fire, 2-bbl., V8	8.5:1	185	3-speed manual	\$107	-
			Overdrive	\$215	-
			Powerglide Automatic	\$295	-
			Turboglide Automatic	\$338	-
283 CID Super Turbo-Fire, 4-bbl., V8	9.5:1	230	3-speed manual	\$134	S
			Overdrive	\$241	-
			4-speed manual	-	\$215
			Powerglide Automatic	\$322	\$188
			Turboglide Automatic	\$365	-
283 CID Corvette, Dual 4-bbl., V8	9.5:1	245/270*	3-speed manual	-	\$150
			4-speed manual	-	\$365
			Powerglide Automatic	-	\$338
283 CID Ramjet, Fuel Injected, V8	9.5:1	250/290*	3-speed manual	\$484	\$484
			4-speed manual	-	\$699
			Turboglide Automatic	\$715	-
348 CID Turbo-Thrust, 4-bbl., V8	9.5:1	250	3-speed manual	\$166	-
			Powerglide Automatic	\$354	-
			Turboglide Automatic	\$397	-
348 CID Turbo-Thrust, 3 × 2-bbl., V8	9.5:1	280/315*	3-speed manual	\$177	-
			Turboglide Automatic	\$408	-

\*Higher horsepower rating is with optional solid lifters, and approximately \$35 extra.

### Major Options

	Delray	Biscayne	Bel Air	Impala	Corvette
Heater and defroster	\$77	\$77	\$77	\$77	\$97
Air conditioner	\$468	\$468	\$468	\$468	-
E-Z-I tinted glass	\$38	\$38	\$38	\$38	-
Electric windshield wipers	\$7	\$7*	\$7*	\$7*	S
Windshield washer	\$16	\$16	\$16	\$16	\$16
Deluxe pushbutton radio	\$84	\$84	\$84	\$84	-
Signal seeking AM radio	\$144	\$144	\$144	\$144	\$144
Power windows	\$102	\$102	\$102	\$102	\$59
Power front seat adjustment	\$43	\$43	\$43	\$43	-
Power convertible top	-	-	-	S	\$140
Removable hardtop	-	-	-	-	\$215

	<i>Delray</i>	<i>Biscayne</i>	<i>Bel Air</i>	<i>Impala</i>	<i>Corvette</i>
Power steering	\$70	\$70	\$70	\$70	-
Power brakes	\$38	\$38	\$38	\$38	-
Air suspension	\$124	\$124	\$124	\$124	-
Full wheel covers	\$16	\$16	S	S	S
White sidewall tires	\$32	\$32	\$32	\$32	\$32

\*Standard on V8 models.

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code<sup>1</sup></i>		<i>Code<sup>1</sup></i>
Charcoal Metallic (Corvette only)	500A	Aegean Turquoise Metallic over Tropic	
Silver Blue Metallic (Corvette only)	502A	Turquoise	966B/C/D
Regal Turquoise Metallic (Corvette only)	504A	Arctic White over Sierra Gold Metallic	970B/C/D
Signet Red (Corvette only)	506	Rio Red over Arctic White	973B/C/D
Panama Yellow (Corvette only)	508A	Colonial Cream over Arctic White	975B/C/D
Snowcrest White (Corvette only)	510A	Cay Coral Metallic over Arctic White	980B/C/D
Charcoal Metallic with Inca Silver Metallic		Silver Blue Metallic over Snowcrest White	982B/C/D
cove inset (Corvette only)	512B	Anniversary Gold Metallic over Honey Beige	986B/C/D
Silver Blue Metallic with Inca Silver Metallic		Onyx Black over Arctic White	950E
cove inset (Corvette only)	514B	Glen Green	953E
Regal Turquoise Metallic with Snowcrest White		Forest Green Metallic over Glen Green	955E
cove inset (Corvette only)	516B	Cashmere Blue	960E
Signet Red with Snowcrest White cove inset		Fathom Blue Metallic over Cashmere Blue	962E
(Corvette only)	518B	Tropic Turquoise	963E
Panama Yellow with Snowcrest White		Aegean Turquoise Metallic over Arctic White	964E
cove inset (Corvette only)	520B	Aegean Turquoise Metallic over Tropic Turquoise	966E
Snowcrest White with Inca Silver Metallic		Sierra Gold Metallic	970E
cove inset (Corvette only)	522B	Rio Red over Arctic White	973E
Onyx Black	900A	Colonial Cream over Arctic White	975E
Glen Green	903A	Cay Coral Metallic over Arctic White	980E
Forest Green Metallic	905A	Silver Blue Metallic over Snowcrest White	982E
Cashmere Blue	910A	Honey Beige	986E
Fathom Blue Metallic	912A	Onyx Black	950E*
Tropic Turquoise	914A	Glen Green	953E*
Aegean Turquoise Metallic	916A	Forest Green Metallic	955E*
Anniversary Gold Metallic	918A	Cashmere Blue	960E*
Sierra Gold Metallic	920A	Fathom Blue Metallic	962E*
Rio Red	923A	Tropic Turquoise	963E*
Colonial Cream	925A	Aegean Turquoise Metallic	964E*
Silver Blue Metallic	930A	Aegean Turquoise Metallic	966E*
Cay Coral Metallic	932A	Sierra Gold Metallic	970E*
Snowcrest White	936A	Rio Red	973E*
Honey Beige	938A	Colonial Cream	975E*
Onyx Black over Arctic White	950B/C/D/E	Cay Coral Metallic	980E*
Arctic White over Glen Green	953B/C/D/E	Silver Blue Metallic	982E*
Forest Green Metallic over Glen Green	955B/C/D/E	Honey Beige	986E*
Arctic White over Cashmere Blue	960B/C/D/E		
Fathom Blue Metallic over Cashmere Blue	962B/C/D/E		
Arctic White over Tropic Turquoise	963B/C/D/E		
Aegean Turquoise Metallic over Arctic White	964B/C/D/E		

<sup>1</sup>Letter codes indicate the following: A—Single tone paint scheme. B—Delray series two-tone combination. C—Biscayne series two-tone combination. D—Bel Air series two-tone combination. E—Impala Sport Coupe two-tone combination.  
\*E—Impala Convertible single tone paint scheme.

## Delray

*"Chevrolet's budget-priced series has all the deep-down newness of the others."*

**Nameplate year of origin:** 1958 (1954 as a Two-Ten Coupe designation).

**Current bodystyle lifespan:** 1958.

**Percentage of division's sales volume:** 14.51%.

**Primary competition:** Ford Custom 300, Plymouth Plaza, and Studebaker Champion.

**Notable changes:** Completely redesigned. Replaces One-Fifty series.

**Major standard equipment:** Cloth and vinyl upholstery, black rubber floor mat (rear compartment on utility sedan), two-spoke steering wheel, stainless steel windshield and rear window trim, small hubcaps, and 7.50 × 14 BSW tires. Wagons add: All-vinyl two-tone upholstery and 8.00 × 14 BSW tires.

### Measurements

	Cars	Wagons
Wheelbase	117.5"	117.5"
Length	209.1"	209.1"
Width	77.7"	77.7"
Height	57.1"	58.0"
Legroom — front	44.6"	43.6"
Legroom — rear	42.7"	42.6"
Headroom — front	35.0"	35.1"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	21.8*	NA
Fuel capacity (gals.)	20.0	20.0

\*Utility Sedan adds approximately 30 cu. ft. in rear compartment.

### Models Available

	Style No. (6/V8)	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Delray 2-Door Utility Sedan, 3-p.	1121/1221	\$2,013	+6.79%	3351	7,600	-8.43%
Delray 2-Door Sedan, 6-p.	1141/1241	\$2,101	+5.26%	3396	79,500	+12.33%
Delray 4-Door Sedan, 6-p.	1149/1249	\$2,155	+5.22%	3439	57,140	+9.33%
Yeoman 2-Door Wagon, 6-p.	1191/1291	\$2,413	+4.59%	3693	16,590	+12.55%
Yeoman 4-Door Wagon, 6-p.	1193/1293	\$2,467	NEW	3740	17,040	NEW
TOTALS	<i>Avg. price</i>	\$2,230	+8.30%	<i>Production</i>	177,870	+21.76%

## Biscayne

*"In Chevrolet's new middle-priced series every flowing line says elegant things about you."*

**Nameplate year of origin:** 1958.

**Current bodystyle lifespan:** 1958.

**Percentage of division's sales volume:** 31.74%.

**Primary competition:** Ford Fairlane, Plymouth Savoy, Rambler and Studebaker Commander.

**Notable changes:** Completely redesigned. Replaces Two-Ten series.

**Major standard equipment:** Basketweave cloth and vinyl upholstery, black rubber floor mat, dual sun visors, two-spoke steering wheel with full horn ring, stainless steel trim on windshield, rear window, and bodyside trim, small hubcaps, and 7.50 × 14 BSW tires. Wagons add: All-vinyl upholstery and 8.00 × 14 BSW tires.

### Measurements

	Cars	Wagons
Wheelbase	117.5"	117.5"
Length	209.1"	209.1"
Width	77.7"	77.7"
Height	57.1"	58.0"
Legroom — front	44.6"	43.6"
Legroom — rear	42.7"	42.6"
Headroom — front	35.0"	35.1"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	21.8	NA
Fuel capacity (gals.)	20.0	20.0

## Models Available

	Style No. (6/V8)	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Biscayne 2-Door Sedan, 6-p.	1541/1641	\$2,236	+5.37%	3404	114,090	-29.11%
Biscayne 4-Door Sedan, 6-p.	1549/1649	\$2,290	+5.34%	3447	187,000	-24.29%
Brookwood 4-Door Station Wagon, 6-p.	1593/1693	\$2,571	+4.68%	3748	60,000	-53.05%
Brookwood 4-Door Station Wagon, 9-p.	1594/1694	\$2,678	+4.49%	3837	17,100	-18.89%
TOTALS	<i>Avg. price</i>	\$2,444	+6.52%	<i>Production</i>	389,150	-40.44%

## Bel Air

*“Chevrolet’s glamorous new Sculpturamic styling, with new luxury and new smartness.”*

**Nameplate year of origin:** 1953. (1950 as 2-door hardtop model designation).

**Current bodystyle lifespan:** 1958.

**Percentage of division’s sales volume:** 44.94%.

**Primary competition:** Ford Fairlane 500, Plymouth Belvedere and Studebaker President.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Jacquard cloth and vinyl upholstery, full carpeting, dual sun visors, two-spoke steering wheel with full horn ring, electric clock, stainless steel trim on windshield, side windows, and rear window, stainless steel front fender and bodyside trim, full wheel covers, and 7.50 × 14 BSW tires. Wagon adds: All-vinyl interior and 8.00 × 14 BSW tires.

### Measurements

	Cars	Wagons
Wheelbase	117.5"	117.5"
Length	209.1"	209.1"
Width	77.7"	77.7"
Height	57.1"	58.0"
Legroom — front	44.6"	43.6"
Legroom — rear	42.7"	42.6"
Headroom — front	35.0"	35.1"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	21.8	NA
Fuel capacity (gals.)	20.0	20.0

## Models Available

	Style No. (6/V8)	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Bel Air 2-Door Sedan, 6-p.	1741/1841	\$2,386	+6.61%	3424	55,500	-11.56%
Bel Air 2-Door Hardtop Sport Coupe, 6-p.	1731/1831	\$2,447	+6.44%	3455	99,500	-40.21%
Bel Air 4-Door Sedan, 6-p.	1749/1849	\$2,440	+6.55%	3467	237,150	-6.76%
Bel Air 4-Door Hardtop Sport Sedan, 6-p.	1739/1849	\$2,511	+6.22%	3511	83,330	-39.47%
Nomad 4-Door Station Wagon, 6-p.	1793/1893	\$2,728	+5.74%	3768	75,560	+176.02%
TOTALS	<i>Avg. price</i>	\$2,502	+2.80%	<i>Production</i>	551,040	-21.53%

## Impala

*“Excitement on wheels.”*

**Nameplate year of origin:** 1958.

**Current bodystyle lifespan:** 1958.

**Percentage of division’s sales volume:** 8.07%.

**Primary competition:** Plymouth Fury.

**Notable changes:** All-new model, technically a Bel Air sub-series.

**Major standard equipment:** Textured fabric and vinyl upholstery, Impala specific full-length bodyside trim, three chrome front fender louvers, stainless lower body pseudo air intake, full wheel covers, and 7.50

### Measurements

Wheelbase	117.5"
Length	209.1"
Width	77.7"
Height	57.0"
Legroom — front	44.6"
Legroom — rear	40.1"
Headroom — front	35.0"



× 14 BSW tires. Convertible adds: All-vinyl interior, power top, and 8.00 × 14 BSW tires.

### Measurements (cont.)

Headroom — rear	34.0"
Cargo capacity (cu. ft.)	21.8
Fuel capacity (gals.)	20.0

### Models Available

	<i>Style No. (6/V8)</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
(Bel Air) Impala 2-Door Hardtop Sport Coupe, 6-p.	1747/1847	\$2,586	NEW	3458	43,000	NEW
(Bel Air) Impala 2-Door Convertible, 5-p.	1767/1867	\$2,734	NEW	3522	55,989	NEW
TOTALS	<i>Avg. price</i>	\$2,660	NEW	<i>Production</i>	98,989	NEW

## Corvette

*"America's sports car. Sweetest two-seater going!"*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1958 through 1962.

**Percentage of division's sales volume:** 0.75%.

**Primary competition:** Studebaker Golden Hawk.

**Notable changes:** Restyled and minor trim and detail changes.

**Major standard equipment:** All-vinyl bucket seats, instrument panel with full gauges, competition style steering wheel, floor mounted transmission shifter, canvas manual folding top, bodyside cove lined in chrome trim, dual exhaust, full wheel covers with spinner centers, and 6.70 × 15 BSW tires.

### Measurements

Wheelbase	102.0"
Length	177.2"
Width	77.7"
Height — top up	51.1"
Legroom — front	44.2"
Legroom — rear	NA
Headroom — front — top up	34.3"
Headroom — rear	NA
Cargo capacity (cu. ft.)	10.0
Fuel capacity (gals.)	16.4

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Corvette 2-Door Convertible, 2-p.	867	\$3,631	+4.79%	2793	9,168	+46.78%
TOTALS	<i>Avg. price</i>	\$3,631	+4.79%	<i>Production</i>	9,168	+46.78%

# CHRYSLER

*"Glamour car of the Forward Look."*

The "Forward Look" continued into its fourth year as a marketing concept, but sales continued to slide, in spite of the sleekly styled bodies introduced in 1957. Besides the

economic recession in the U.S., which was particularly hard on mid-to-upper price range lines, Chrysler had to deal with the quality issues that plagued it last year.



The biggest change for this year was the move of the Windsor down to the Dodge and DeSoto Firesweep 122 inch wheelbase chassis. In retrospect, this was an odd move because now the DeSoto line duplicated the Chrysler line, only at a lower price and content level. Maybe this was the corporate plan all along to get rid of the DeSoto, which would be totally gone by 1961.

As for styling, the Windsor looked all Chrysler except at the front, where a clever adaptation of the Dodge front end was required; from the cowl back it was a Dodge body. The new for '58 Chrysler split bumper design, with flared-up ends, was used on all models except the 300D, as was the new rectangular grid patterned grille. On Saratoga and New Yorker models, the grille was topped off with a full-width bar which crossed the hood and wrapped around the front fender edge. The 300D continued with a similar grille design to the 300C. On the Windsor, because of the different headlamp housings on the Dodge, a chrome strip ran up and over the housing, and then down under the

hood opening, across the top of the grille, and up and over the other headlamp housing. Parking and turn signal lamps were mounted below the headlamps, centered between the two units. The Windsor was definitely recognizable as a Chrysler, but you could find the Dodge heritage upon close inspection.

Mechanically, there were few changes, though a limited number of 300Ds were built with an electronic fuel injection system called the Bendix Electrojector, the first use of a computer in a Chrysler product, as well as just about any other car available. Chrysler also had other noteworthy updates for 1958. In profile, most noticeable was the new compound curved windshields on all hardtops and convertibles. Introduced on 1957 convertibles, these windshields not only wrapped around side to side, but also quite far over into the roofline, creating a more rakish roofline. Bodyside trim was also revised. All Town & Country station wagons were now offered in 3-seat, 9-passenger versions, with the third seat facing rearward.



Windsor Town & Country  
4-Door Station Wagon



300-D 2-Door Hardtop



New Yorker 2-Door Convertible



Saratoga 2-Door Hardtop



Windsor 2-Door Hardtop



Windsor 4-Door Sedan

**Model year production:** 63,669, down 47.93% from 1957.

**Domestic market share:** 1.51% (11th place).

**Base price range:** \$3,129 to \$5,603.

**Chrysler average base price:** \$4,202, up 3.85%.

**Introduction date:** November 1, 1957.

**Assembly plants:** Detroit, MI (no code); and Los Angeles, CA (L).

**Serial number identification:** Located on left front door hinge pillar. First symbol designates model year (L = 1958); second symbol designates Chrysler division (C = Chrysler);

third symbol designates series (1 = Windsor, 2 = Saratoga, 3 = New Yorker, and 4 = 300D); fourth symbol designates assembly plant ([none] = Detroit, and L = Los Angeles). The remaining 4 to 5 digits represent the vehicle identification number, with all beginning at 1001. Ending VINs as follows: Windsor series: Detroit, 25610; Los Angeles, 3405. Saratoga series: Detroit, 15175; Los Angeles, 2525. New Yorker series: Detroit, 16680; Los Angeles, 2759. 300D series: Detroit, 1810.

### Powertrains

Engine	Compression		Transmission	Windsor	Saratoga	New Yorker	300D
	Ratio	Gross HP					
354 CID SpitFire, 2-bbl., V8	9.25:1	290	3-speed manual	S	-	-	-
			TorqueFlite Automatic	\$220	-	-	-
354 CID SpitFire, 4-bbl., V8	9.25:1	310	TorqueFlite Automatic	-	S	-	-
392 CID FirePower, 4-bbl., V8	9.25:1	345	TorqueFlite Automatic	-	-	S	-

Engine	Compression		Gross HP	Transmission	Windsor	Saratoga	New Yorker	300D
	Ratio							
392 CID FirePower, Dual 4-bbls., V8	9.25:1		380	TorqueFlite Automatic	-	-	-	\$
392 CID FirePower, Dual 4-bbls., V8	10.0:1		390	TorqueFlite Automatic	-	-	-	\$

### Major Options

	Windsor	Saratoga	New Yorker	300D
Custom heater	\$99	\$99	\$99	\$99
Air-Temp air conditioning	\$	\$	\$	\$
Solex tinted glass	\$40	\$40	\$40	\$40
Music-Master radio	\$100	\$100	\$100	\$100
Electro-Touch Tuner radio	\$125	\$125	\$125	\$125
Highway Hi-Fi phonograph	\$	\$	\$	\$
Six-way power front seat	\$102	\$102	\$102	\$102
Auto-Pilot cruise control	\$	\$	\$	\$
Power windows	\$125	\$125	\$125	\$125
Power steering	\$108	S	S	\$108
Power brakes	\$44	S	S	S
White sidewall tires	\$42*	\$46	\$51*	S

\*Slightly higher on wagons.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Raven Black	AAA
Stardust Blue	BBB
Air Force Blue Metallic	CCC
Midnight Blue	DDD
Spring Green	EEE
Cypress Green	FFF
Mandarin Jade Metallic	GGG
Aztec Turquoise	HHH
Spruce Green Metallic	JJJ
Satin Gray	KKK
Winchester Gray Metallic	LLL
Mesa Tan	MMM
Sandalwood Metallic	NNN
Tahitian Coral	OOO
Matador Red	PPP
Shell Pink	RRR
Garnet Maroon Metallic	TTT
Bamboo Yellow	UUU
Ballet Blue	WWW
Ermine	XXX
Champagne Gold	ZZZ

Two-tone combinations: First letter indicates upper color, second letter indicates lower color. If insert color used, it is the third letter. Examples: AB = A, Upper Color of Raven Black; B, Lower Color of Stardust Blue. ABA = Above combination, plus A, side-body insert color of Jet Black. 300D available in monotone paint only.

## Windsor

*"All-new luxury car in a lower-priced field!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 42.36%.

**Primary competition:** Buick Century, DeSoto Firedome, Edsel Corsair, Mercury Montclair, and Oldsmobile Super 88.

**Notable changes:** Now based on smaller Dodge body, with styling similar to other Chryslers.

**Major standard equipment:** Two-tone jacquard and metallic vinyl interior trim, color-keyed carpeted floors, two-speed electric windshield wipers, luggage compartment light, and 8.00 × 14 BSW tires. Convertible adds: Power top. Town & Country station wagon adds: Simulated leather interior and 8.50 × 14 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	122.0"	122.0"
Length	218.0"	217.7"
Width	78.9"	78.9"
Height	57.6"	NA
Legroom — front	45.5"	45.5"
Legroom — rear	42.0"	NA
Headroom — front	35.7"	NA
Headroom — rear	34.0"	NA
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	23.0	22.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor 2-Door Hardtop, 6-p.	23	\$3,214	+1.93%	3860	6,205	-55.76%
Windsor 4-Door Sedan, 6-p.	41	\$3,129	+1.33%	3895	12,861	-27.09%
Windsor 4-Door Hardtop, 6-p.	43	\$3,279	+1.93%	3915	6,254	-56.43%
Windsor Town & Country 4-Door Station Wagon, 6-p.	45A	\$3,616	+1.15%	4155	791	-61.13%
Windsor Town & Country 4-Door Station Wagon, 9-p.	45B	\$3,803	NEW	4245	862	NEW
TOTALS	<i>Avg. Price</i>	\$3,408	+4.60%	<i>Production</i>	26,973	-43.87%

## Saratoga

*"New glamour leader of its class."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 30.42%.

**Primary competition:** Buick Super, DeSoto Fireflite, Edsel Citation, Mercury Park Lane, and Oldsmobile 98.

**Notable changes:** Revised front end, trim and detail changes.

**Major standard equipment:** Two-tone metallic "Chainmail" fabric with metallic vinyl interior trim, color-keyed carpeted floors, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.50 × 14 BSW tires.

### Measurements

Wheelbase	126.0"
Length	220.2"
Width	79.6"
Height	57.8"
Legroom — front	45.5"
Legroom — rear	43.0"
Headroom — front	35.7"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Saratoga 2-Door Hardtop, 6-p.	23	\$3,878	+3.30%	4045	4,456	-58.09%
Saratoga 4-Door Sedan, 6-p.	41	\$3,818	+2.69%	4120	8,698	-41.92%
Saratoga 4-Door Hardtop, 6-p.	43	\$3,955	+3.21%	4145	5,322	-54.07%
TOTALS	<i>Avg. Price</i>	\$3,884	+3.07%	<i>Production</i>	18,476	-50.33%

## New Yorker

*"Finest car in Chrysler history."*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 27.35%.

**Primary competition:** Buick Roadmaster.

**Notable changes:** Revised front end, trim and detail changes.

**Major standard equipment:** Two-tone "Fontainebleu" Jacquard and metallic vinyl interior trim, full carpeting, rear seat center armrest, electric clock, safety accessory group, full wheel covers, and 9.00 × 14

### Measurements

	<i>Cars</i>	<i>Wagon</i>
Wheelbase	126.0"	126.0"
Length	220.2"	219.9"
Width	79.6"	79.6"
Height	57.8"	NA
Legroom — front	45.5"	45.5"

BSW tires. Town & Country station wagon adds: Simulated leather interior. Convertible adds: Leather interior and power top.

### Measurements (cont.)

	<i>Cars</i>	<i>Wagon</i>
Legroom — rear	43.0"	NA
Headroom — front	35.7"	NA
Headroom — rear	34.5"	NA
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	23.0	22.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
New Yorker 2-Door Hardtop, 6-p.	23	\$4,347	+3.45%	4205	3,205	-63.84%
New Yorker 2-Door Convertible, 6-p.	27	\$4,761	+2.65%	4350	666	-36.51%
New Yorker 4-Door Sedan, 6-p.	41	\$4,295	+2.92%	4195	7,110	-42.52%
New Yorker 4-Door Hardtop, 6-p.	43	\$4,404	+3.40%	4240	5,227	-52.26%
New Yorker Town & Country 4-Door Station Wagon, 6-p.	45A	\$4,868	+2.57%	4435	428	-69.23%
New Yorker Town & Country 4-Door Station Wagon, 9-p.	45B	\$5,083	NEW	4445	775	NEW
TOTALS	<i>Avg. Price</i>	\$4,626	+5.06%	<i>Production</i>	17,411	-49.71%

## 300D

*"America's most powerful car."*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 1.27%.

**Primary competition:** None.

**Notable changes:** Revised front end, trim and detail changes.

**Major standard equipment:** Leather interior trim, full floor carpeting, electric clock, two-speed electric windshield wipers, luggage compartment light, specific full wheel covers with 300D logo, and 9.00 × 14 BSW tires.

### Measurements

Wheelbase	126.0"
Length	220.2"
Width	79.6"
Height	NA
Legroom — front	45.5"
Legroom — rear	NA
Headroom — front	34.8"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
300D 2-Door Hardtop Sport Coupe, 6-p.	23	\$5,173	+4.95%	4305	618	-67.78%
300D 2-Door Convertible, 6-p.	27	\$5,603	+4.55%	4475	191	-60.54%
TOTALS	<i>Avg. Price</i>	\$5,388	+4.74%	<i>Production</i>	809	-66.32%

# CONTINENTAL

*“Classic elegance in motorcars ... the new Continental Mark III!”*

The Continental, like its virtual twin, the Lincoln, was totally new from the ground up for 1958, even being built in their own brand new assembly plant in Wixom, Michigan, alongside the equally new Ford Thunderbird and Lincoln. All of these cars shared several things in common, most importantly their new unitized body construction. This type of “single unit” construction gave a more rigid body structure, quieter ride, and higher build quality than traditional body-on-frame construction. Other shared features included the all-new 430 CID V8 engine, standard on Continentals and Lincolns, optional on Thunderbird, and a new improved Turbo-Drive transmission that was shared with the Lincoln.

The Continental’s all-new body styling was also shared with the Lincoln, and in fact during this model year, the Continental Division would be brought under the umbrella of the newly created Mercury-Edsel-Lincoln (or M-E-L) division. This was a cost-saving move as the Edsel was not proving to be the money maker that Ford thought it would be; it not only saved expenses on the Edsel but also allowed marketing of the Lincoln and Continental to be combined. From 1958 through the Continental’s official demise as a separate entity in 1960, the Lincoln and Continental shared styling and powertrains, and were generally advertised together. Also, beginning with this model year, serial numbers were kept as a combined unit, with the code 4 designating the Lincoln division for both Lincoln and Continental. However, for this reference the Continental will continue to be kept as a separate division.

The new Continental should not even be compared to the exclusive Mark II. Ford’s intent was merely to build sales on the exclusiveness of the name. In fact, when it came time to revisit the exclusive, personal-luxury coupe idea in the sixties, Ford wisely chose to pick up where the 1957 Continental Mark II left off, and thus the 1968 Lincoln Continental Mark III was created. This would be the true successor to the Continental “Mark” line.

The new styling was fully shared with Lincoln in all areas except the rear window and rear end styling. It was a love it or hate it design, nothing like the classic lines of the 1956–57 Continental Mark II. From the front, canted quad headlamps, fully enclosed by the front fender, were the most obvious feature. The front bumper was oddly shaped with a compound “V” design, flaring at the sides when

viewed from the front but coming to a point when viewed from the side. Twin “bullet-style” bumper guards were placed near the center. Turn signal and parking lamps were placed horizontally between the bumper end and the bumper guard. The grille was of a new egg-crate design, with the Continental name in gold script high on the driver’s side. The Continental four-point star within a square was again seen as the traditional stand-up hood ornament for the line.

Front fender styling was highly unusual and shared with the Lincoln, but a relatively uncomplicated style characterized the remainder of the bodyside, with a single feature line running the length of the car. The front fender feature line began a few inches above the front bottom edge of the fender and followed the “V” shape of the bumper up to the top edge of the bumper. The crease then turned back across the flat top of the front wheel opening and continued to about a foot past the opening, turning down towards the rocker panel area adjacent to the front door edge, and then turning forward to the rear edge of the front wheel opening. It was definitely a distinctive look. Rear end styling was also designed with angles and mimicked the front end styling, although the look came off as slightly more traditional. A small tailfin was capped with a small chrome ornament, bearing the Continental’s star emblem. Taillamps consisted of two round units and a round backup lamp to the inside, arranged horizontally on a reargrille work nestled between the chrome lined trunk lid edge and the rear bumper. This grillework mimicked the pattern of the front grille. Body side decoration included only rocker panel moldings and a nameplate in script reading “Continental III.”

Design features of the greenhouse area included a windshield that wrapped around the sides and also up into the roofline, providing excellent forward vision. The rear C-pillars on all models were canted rearwards and housed a unique retractable rear window on all models, including the convertible. This window was of a three-piece design, with small stationary glass panels toward the outside, and the center section being controlled from the driver’s armrest control panel for up and down operation. This feature was first introduced on the 1957 Mercury Turnpike Cruiser. Mark III four-door sedans had very thin B-pillars, making it difficult to distinguish between a 4-Door sedan and 4-Door Landau hardtop when the windows were up.



Of course interior design, trim and colors were all new, with the focal point being an all-new instrument panel that was also shared with Lincoln. A huge, hooded, rectangular pod centered in front of the driver contained all the gauges and controls — even the clock, radio and ventilation controls. Ford’s increased attention to safety meant that deep-dish steering wheels and padded instrument panels were standard equipment, with seat belts available for a minimal \$25 cost.

With the move to a traditional model lineup and the loss of its exclusive design, the Continental offered a full range of body styles, to include a two-door hardtop and convertible, and four-door sedan and hardtop models. The

Mark III convertible was the only car of that body type available in a Lincoln-Continental dealership, as the Lincoln Premiere convertible was discontinued for 1958. The expansion of the Continental name to the regular Lincoln body proved successful for sales and production, with each up about 2500 percent. But if the combined Continental and Lincoln production is compared, the total still tumbled by nearly 30 percent. It was already apparent to most observers that the Lincoln and Continental would soon be merged to a single entity. That would occur for the 1961 model year, when the single series offering was named Lincoln Continental.



Mark III 2-Door Convertible



Mark III 2-Door Hardtop

**Model year production:** 12,550, up 2726.58% from 1957.  
**Domestic market share:** 0.30% (17th place).  
**Base price range:** \$5,825 to \$6,283.  
**Continental average base price:** \$6,063, down 39.16%.  
**Introduction date:** November 1957.  
**Assembly plants:** Wixom, MI (Y).  
**Serial number identification:** Ten digit code located on left front door pillar and or on trunk lock flange, and read as

follows: First digit indicates engine type (H = 430 CID V8); second digit indicates model year (8 = 1958); third symbol is Y for Wixom assembly plant; fourth symbol indicates body type (two-door hardtop, E; 4-door sedan, M; 4-door hardtop, F; and 2-door convertible, G). The fifth digit, “4,” indicates Continental (Lincoln) division, and the remaining digits are sequential production number beginning with 00001 and ending with 29624.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Mark III</i>
430 CID, 4-bbl., OHV V8	10.5:1	375	Turbo-Drive automatic	S

### Major Options

	<i>Mark III</i>
Heater and defroster	S
Air conditioning	\$610
Travel-Tuner AM radio (manual antenna)	S
FM radio tuner (requires Travel-Tuner radio)	\$129
Automatic headlight dimmer	\$50
Tinted glass	S
Power windows	S
Power vent windows	S
4-way power front seat	S
Power door locks (2-door/4-door)	\$40/\$63
Power steering	S
Power brakes	S
Pushbutton lubrication	\$43
Full wheel cover	S
Whitewall tires	S

### Paint Colors

	<i>Code</i>
Presidential Black	01
Spartan Gray Metallic	02
Athenian Gray	03
Arrowhead Blue Metallic	04
Seneca Blue Metallic	05
Shasta Blue	06
Starmist White	07
Spruce Green Metallic	08
Sequoia Green	10
Jade	11
Suede	12
Deauville Yellow	13
Autumn Rose	15
Sunset	16
Matador Red	18



## Major Options (cont.)

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors (cont.)

	Code
Claret Metallic	19
Champagne	20
Platinum	23
Silver Metallic	24
Copper Metallic	25
Rosemetal Metallic	26

Forty-nine two-tone combinations available. In two-tone paint codes, the first two numbers indicate upper body color and the second two numbers indicate lower body color.

# Mark III

*"Crafted without compromise ... to be the finest motorcar in the world!"*

Nameplate year of origin: 1958.

Current bodystyle lifespan: 1958 through 1960.

Percentage of division's sales volume: 100%.

Primary competition: Cadillac Series 60 Special and Imperial LeBaron.

Notable changes: Completely redesigned.

Major standard equipment: Fabric and leather upholstery, rear seat center armrest, full floor plush carpeting, AM radio, power seat, power windows, power vent windows, power operated retracting rear window, chrome window surround moldings, rocker panel molding, power steering, power brakes, rear fender skirts, full wheel covers, and 9.00 × 14 WSW tires. Convertible adds: Leather upholstery, power top, and 9.50 × 14 WSW tires.

## Measurements

Wheelbase	131.0"
Length	229.0"
Width	80.1"
Height	56.5"
Legroom — front	44.4"
Legroom — rear	46.6"
Headroom — front	35.0"
Headroom — rear	33.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	22.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Mark III 2-Door Hardtop Coupe, 6-p.	65A	\$5,825	NEW	4865	2,328	NEW
Mark III 2-Convertible, 6-p.	68A	\$6,283	NEW	5040	3,048	NEW
Mark III 4-Door Sedan, 6-p.	54A	\$6,072	NEW	4888	1,283	NEW
Mark III 4-Door Landau Hardtop Sedan, 6-p.	75A	\$6,072	NEW	4965	5,891	NEW
TOTALS	Avg. price	\$6,063	-39.16%*	Production	12,550	+2726.58%*

\*Comparison made to 1957 Mark II price and production.

# DESOTO

*"The exciting look and feel of the future."*

There were few styling changes this year, but all new powerplants were introduced. New V8s with wedge-shaped

combustion chambers replaced the mighty Hemi engines. Firesweep models shared a 350 CID V8 engine with the

upper line Dodge models and Plymouth Fury. All other DeSoto models shared the new 361 CID V8 with the Dodge D-500 equipped cars. This new powerplant was offered in 2-barrel, 4-barrel, dual 4-barrel and new electronic fuel injected variants.

Styling changes centered on revised grilles and body-side trim. All models had a reshaped lower section on the oval upper grille bar. Dropping down several inches lower for about a two-foot section in the center, it looked like a complicated affair, but it was still visually appealing. The grille texture itself within this area now used a honeycomb design. Side trim appeared to utilize the upper trim piece from 1957 as the lower section for 1958. The upper trim piece for this year ran basically straight back, then turned up towards the tip of the tailfins at a point just past the rear wheel opening. With the DeSoto line having three con-

vertible models, it seemed a strange decision to add a fourth: a Firesweep Convertible, which unfortunately sold only 519 units. Also worth noting is that all models now incorporated the new dual headlamp system into slightly revised openings.

This season marked the beginning of the end for DeSoto. The nation's economy had slipped into recession during 1957, and in the automobile market it seemed to affect the medium-price range most. As had been standard Chrysler practice for years, Plymouth and DeSoto dealers were typically paired together, so in slow economic times, Plymouth dealers generally fared better. However, this time so much bad press had been generated in regard to the quality problems of the 1957 models that even the paired dealerships struggled. In the end, DeSoto sales fell more than 60 percent from the previous year.



Fireflite 2-Door Convertible



Fireflite 2-Door Hardtop



Fireflite 4-Door Shopper Station Wagon

**Model year production:** 49,445, down 63.01% from 1957.  
**Domestic market share:** 1.17% (14th place).  
**Base price range:** \$2,819 to \$4,369.  
**DeSoto average base price:** \$3,508, up 1.79%.  
**Introduction date:** November 1957. Adventurer introduced January 4, 1958.  
**Assembly plants:** Detroit, MI (no code); and Los Angeles, CA (L).  
**Data plate identification:** Seven to eight digit code located on left front door hinge pillar and read as follows: First let-

ter designates model year (L = 1958). Second letter indicates Chrysler division (S = DeSoto). Third digit indicates series identity as follows: "1" for Firesweep, "2" for Firedome, "3" for Fireflite, and "4" for Adventurer. Fourth letter indicates assembly plant code from above. The remaining digits are consecutive serial number beginning with 1001 and ending with number as follows: Firesweep LS1-L series, 18900 (LA plant, 2527); Firedome LS2-M series, 17409; Fireflite LS3-H series, 13552; Adventurer LS3-S series, 13552.

### Powertrains

Engine	Compression		Transmission	Firesweep	Firedome	Fireflite	Adventurer
	Ratio	Gross HP					
350 CID, Turboflash 2-bbl., V8	10.0:1	280	3-speed manual	S	-	-	-
			PowerFlite Automatic	\$180	-	-	-
			TorqueFlite Automatic	\$220	-	-	-
350 CID, Turboflash 4-bbl., V8	10.0:1	295	3-speed manual	\$45	-	-	-
			PowerFlite Automatic	\$225	-	-	-
			TorqueFlite Automatic	\$265	-	-	-
361 CID, Turboflash 2-bbl., V8	10.0:1	295	3-speed manual	-	S	-	-
			TorqueFlite Automatic	-	\$220	-	-
361 CID, Turboflash 4-bbl., V8	10.0:1	305	TorqueFlite Automatic	-	-	S	-
361 CID, Adventurer Dual 4-bbl., V8	10.25:1	345	TorqueFlite Automatic	-	-	-	S
361 CID, Adventurer Electronic Fuel Injection, V8	10.25:1	355	TorqueFlite Automatic	-	-	-	\$637

### Major Options

	<i>Firesweep</i>	<i>Firedome</i>	<i>Fireflite</i>	<i>Adventurer</i>
Heater and defroster	\$89	\$89	\$89	\$89
Four season air conditioning	\$493	\$493	\$493	\$493
AM radio	\$90	\$90	\$90	\$90
Power front seat, 6-way	\$101	\$101	\$101	\$101
Power windows	\$106	\$106	\$106	\$106
Tinted glass	\$40	\$40	\$40	\$40
Electric clock	\$20	\$20	S	S
Power steering	\$106	\$106	\$106	S
Power brakes	\$42	\$42	\$42	S
Full wheel covers	\$18	S	S	S
White sidewall tires	\$42	\$46	\$46	S

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>
Black	AAA
Wedgewood Blue	BBB
Haze Blue Metallic	CCC
Midnight Blue	DDD
Willow Green	EEE
Spruce Green Metallic	FFF
Seacoast Aqua	HHH <sup>†</sup>
French Turquoise Metallic	JJJ <sup>†</sup>
Smoke Gray	KKK <sup>†</sup>
Arctic Gray Metallic	KKK*
Steel Gray Metallic	LLL <sup>†</sup>
Cruiser Gray Metallic	LLL*
Rose Beige	MMM*
Sand Metallic	NNN*
Autumn Rust	OOO
Holly Red	PPP
Spanish Gold	UUU
Sand Dune Yellow	UUU*
Adventurer Gold Metallic	VVV
Pearl White	XXX

*Two-tone combinations: First letter indicates upper color, second and third letters indicate lower color. If third sweep color is used, it is the third letter. Examples: ADD = A, Upper Color; DD, Lower Color. ADA = A, Upper Color; D, Lower Color; A, Sweep color. \*Firesweep series colors only. †Not available on Firesweep series.*

## Firesweep

*“Big-value leader for 1958.”*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 39.26%.

**Primary competition:** Buick Special, Dodge Royal, Edsel Pacer, Mercury Monterey, and Oldsmobile 88.

**Notable changes:** New engine, trim and detail changes.

**Major standard equipment:** Color-keyed fabric and vinyl interior trim, full floor rubber mats, stainless steel body side, windshield and rear window moldings, small hubcaps, and 8.00 × 14 BSW tires. Station wagon adds: All-vinyl interior trim. Convertible adds: Power top.

### Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	122.0"	122.0"
Length	216.5"	218.1"
Width	78.3"	78.3"
Height	57.3"	NA
Legroom — front	45.5"	45.5"
Legroom — rear	42.5"	NA
Headroom — front	34.8"	34.8"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	20.0	20.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Firesweep Sportsman 2-Door Hardtop, 6-p.	LS1-L	\$2,890	+1.90%	3660	5,635	-57.74%
Firesweep 2-Door Convertible, 6-p.	LS1-L	\$3,219	NEW	3850	700	NEW
Firesweep 4-Door Sedan, 6-p.	LS1-L	\$2,819	+1.51%	3660	7,646	-55.80%
Firesweep Sportsman 4-Door Hardtop, 6-p.	LS1-L	\$2,953	+1.41%	3720	3,003	-87.13%
Firesweep Shopper 4-Door Station Wagon, 6-p.	LS1-L	\$3,266	+3.06%	3965	1,305	-42.51%

1958

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Firesweep Explorer 4-Door Station Wagon, 9-p.	LS1-L	\$3,408	+2.96%	3980	1,125	-6.09%
TOTALS	<i>Avg. Price</i>	\$3,093	+3.06%	<i>Production</i>	19,414	-66.20%

## Firedome

*"Smart new medium-priced pacemaker."*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 35.35%.

**Primary competition:** Buick Century, Chrysler Windsor, Edsel Corsair, Mercury Montclair, and Oldsmobile Super 88.

**Notable changes:** New engine, trim and detail changes.

**Major standard equipment:** Frontier Homespun fabric and vinyl interior trim, foam seat cushions, full floor carpeting, variable speed windshield wipers, back up lights, stainless steel body side and window moldings, small hubcaps, and 8.50 × 14 BSW tires. Convertible adds: All-vinyl interior trim and power top.

### Measurements

Wheelbase	126.0"
Length	218.6"
Width	78.3"
Height	57.4"
Legroom — front	45.5"
Legroom — rear	42.5"
Headroom — front	35.8"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Firedome Sportsman 2-Door Hardtop, 6-p.	LS2-M	\$3,178	+3.01%	3825	4,325	-64.49%
Firedome 2-Door Convertible, 6-p.	LS2-M	\$3,489	+3.81%	4065	519	-59.98%
Firedome 4-Door Sedan, 6-p.	LS2-M	\$3,085	+4.29%	3855	9,505	-59.27%
Firedome Sportsman 4-Door Hardtop, 6-p.	LS2-M	\$3,235	+2.96%	3920	3,130	-65.41%
TOTALS	<i>Avg. Price</i>	\$3,247	+3.52%	<i>Production</i>	17,479	-61.89%

## Fireflite

*"The ultimate in luxury."*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 24.51%.

**Primary competition:** Buick Super, Edsel Citation, and Oldsmobile 98.

**Notable changes:** New engine, trim and detail changes.

**Major standard equipment:** Damask metallic fabric and vinyl interior trim, Air Foam seat cushions, full floor carpeting, variable speed windshield wipers, backup lights, stainless steel body side and window moldings, full wheel covers, and 8.50 × 14 BSW tires. Station wagon adds: All-vinyl interior trim. Convertible adds: Leather interior trim and power top.

### Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	126.0"	126.0"
Length	218.6"	220.2"
Width	78.3"	78.3"
Height	57.4"	NA
Legroom — front	45.5"	45.7"
Legroom — rear	42.5"	NA
Headroom — front	35.8"	35.1"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	23.0	22.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Fireflite Sportsman 2-Door Hardtop, 6-p.	LS3-H	\$3,675	+1.69%	3920	3,284	-54.50%
Fireflite 2-Door Convertible, 6-p.	LS3-H	\$3,972	+2.11%	4105	474	-58.82%
Fireflite 4-Door Sedan, 6-p.	LS3-H	\$3,583	+2.75%	3990	4,192	-63.75%
Fireflite Sportsman 4-Door Hardtop, 6-p.	LS3-H	\$3,731	+1.63%	3980	3,243	-51.78%
Fireflite Shopper 4-Door Station Wagon, 6-p.	LS3-H	\$4,030	+1.21%	4225	318	-62.01%
Fireflite Explorer 4-Door Station Wagon, 9-p.	LS3-H	\$4,172	+1.16%	4295	609	-34.80%
TOTALS	<i>Avg. Price</i>	\$3,861	+1.73%	<i>Production</i>	12,120	-57.37%

## Adventurer

*"The new look of motion."*

Nameplate year of origin: 1956.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 0.87%.

Primary competition: Ford Thunderbird and Packard Hawk.

Notable changes: New engine, trim and detail changes.

Major standard equipment: Color-keyed nylon and leather interior trim, full floor carpeting, electric clock, radio, power front seat, power windows, stainless steel body side and rocker panel moldings, gold anodized body side trim, power brakes, dual headlamps, full wheel covers, dual exhausts, and 8.50 × 14 WSW tires.

### Measurements

Wheelbase	126.0"
Length	218.6"
Width	78.3"
Height	57.4"
Legroom — front	45.5"
Legroom — rear	42.5"
Headroom — front	35.8"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Adventurer 2-Door Hardtop, 6-p.	LS3-S	\$4,071	+1.85%	4000	350	-78.79%
Adventurer 2-Door Convertible, 6-p.	LS3-S	\$4,369	+2.27%	4180	82	-72.67%
TOTALS	<i>Avg. Price</i>	\$4,220	+2.07%	<i>Production</i>	432	-77.85%

# DODGE

*"Dodge proudly presents ... Swept Wing 58. To own it is a new adventure!"*

The follow-up season to the sensational looking 1957 models would mostly bring detail changes here and there. However, in the automobile business that is not always a satisfactory option, so Dodge obliged and came up with a tasteful redesign of the front end as well as some powerful

new performance items, which would attempt to keep Dodge at the forefront of performance-minded drivers.

An all-new V8 engine with a Wedge-type combustion chamber was introduced this year. The new design V8 came in 350 CID and 361 CID versions, with horsepower choices



ranging from 295 @ 4400rpm up to 333 @ 4800rpm in the all-new 361 CID electronically fuel-injected variation. This EFI unit, built by Bendix Corporation, caused many problems in actual use, and according to many sources, the handful of cars that Dodge built were later recalled, and had the system replaced with dual 4-barrel carburetors. However, in any form, this “Wedge” engine was powerful, and would become the basis for a successful racing engine in the future.

Styling changes centered on the front of the car. The bumper was of a two-piece design, with an arching bar connecting the two sections. Behind it was an argent colored pan that came down between the two sections and doubled as a front license plate mount. Above this was a short, horizontal center grille bar that wrapped around the front fender edge. At the inward end of this bar was the parking light, in a round housing. This end of the grille bar was set into each end of a new grille design made up of small rectangular sections. Of course dual headlights were

a part of the new design. As with other Chrysler products, the wrap-over “picture window” windshield used on ’57 model convertibles was introduced, placing the glass higher into the roofline. This was used on all Lancer models. It was a pleasant look that greatly changed the frontal appearance of the new Dodge as compared to the previous design.

Other changes included a slight revision of the body-side trim on the rear quarter panels, and placement of the series designation at the end of the full-length bodyside molding. Model changes included the return of a 6-cylinder Coronet 2-Door Hardtop and the mid-year addition of a Custom Royal Regal 2-Door Hardtop. This exclusive, one-year-only model was available only in a two-tone color combination of Bronze metallic with either Black or White. It also featured other distinctive interior and trim touches. The 1957 D-501 Coronet models did not return for another season, although with the new D-500 engine choices, they were most likely not missed.



Coronet 4-Door Sedan



Custom Royal Lancer 2-Door Convertible



Royal Lancer 2-Door Hardtop

**Model year production:** 133,950, down 52.39% from 1957.  
**Domestic market share:** 3.18% (8th place).  
**Base price range:** \$2,449 to \$3,354.  
**Dodge average base price:** \$2,964, up 1.82%.  
**Introduction date:** November 1, 1957.  
**Assembly plants:** Detroit, MI (no code); Los Angeles, CA (L); and Newark, DE (N).  
**Data plate identification:** Seven to eight digit code located on left front door hinge pillar and read as follows: First letter designates model year (L = 1958). Second letter indicates

Chrysler division (D = Dodge). Third digit indicates series identity as follows: 1 for Coronet 6-cylinder, 2 for Coronet V8 and Royal, 3 for Custom Royal and Station Wagons. Fourth letter indicates assembly plant code from the plant list above. The remaining digits are consecutive serial number beginning with 1001 and ending with number as follows: Coronet 6-cylinder series: 8094 (Newark plant, 2127). Coronet V8 and Royal series: 67176 (LA plant, 9157; Newark plant, 10580). Custom Royal series and Station Wagons: 32180 (LA plant, 7289; Newark plant, 4584).

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Coronet	Coronet	Royal	Custom Royal
				LD-1 series	LD-2 series	LD-2 series	and Station Wagon LD-3 series
230 CID Get-Away, 2-bbl., L-head, 6-cyl.	8.0:1	138	3-speed manual PowerFlite Drive	S \$180	- -	- -	- -
325 CID Red Ram, 2-bbl., V8	9.0:1	252	3-speed manual	\$107	S	-	-
			PowerFlite Drive	\$287	\$180	-	-
			TorqueFlite Drive	\$327	\$220	-	-
325 CID Super Red Ram, 4-bbl., V8	9.0:1	265	3-speed manual	\$170	\$63	S	-
			TorqueFlite Drive	\$390	\$283	\$220	-



Engine	Compression		Transmission	Coronet	Coronet	Royal	Custom Royal
	Ratio	Gross HP		LD-1 series	LD-2 series	LD-2 series	and Station Wagon LD-3 series
350 CID Ram-Fire, 4-bbl., V8	10.0:1	295	3-speed manual	\$225	\$118	\$45	S
			TorqueFlite Drive	\$435	\$328	\$265	\$220
361 CID D-500, 4-bbl., V8	10.0:1	305	3-speed manual	\$229	\$122	\$59	\$36
			TorqueFlite Drive	\$449	\$342	\$279	\$256
361 CID Super D-500, Dual 4-bbl., V8	10.0:1	325	TorqueFlite Drive	\$599	\$492	\$429	\$406
361 CID Electronic Fuel Injection, V8	10.0:1	333	TorqueFlite Drive	\$830	\$723	\$660	\$637*

\*Not available on Station Wagons.

### Major Options

	Coronet	Royal	Custom Royal
Heater and defroster	\$80	\$80	\$80
Airtemp air conditioning*	\$381	\$381	\$381
Electric Clock	\$15	\$15	\$15
Radio — pushbutton	\$87	\$87	\$87
4-way power front seat	\$70	\$70	\$70
Full carpeting	\$15	S	S
Power windows — 4-windows	\$102	\$102	\$102
Solex tinted glass	\$45	\$45	\$45
Power steering (except 6-cyl.)	\$92	\$92	\$92
Power brakes	\$38	\$38	\$38
Wheel covers	\$14	\$14	\$14
Deluxe wheel covers	\$31	\$31	\$31
White sidewall tires*	\$30	\$30	\$30

\*Higher on station wagons.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Ebony	AAA
Wedgewood	BBB
Sapphire Metallic	CCC
Navy	DDD
Mint	EEE
Moss Metallic	FFF
Frosted Turquoise Metallic	JJJ
Silver Metallic	KKK
Charcoal Metallic	LLL
Beige	MMM
Sand Metallic	NNN
Crimson	PPP
Poppy	RRR
Copper Metallic	SSS
Paris Rose Metallic	TTT
Sunshine	UUU
Eggshell	XXX
Light Gold Metallic	ZZZ

Two-tone codes have roof and fin color over "Saddle" (hood, decklid, fender edge) over lower color. Example: CXC is Sapphire Metallic roof and fins over Eggshell "Saddle" over Sapphire Metallic lower body.

## Coronet

*"Get in the swing ... Go Swept-Wing!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 67.19% (estimate based on body style production estimates).

**Primary competition:** Pontiac Chieftain, Rambler Custom and Studebaker President.

**Notable changes:** Restyled front end, trim and detail changes.

**Major standard equipment:** Cloth and vinyl interiors, full floor rubber covering, two-speed electric windshield wipers, windshield, rear window, vent window, and bodyside stainless trim, and 7.50 × 14 BSW tires. Convertible adds: Power top. Suburban and Sierra wagons add: 8.00 × 14 BSW tires.

### Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	213.8"	216.2"
Width	78.3"	78.3"
Height	57.1"	58.9"
Legroom — front	45.5"	45.5"
Legroom — rear	42.5"	41.0"
Headroom — front	35.7"	36.1"
Headroom — rear	34.5"	35.0"
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	20.0	22.0

## Models Available

	<i>Model No.</i> (6-cyl./V8)	<i>Base FADP</i>	<i>Change from</i> <i>LY</i>	<i>Shipping</i> <i>Wt. (lbs.)</i>	<i>Model Year</i> <i>Production</i>	<i>Change from</i> <i>LY</i>
Coronet 2-Door Club Sedan, 6-p.	LD-1/LD-2	\$2,449	+3.33%	3360	*	*
Coronet 2-Door Lancer Hardtop, 6-p.	LD-1/LD-2	\$2,572	-0.31%	3390	*	*
Coronet 2-Door Lancer Convertible, 6-p.	LD-2	\$2,942	+3.52%	3725	*	*
Coronet 4-Door Sedan, 6-p.	LD-1/LD-2	\$2,530	+3.22%	3410	*	*
Coronet 4-Door Lancer Hardtop, 6-p.	LD-2	\$2,764	+3.71%	3605	*	*
Suburban 2-Door Station Wagon, 6-p.	LD-3	\$2,970	+3.81%	3875	*	*
Sierra 4-Door Station Wagon, 6-p.	LD-3	\$3,035	+3.02%	3930	*	*
Sierra 4-Door Station Wagon, 9-p.	LD-3	\$3,176	+3.55%	3990	*	*
TOTALS	<i>Avg. Price</i>	\$2,805	-2.52%	<i>Production</i>	90,000 <sup>†</sup>	-51.48% <sup>†</sup>

*\*Production records were not kept by body style per series; therefore change from LY cannot be calculated. †Estimated production total for series based on body style production estimates.*

# Royal

*“There is a special kind of magic when you go Swept-Wing!”*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 11.53% (estimate based on body style production estimates).

**Primary competition:** Buick Special, DeSoto Firesweep, Edsel Pacer, Mercury Monterey, Oldsmobile 88, Pontiac Super Chief, and Rambler Ambassador.

**Notable changes:** Restyled front end, trim and detail changes.

**Major standard equipment:** Two-tone cloth and vinyl interior, full floor carpeting, two-speed electric windshield wipers, windshield, rear window, beltline and bodyside stainless trim, and 8.00 × 14 BSW tires.

## Measurements

	<i>Cars</i>	<i>Wagons</i>
Wheelbase	122.0"	122.0"
Length	213.8"	216.2"
Width	78.3"	78.3"
Height	57.1"	58.9"
Legroom — front	45.5"	45.5"
Legroom — rear	42.5"	41.0"
Headroom — front	35.7"	36.1"
Headroom — rear	34.5"	35.0"
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	20.0	22.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from</i> <i>LY</i>	<i>Shipping</i> <i>Wt. (lbs.)</i>	<i>Model Year</i> <i>Production</i>	<i>Change from</i> <i>LY</i>
Royal 2-Door Lancer Hardtop, 6-p.	LD-2	\$2,854	+3.07%	3565	*	*
Royal 4-Door Sedan, 6-p.	LD-2	\$2,797	+3.13%	3570	*	*
Royal 4-Door Lancer Hardtop, 6-p.	LD-2	\$2,915	+3.44%	3640	*	NEW
Custom Sierra 4-Door Station Wagon, 6-p.	LD-3	\$3,212	+4.05%	3955	*	*
Custom Sierra 4-Door Station Wagon, 9-p.	LD-3	\$3,354	+4.32%	4035	*	*
TOTALS	<i>Avg. Price</i>	\$3,026	+3.64%	<i>Production</i>	21,950 <sup>†</sup>	-54.27% <sup>†</sup>

*\*Production records were not kept by body style per series; therefore change from LY cannot be calculated. †Estimated production total for series based on body style production estimates.*

# Custom Royal

*"It is a Swept-Wing mastery of motion!"*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 16.42% (estimate based on body style production estimates).

Primary competition: DeSoto Firedome, Edsel Corsair, Mercury Montclair, Oldsmobile 88, and Pontiac Star Chief.

Notable changes: Restyled front end, trim and detail changes.

Major standard equipment: Two-tone cloth and vinyl interior, full floor carpeting, two-speed electric windshield wipers, windshield, rear window, beltline and bodyside stainless trim, and 8.00 × 14 BSW tires.

Convertible adds: Power top.

## Measurements

Wheelbase	122.0"
Length	213.8"
Width	78.3"
Height	57.1"
Legroom — front	45.5"
Legroom — rear	42.5"
Headroom — front	35.7"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom Royal 2-Door Lancer Hardtop, 6-p.	LD-3	\$3,071	+5.17%	3610	*	*
Custom Royal 2-Door Lancer Convertible, 6-p.	LD-3	\$3,298	+4.83%	3785	*	*
Custom Royal 4-Door Sedan, 6-p.	LD-3	\$3,030	+5.17%	3640	*	*
Custom Royal 4-Door Lancer Hardtop, 6-p.	LD-3	\$3,142	+5.05%	3670	*	*
Custom Royal 2-Door Regal Lancer Hardtop, 6-p.	LD-3	\$3,245	NEW	3655	*	NEW
TOTALS	Avg. Price	\$3,157	+5.79%	Production	22,000 <sup>†</sup>	-54.03% <sup>†</sup>

\*Production records were not kept by body style per series; therefore change from LY cannot be calculated. †Estimated production total for series based on body style production estimates.

# EDSEL

*"This is the Edsel! Newest expression of Fine Engineering from Ford Motor Company. Never before a car like it."*

The Edsel was introduced after the most intensive marketing research ever done for a new car and was almost instantly deemed a failure. Controversial especially for its styling, Edsel would become an enduring emblem of failure and the butt of endless jokes in its own time and beyond. In truth the Edsel flopped mostly through no fault of its own, and it leaves a fascinating history.

In the postwar climate of ever-increasing prosperity across the country, mid-priced cars had been experiencing a sales boom of sorts. Scanning the top five selling cars after the perennial Ford and Chevrolet leaders, one consistently finds makes such as Buick, Oldsmobile, Dodge and Pon-

tiac right behind them. Mercury was not selling as well as its competition in the mid-price range, largely because it was too closely patterned after a Ford. The company decided in 1949 to have it share styling with Lincoln. While this shift initially helped sales, it did not give Ford the market reach in the mid-price range that it had hoped for. A study was conducted and found that over two-thirds of buyers moving upmarket from a Ford went to a brand other than Mercury.

By 1955, Ford Motor Company had made a decision to create a new division, a second mid-price model meant to capture those consumers who were moving upmarket

out of Fords. Ford marketers began conducting research in 1955 and continued well into 1958 after the Edsel's introduction, asking how consumers felt about their automobiles and what prompted them to choose one make over another. Many market researchers of the period agreed, Ford should have asked these questions before deciding to build the Edsel. And it is generally agreed that the questions asked should have been more along the lines of what was expected from a car, in terms of operating and maintenance, price and features.

Regardless of the misguided marketing research, an estimated \$250 million (in 1957 dollars) was spent to bring the Edsel to market with much hoopla, a month before any other 1958 model hit the street. Ford needed it to be a success. All seemed to be well on introduction day and in the weeks immediately following introduction, as thousands of eager customers flooded Edsel showrooms. As they say, timing is everything, and unfortunately at the same time the Edsel was introduced, the United States was sinking into a recession that had consumers curtailing spending on many fronts, especially large purchases such as cars. Typically, in modern society, a recession hurts middle-income buyers the most, and this translated directly into mid-price automobiles taking the biggest hit. With such a vast array of mid-price cars offered in 1958 (nine in all — Buick, Oldsmobile, Pontiac, Dodge, DeSoto, Chrysler, Mercury, and Packard, as well as the new Edsel), it is not surprising that this segment suffered badly. It also did not help that pricing of the Edsel was somewhat higher than consumers expected. Before long inventories were piling up, and Ford was offering incentives to dealers to move Edsels off the showroom floors. Dealers began to drop their Edsel franchises, leaving consumers afraid to buy the car.

To make a long story short, that is how the Edsel became known as the biggest blunder in automotive history. It wasn't particularly the automobile itself that caused its failure, though there were quality problems with early cars, including missing parts. Moreover it was the marketing decisions made prior to its introduction, the pricing, and the economic recession in combination that doomed the Edsel. Just six months after its introduction, sales remained sluggish, and Ford announced that the 1959 Edsel would be lower priced and more conservative in design.

Styling was definitely the most talked-about aspect of the new Edsel. The front end was a sort of blending of ideas. What was meant to be a modern interpretation of a classic car grille quickly became known as a "horse collar" grille. This vertical grille was mounted front and center, starting high enough to create a slight hood bulge on top, and going down low enough to necessitate a pan running below it, and requiring a two-piece front bumper. Within this grille was a second "impact" ring that was seemingly free-floating within the outer ring. Inside the second ring

was a mesh grille, with the Edsel name in gold anodized block lettering mounted vertically. On each side of the vertical grille was a horizontal grille with thin bars that wrapped around the front fenders slightly. Wraparound parking lamps were mounted within the grille ends. Dual headlamps and a bullseye style hood ornament, with a golden letter "E" in the center, completed the view from the front.

At the back end, all Edsel cars used a very modern looking slender, horizontally mounted taillamp design that followed the flat rear quarter panel inward, and for a few inches turned downward following the dip in the trunk lid. Backup lights were relatively large rectangular units mounted just above the rear bumper and just under and outside the corners of the trunk lid opening, each bezel being topped with an "E" logo. The wagons had a very unusual taillamp, having a round bezel and a taillight shaped like a wide-angle, sideways "V" running through it from the tip of the tailfin through the bezel, and meeting the bottom of the body side trim at the bottom. The points of the "V" were turned inward, which is odd in retrospect, because if they pointed outward, the directional signals would have lit up like an arrow pointing the direction of a turn. Optional backup lights were set within the "V" of the taillight.

It was the view from the side that gave away the Edsel's Ford heritage. While all four Edsel series had unique sheetmetal with a rear quarter panel body side cove on the cars, the wagons had to make do with the Ford station wagon sheetmetal from the doors back. On the wagons, stainless steel trim, similar to that used on the 1957 Ford Fairlane series, gave the effect of a side cove. Outside of the cove design, the bodies, particularly the greenhouse area, showed their origins. Ranger and Pacer models, as well as all station wagons, were based on the Ford Fairlane bodies. The larger and more luxurious Corsair and Citation models were based on the Mercury Monterey and Montclair body shells. As could be expected, the higher-priced the series, the more trim it carried. Rangers wore only a stainless steel trim strip around the cove area. The Pacer and Corsair added "slash" type molding on the front fender and door. The top-line Citation had a longer "slash" molding that almost met the cove molding, with aluminum inset within the cove. A green reflective crest was near the back end of the insert.

Under the front-hinged hood could be found two all-new engines. Ranger, Pacer and all station wagons received a 303-horsepower V8 with 400 pound-feet of torque. The upscale Corsair and Citation used a 345-horsepower V8, putting out 475 pound-feet of torque. These engines were among the most powerful in their field. While cars equipped with the smaller engine had a conventional 3-speed manual transmission with optional overdrive, it was the automatic transmission that grabbed the headlines. What made this transmission unique was its pushbutton

gear selection, mounted in the center of the steering wheel. A touch of a button activated an electric motor to select the range and engage the transmission. This feature was standard equipment on all Citation and Corsair models, and available on all Ranger and Pacer models with automatic transmission.

Interiors were unique to the Edsel, with their exclusive fabrics and patterns. Some models utilized unique seating features, like a 40/60 split front seat on the 2-doors, which allowed the driver to remain seated while passengers entering the rear seat had a larger space to enter from the passenger door. The instrument panel was fairly traditional in layout, with all gauges and controls within easy reach of the driver. The gauge pod itself was unique, with aircraft style gauges, including a dome shaped speedometer that kept the speed indicator facing the driver at all times, with the dial rotating left or right as speed changed. Below that were four round dials housing the optional compass and tachometer to the left, and the fuel gauge and heater/air

conditioning controls to the right. Below each set of dials were rectangular housings for warning lights, which included oil pressure, parking brake, low fuel level, low oil level, and engine temperature. Many safety and convenience features were also built in like a padded dash, deep-dish steering wheel, inside hood release, and available inside trunk release.

Buyers that appreciated the Edsel's distinctive outward appearance were rewarded with a very nice car, especially in the Citation series. The Citation, and to a lesser extent the Corsair, offered luxury nearly matching Lincoln, Cadillac and Imperial levels, at a far lower price. For those who had less money to spend, the Ranger and Pacer offered a big step up from the spartan Ford models. Either way, it was to be a short-lived venture. By January 1958, signs of failure forced Ford to merge operations of the new Edsel division with Mercury, Lincoln and the English Ford to save on costs, creating the M-E-L division. The Continental would continue as its own division for another year.



Citation 2-Door Hardtop



Citation 2-Door Hardtop



Citation 4-Door Hardtop



Corsair 2-Door Hardtop



Pacer 4-Door Hardtop



Ranger 2-Door Roundup Station Wagon

**Model year production:** 61,925.  
**Domestic market share:** 1.46% (12th place).  
**Base price range:** \$2,519 to \$3,801.  
**Edsel average base price:** \$3,043.  
**Introduction date:** September 12, 1957.  
**Assembly plants:** Mahwah, NJ (E); Los Angeles, CA #2 (J); San Jose, CA (R); Somerville, NJ (S); Louisville, KY (U); and Wayne, MI (W).  
**Serial number identification:** Ten-digit number located on left front door pillar, and read as follows: First digit indicates engine installation (W for 361 CID V8, X for 410 CID V8). The second digit indicates model year (8 = 1958).

Third digit indicates assembly plant code from above. Fourth digit indicates the body type as follows: Ranger 2-Door Sedan (C); Ranger and Pacer 4-Door Sedan (F); Ranger and Pacer 2-Door HT (G); Ranger and Pacer 4-Door HT (H); Pacer Convertible (R); Roundup 2-Door Wagon (S); 4-Door, 6-passenger wagons (T); 4-Door, 9-passenger wagons (V); Citation and Corsair 2-Door HT (W); Citation and Corsair 4-Door HT (X); and Citation Convertible (Y). Fifth symbol, 7, designates Edsel division. Remaining digits are sequential with beginning number of 00001 through ending number by plant as in chart below.

### Highest Serial Numbers by Assembly Plant

Assembly Plant	Ending No.
Mahwah, NJ (E) <sup>†</sup>	06250*

1958



<i>Assembly Plant</i>	<i>Ending No.</i>
Los Angeles, CA (J) <sup>ff</sup>	00674*
Louisville, KY (U) <sup>†</sup>	33164
San Jose, CA (R) <sup>†</sup>	05500*
Somerville, MA (S) <sup>ff</sup>	05492*
Wayne, MI (W) <sup>ff</sup>	02433*

\*Ending numbers at these plants are estimated. †Rangers, Pacers and wagons were assembled at this plant. ff Corsair and Citations were assembled at this plant.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Ranger &amp; Pacer</i>	<i>Corsair &amp; Citation</i>
361 CID E-400, 2-bbl., V8	10.5:1	303	3-speed manual	S	-
			Overdrive	\$127	-
			3-speed automatic	\$217	-
			Tele-Touch Drive automatic	\$231	-
410 CID E-475, 4-bbl., V8	10.5:1	345	Tele-Touch Drive automatic	-	S

### Major Options

	<i>Ranger</i>	<i>Pacer</i>	<i>Corsair</i>	<i>Citation</i>
Dial-Temp heater and defroster	\$92	\$92	\$92	\$92
Dial-Temp air conditioner	\$417	\$417	\$460	\$460
Electric clock	\$16	\$16	\$16	S
Radio	\$95	\$95	\$95	\$95
Signal seeking radio	\$144	\$144	\$144	\$144
Tinted glass	\$34	\$34	\$34	\$34
Power windows	\$101	\$101	\$101	\$101
Power seat, 4-way	\$76	\$76	\$76	\$76
Power steering	\$85	\$85	\$85	\$85
Power brakes	\$38	\$38	\$38	\$38
Pushbutton chassis lubrication	-	-	\$43	\$43
Full wheel covers	\$13	\$13	\$13	S
White sidewall tires	\$40	\$40	\$44	\$44

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	<i>Code</i>		<i>Code</i>
Black	A and 01	Sunset Coral*	R
Silver Gray Metallic	B and 50	Chalk Pink	T and 85
Ember Red	C and 40	Copper Metallic	U and 80
Turquoise	D and 95	Durez Gold Metallic	X and 90
Snow White*	E	<i>Single tone paint: Single letter is Ford paint code, and a two-digit number is a Mercury paint code. Example: A is Raven Black from Ford, and 01 is Black from Mercury. Two-tone combinations: Two-letter code is Ford paint code, and a double, two-digit number combination is Mercury paint code. Example: AB is from Ford with first letter indicating lower body color and the second letter indicating upper body color; 01-50 is from Mercury with first two digits indicating lower body color and the second two digits indicating upper body color. *Available on Ranger and Pacer only. †Available on Corsair and Citation only.</i>	
Frost White <sup>†</sup>	E		
Powder Blue	F and 25		
Horizon Blue	G and 26		
Royal Blue Metallic	H and 27		
Ice Green	J and 10		
Spring Green	K and 11		
Spruce Green Metallic	L and 12		
Charcoal Brown Metallic	M and 60		
Driftwood*	N		
Jonquil Yellow	Q and 70		



# Ranger

*"Choose any Ranger model and you'll own a car that truly speaks well of you—in every way!"*

Nameplate year of origin: 1958.

Current bodystyle lifespan: 1958.

Percentage of division's sales volume: 37.82%.

Primary competition: Dodge Coronet, Pontiac Chieftain, Rambler Custom and Studebaker President.

Notable changes: All-new model.

Major standard equipment: Cloth or cloth and vinyl upholstery, black rubber floor mat, white vinyl headliner, stainless steel front and rear window moldings, body side trim around side cove, hood ornament, and 8.00 × 14 BSW tires. Roundup and Villager wagons add: Vinyl upholstery and linoleum cargo floor.

## Measurements

	Cars	Wagon
Wheelbase	118.0"	116.0"
Length	213.2"	205.5"
Width	78.8"	77.1"
Height	58.9"	59.9"
Legroom — front	43.1"	43.8"
Legroom — rear	42.8"	NA
Headroom — front	34.0"	34.5"
Headroom — rear	33.6"	NA
Cargo capacity (cu. ft.)	27.7	NA
Fuel capacity (gals.)	20.0	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Ranger 2-Door Sedan, 6-p.	21	\$2,529	NEW	3729	4,615	NEW
Ranger 2-Door Hardtop, 6-p.	23	\$2,593	NEW	3724	5,151	NEW
Ranger 4-Door Sedan, 6-p.	22	\$2,592	NEW	3805	5,929	NEW
Ranger 4-Door Hardtop, 6-p.	24	\$2,678	NEW	3796	3,010	NEW
Ranger 2-Door Roundup Station Wagon, 6-p.	26	\$2,876	NEW	3761	924	NEW
Ranger 4-Door Villager Station Wagon, 6-p.	27	\$2,933	NEW	3827	2,054	NEW
Ranger 4-Door Villager Station Wagon, 9-p.	28	\$2,990	NEW	3900	1,735	NEW
TOTALS		Avg. price \$2,740	NEW		Production 23,418	NEW

# Pacer

*"A new kind of beauty, a new mark of swift mobility in car design, and you find it only in the Edsel!"*

Nameplate year of origin: 1958.

Current bodystyle lifespan: 1958.

Percentage of division's sales volume: 32.45%.

Primary competition: Buick Special, DeSoto Firesweep, Dodge Royal, Mercury Monterey, Oldsmobile 88, Pontiac Super Chief, and Rambler Ambassador.

Notable changes: All-new model.

Major standard equipment: Cloth and vinyl upholstery, color-keyed rubber floor mat, white vinyl headliner, stainless steel front and rear window moldings, front fender and door stainless trim, bodyside trim around side cove, hood ornament, and 8.00 × 14 BSW tires. Convertible adds: Power top. Bermuda wagons add: Vinyl upholstery and linoleum cargo floor.

## Measurements

	Cars	Wagon
Wheelbase	118.0"	116.0"
Length	213.2"	205.5"
Width	78.8"	77.1"
Height	58.9"	59.9"
Legroom — front	43.1"	43.8"
Legroom — rear	42.8"	NA
Headroom — front	34.0"	34.5"
Headroom — rear	33.6"	NA
Cargo capacity (cu. ft.)	27.7	NA
Fuel capacity (gals.)	20.0	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Pacer 2-Door Hardtop, 6-p.	43	\$2,805	NEW	3773	6,543	NEW
Pacer 2-Door Convertible, 6-p.	45	\$3,028	NEW	3909	914	NEW
Pacer 4-Door Sedan, 6-p.	42	\$2,735	NEW	3826	6,730	NEW
Pacer 4-Door Hardtop, 6-p.	44	\$2,863	NEW	3857	5,026	NEW
Pacer 4-Door Bermuda Station Wagon, 6-p.	47	\$3,190	NEW	3853	893*	NEW
Pacer 4-Door Bermuda Station Wagon, 9-p.	48	\$3,247	NEW	3919	*	NEW
TOTALS	<i>Avg. price</i>	\$2,978	NEW	<i>Production</i>	20,097	NEW

\*6-passenger and 9-passenger production combined.

## Corsair

*"You can see what the Edsel Corsair looks like — you have to feel what it does!"*

**Nameplate year of origin:** 1958 (was also used by Kaiser-Frazer on the 1952–1954 Henry J).

**Current bodystyle lifespan:** 1958.

**Percentage of division's sales volume:** 14.91%.

**Primary competition:** DeSoto Firedome, Dodge Custom Royal, Mercury Montclair, Oldsmobile 88, and Pontiac Star Chief.

**Notable changes:** All-new model.

**Major standard equipment:** Cloth and vinyl upholstery, color-keyed carpeting, built-in front and rear door armrests, white vinyl headliner, automatic interior and instrument panel courtesy lights, stainless steel front and rear window moldings, front fender and door stainless trim, bodyside trim around side cove, hood ornament, front bumper guards, and 8.50 × 14 BSW tires.

### Measurements

Wheelbase	124.0"
Length	218.9"
Width	79.8"
Height	NA
Legroom — front	44.2"
Legroom — rear	43.4"
Headroom — front	34.2"
Headroom — rear	33.8"
Cargo capacity (cu. ft.)	27.7
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Corsair 2-Door Hardtop, 6-p.	63	\$3,346	NEW	4134	3,313	NEW
Corsair 4-Door Hardtop, 6-p.	64	\$3,425	NEW	4235	5,920	NEW
TOTALS	<i>Avg. price</i>	\$3,386	NEW	<i>Production</i>	9,233	NEW

## Citation

*"There's emphasis on performance, but the accent is on elegance!"*

**Nameplate year of origin:** 1958.

**Current bodystyle lifespan:** 1958.

**Percentage of division's sales volume:** 14.82%.

**Primary competition:** Buick Super, DeSoto Fireflite, and Oldsmobile 98.

**Notable changes:** All-new model.

**Major standard equipment:** DeLuxe cloth and vinyl upholstery, color-keyed carpeting, built-in front and rear door armrests, padded dash, white vinyl headliner, electric clock, automatic interior and instrument

### Measurements

Wheelbase	124.0"
Length	218.9"
Width	79.8"
Height	NA
Legroom — front	44.2"
Legroom — rear	43.4"
Headroom — front	34.2"
Headroom — rear	33.8"

panel courtesy lights, stainless steel front and rear window moldings, front fender and door stainless trim, bodyside trim around side cove, hood ornament, front bumper guards, and 8.50 × 14 BSW tires. Convertible adds: All vinyl interior and power top.

### Measurements (cont.)

Cargo capacity (cu. ft.)	27.7
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Citation 2-Door Hardtop, 6-p.	83	\$3,535	NEW	4136	2,534	NEW
Citation 2-Door Convertible, 6-p.	85	\$3,801	NEW	4311	1,571	NEW
Citation 4-Door Hardtop, 6-p.	84	\$3,615	NEW	4230	5,072	NEW
TOTALS	<i>Avg. price</i>	\$3,650	NEW	<i>Production</i>	9,177	NEW

# FORD

*"There's nothing newer in the world than the '58 Ford!"*

Ford's sales and production would plummet in 1958 as the nation's brief recession was fully taking hold, but the decline was not due to a lack of changes. As the competition made swift changes, Ford kept pace. The biggest transformation was to the Thunderbird roadster, which was no longer the small, sporty car it originally was, but instead now a personal luxury four-passenger model available in coupe or convertible models.

The new Thunderbird was of unit-body design and was built in the same assembly plant as the Lincoln. In a sense, conceptually it took the place of the 1956–57 Lincoln Continental Mark II as a top line personal luxury style car, although no comparison could ever be made between the two very different cars. The Mark II was very definitely a limited production, total luxury car, intended to be the halo car for the entire Ford Motor Company. The Thunderbird, while having some luxury features, was still more of a sporting car and was intended to sell in volume, but also was the halo car for only the Ford Motor Division.

The big new "Square-Birds," as they became known, packed a larger 352 CID Interceptor V8 engine under the front-hinged hood. Now available in both hardtop and convertible models, the Thunderbird adopted more formal rooflines with wide, angular C-pillars on the hardtop. Up front was a variation of the '57 T-Bird bumper and grille combination, with a new honeycomb design grille now fully surrounded by the bumper. As with all Fords, a hood scoop (simulated on regular line Fords), quad headlights and

fender top ornaments were part of the front-end look. At the back, dual round taillamps with built-in backup lamps were set within a large oval pod below the obligatory small tailfin. A honeycomb design bezel background was used in the taillamp pods, duplicating the look of the grille. A similar look was also seen on the regular Ford line, although they had dual oval taillamps with the backup light set in between them, and a plain bezel background.

Along the bodyside of the new Thunderbird were several unique feature lines. The first was a "hockey stick" design that now angled forward and upward from the rear of the door and then straight forward to the front, wrapping around the fender corner and forming the hooded area above the headlights, fading away as it went down toward the front bumper. The second design highlight was a jet shaped lower body bulge, which began on the door and ran straight back to meet the rear bumper. It was adorned with five vertical chrome strips on the rear half of the door. Unique to the convertible was a completely hidden top, which stored in the trunk in similar fashion to the Skyliner, although it was not initially power-operated on the new Thunderbird.

Inside the new personal luxury Thunderbird were Ford's first factory-installed bucket seats and floor console. The instrument panel was of a cockpit design, with round gauges housed in a hooded area directly in front of the driver. The center of the dash blended into the floor console and housed optional radio, heater and air conditioning

controls. The console itself housed optional power window controls towards the rear for easy access by all passengers. Full leather upholstery was available. All of these features earned the Thunderbird *Motor Trend* magazine's first "Car of the Year" award to an individual model.

As already discussed, the regular Ford line used many Thunderbird styling features, front and rear, but along the bodysides were signs of the body it shared with the 1957 models, including the small tailfin on the rear quarters. What set the '58 apart was the redesigned side trim. The Custom 300 used a full-length trim piece running from the front fender gradually downward to just past the front door, where it met a straight-line trim piece that began at the midpoint of the door and ran to the back bumper. When these models were two-toned, the rear trim portion was of a split design with gold anodized covering between them. The Fairlane used a variation of the side trim seen on the '57 Fairlane, but set slightly lower on the body. The Fairlane 500 trim was also similar to its 1957 counterpart;

however, it was now reversed, with the gold anodized trim to the rear of the car, and it ran downhill from the front fender side at headlight level, back to the top of the rear bumper.

Other styling features that would appear for one year only included a T-shaped grille bar, set within the honeycomb grille. The simulated hood scoop carried a Ford crest on its face. A sculpted rear deck highlighted the taillight pods. Most unusual of all was the "Slipstream Roof," which had seven front-to-rear grooves on all models, except the Sunliner and Skyliner. Interior changes were few, other than the expected upholstery color and design updates.

Model changes saw the Custom nameplate replaced by the Custom 300, with the models that made up the '57 Custom 300 series disappearing with the exception of the 6-passenger Country Sedan wagon, which moved to the Fairlane series. Also, a 4-Door Ranch Wagon was added to the Custom 300 line.



Custom 300 4-Door Ranch Wagon



Fairlane 4-Door Town Sedan



Fairlane 500 2-Door Town Sedan



Fairlane 500 2-Door Skyliner  
Retractable Hardtop



Fairlane 500 4-Door Victoria  
Town Sedan Hardtop



Thunderbird 2-Door Hardtop

**Model year production:** 987,945, down 40.08% from 1957.

**Domestic market share:** 23.36% (2nd place).

**Base price range:** \$1,967 to \$3,929.

**Ford average base price:** \$2,565, up 7.87%.

**Introduction date:** November 7, 1957. Thunderbird introduced February 1958.

**Assembly plants:** Atlanta, GA (A); Buffalo, NY (B); Chester, PA (C); Chicago, IL (G); Dallas, TX (D); Dearborn, MI (F); Mahwah, NJ (E); Lorain, OH (H); Kansas City, MO (K); Long Beach, CA (L); Louisville, KY (U); Memphis, TN (M); Norfolk, VA (N); San Jose, CA (R); Somerville, MA (S); Twin Cities (St. Paul), MN (P); and Wixom, MI (Y).

**Serial number identification:** Ten-digit number located on left front door pillar, and read as follows: First digit indi-

cates engine installation — “A” for 223 CID 6-cylinder; “B” for 332 CID V8, 2-bbl.; “C” for 292 CID V8; “G” for 332 CID V8, 4-bbl.; “H” for 352 CID V8, 4-bbl.; codes R and W are for export and law enforcement engines. The second digit indicates model year (8 = 1958). Third digit indicates assembly plant code from above. Fourth digit indicates the body type as follows: Sunliner (C); Skyliner (W); Two-door wagons (R); 4-Door Ranch Wagon and Country Sedan (X); Country Squire (Y); Fairlane and Fairlane 500 Victoria Club and Town sedans (V); Fairlane and Fairlane 500 Club and Town sedans (T); Thunderbird (H); all Custom 300 models (G). Remaining digits are sequential with beginning number of 100001 and ending number as follows in the chart below.

### Highest Serial Numbers by Assembly Plant

<i>Assembly Plant</i>	<i>Ending No.</i>
Atlanta, GA (A)	151273
Buffalo, NY (B)	124275
Chester, PA (C)	156904
Chicago, IL (G)	166903
Dallas, TX (D)	177041
Dearborn, MI (F)	280733
Mahwah, NJ (E)	227152
Lorain, OH (H)	103894
Kansas City, MO (K)	164457
Long Beach, CA (L)	152322
Louisville, KY (U)	135665
Memphis, TN (M)	139312
Norfolk, VA (N)	141927
San Jose, CA (R)	165411
Somerville, MA (S)	116294
Twin Cities (St. Paul), MN (P)	157692
Wixom, MI (Y)*	137893

\*All Thunderbirds were built at Wixom, MI.

### Powertrains

<i>Engine</i>	<i>Compression</i>		<i>Transmission</i>	<i>Custom</i>		<i>Fairlane 500*</i>	
	<i>Ratio</i>	<i>Gross HP</i>		<i>300</i>	<i>Fairlane</i>	<i>Wagons</i>	<i>Thunderbird</i>
223 CID Mileage Maker, 1-bbl., 6-cyl.	8.6:1	145	3-speed manual	S	S	S	-
			Overdrive	\$108	\$108	\$108	-
			Ford-O-Matic Drive	\$180	\$180	\$180	-
292 CID, 2-bbl., V8	9.1:1	205	3-speed manual	\$137	\$108-\$123	-	-
			Overdrive	\$245	\$216-\$231	-	-
			Ford-O-Matic Drive	\$317	\$288-\$303	-	-
332 CID Interceptor, 2-bbl., V8	9.5:1	240	3-speed manual	-	-	\$54 <sup>†</sup>	-
			Overdrive	-	-	\$162 <sup>†</sup>	-
			Ford-O-Matic Drive	-	-	\$234 <sup>†</sup>	-
			Cruise-O-Matic	-	-	\$251 <sup>†</sup>	-
332 CID Interceptor Special, 4-bbl., V8	9.5:1	265	3-speed manual	\$196	\$183	\$106	-
			Overdrive	\$304	\$291	\$214	-
			Ford-O-Matic Drive	\$376	\$363	\$286	-
			Cruise-O-Matic	\$393	\$380	\$303	-
352 CID Interceptor Special, 4-bbl., V8	10.2:1	300	3-speed manual	\$249	\$236	\$159	S
			Overdrive	\$357	\$344	\$267	\$108



Engine	Compression		Transmission	Custom	Fairlane 500*		
	Ratio	Gross HP		300	Fairlane	Wagons	Thunderbird
			Ford-O-Matic Drive	\$429	\$416	\$339	\$180
			Cruise-O-Matic	\$446	\$433	\$356	\$197

\*The Fairlane 500 Skyliner has the 292 CID V8 as standard equipment. Deduct \$100 from optional equipment pricing. †Available on station wagons only.

### Major Options

	Custom		Fairlane		Thunderbird
	300	Fairlane	500	Wagons	
Magic Air heater and defroster	\$95	\$95	\$95	\$95	\$95
PolarAire conditioner	\$271	\$271	\$271	\$271	\$271
SelectAire conditioner	\$395	\$395	\$395	\$395	\$395
Electric clock	\$15	\$15	S	\$15	S
Radio	\$77	\$77	\$77	\$77	\$77
Signal seeking radio	\$99	\$99	\$99	\$99	\$99
I-rest tinted glass	\$20	\$20	\$20	\$20	\$20
Aquamatic windshield washers	\$12	\$12	\$12	\$12	\$12
Power windows (all four windows)	\$101	\$101	\$101	\$101	\$101
Power seat, 4-way	\$64	\$64	\$64	\$64	\$64
Master-Guide power steering	\$69	\$69	\$69	\$69	\$69
Swift Sure power brakes	\$37	\$37	\$37	\$37	\$38
Ford-Aire suspension	-	\$156	\$156	\$156	\$156
Full wheel covers	\$19	\$19	S	\$19	S
White sidewall tires	\$33	\$33	\$33	\$50	\$36

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Raven Black	A
Winterset White†	B
Desert Beige*	C
Palomino Tan*	D
Colonial White*	E
Silvertone Green Metallic*	F
Sun Gold*	G
Gunmetal Gray Metallic*	H
Grenadier Red Metallic	I
Bali Bronze Metallic*	J
Everglade Green Metallic†	K
Azure Blue*	L
Gulfstream Blue	M
Seaspray Green*	N
Platinum Metallic†	O
Palomino Tan†	P
Torch Red*	R
Silvertone Blue Metallic*	T
Cameo Rose†	W
Cascade Green†	X
Monarch Blue Metallic†	Y
Regatta Blue†	Z

For the conventional two-tone codes, the first letter indicates lower body color and second code indicates upper body color. For Style-Tone two-tone codes, in general, the first letter indicates roof and lower body color. Second code letter indicates the middle body color. \*Not available on Thunderbird. †Thunderbird exclusive color.

## Custom 300

*“Many new advances can be yours at a low Ford price!”*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division’s sales volume:** 41.33%.

**Primary competition:** Chevrolet Delray, Plymouth Plaza, and Studebaker Champion.

**Notable changes:** Restyled.

**Major standard equipment:** Nylon and vinyl upholstery, black rubber floor covering, horn button, driver’s side sun visor, stainless steel front and rear window moldings, full-length bodyside trim, front fender ornaments, and 7.50 × 14 BSW tires. Ranch Wagon adds: Vinyl upholstery and linoleum cargo floor.

### Measurements

	Cars	Wagon
Wheelbase	116.0"	116.0"
Length	202.0"	203.8"
Width	78.0"	78.0"
Height	58.9"	59.9"
Legroom — front	44.3"	44.2"
Legroom — rear	41.8"	NA
Headroom — front	34.9"	35.0"
Headroom — rear	33.6"	NA
Cargo capacity (cu. ft.)	20.0	NA
Fuel capacity (gals.)	NA	NA



## Models Available

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Custom 300 2-Door Business Sedan, 3-p.	70D	\$1,967	+4.68%	3171	4,062	-41.03%
Custom 300 2-Door (Tudor) Sedan, 6-p.	70A	\$2,055	+3.21%	3194	173,441	+48.29%
Custom 300 4-Door (Fordor) Sedan, 6-p.	73A	\$2,109	+3.28%	3222	163,368	+137.03%
(Custom 300) 2-Door Ranch Wagon, 6-p.	59A	\$2,397	+4.17%	3483	34,578	-42.83%
(Custom 300) 4-Door Ranch Wagon, 6-p.	79A	\$2,451	NEW	3540	32,854	NEW
TOTALS	<i>Avg. price</i>	\$2,196	+6.94%	<i>Production</i>	408,303	+61.22%

\*Comparisons made to 1957 Custom series.

## Fairlane

*"Discover a whole new world in the '58 Ford!"*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1957 through 1958.

Percentage of division's sales volume: 22.30%.

Primary competition: Chevrolet Biscayne, Plymouth Savoy, Rambler and Studebaker Commander.

Notable changes: Restyled.

Major standard equipment: Two-tone vinyl and vinyl pleated or nylon and vinyl upholstery, automatic interior courtesy lighting, full floor color-coordinated carpeting, stainless front, rear and side window surround moldings, bodyside stainless trim, and 7.50 × 14 BSW tires.

Country Sedan adds: Vinyl upholstery, removable rear seat, linoleum cargo floor, and 8.00 × 14 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	118.0"	116.0"
Length	207.0"	203.8"
Width	78.0"	78.0"
Height	57.5"	59.9"
Legroom — front	43.2"	44.2"
Legroom — rear	40.7"	NA
Headroom — front	33.9"	35.0"
Headroom — rear	33.6"	NA
Cargo capacity (cu. ft.)	20.0	NA
Fuel capacity (gals.)	NA	NA

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fairlane 2-Door Club Sedan, 6-p.	64A	\$2,221	-0.63%	3319	38,366	-3.71%
Fairlane 2-Door Victoria Hardtop Club Coupe, 6-p.	63B	\$2,354	+2.66%	3317	16,416	-62.80%
Fairlane 4-Door Town Sedan, 6-p.	58A	\$2,275	-0.48%	3371	57,490	+10.43%
Fairlane 4-Door Victoria Town Hardtop, 6-p.	57B	\$2,419	+2.63%	3394	5,868	-53.78%
(Fairlane) 2-Door Del Rio Ranch Wagon, 6-p.	59B	\$2,503	+4.42%	3488	12,687	-72.48%
(Fairlane) 4-Door Country Sedan Station Wagon, 6-p.	79D	\$2,557	+4.32%	3545	68,772	-49.89%
(Fairlane) 4-Door Country Sedan Station Wagon, 9-p.	79C	\$2,664	+4.23%	3613	20,702	-58.29%
TOTALS	<i>Avg. price</i>	\$2,428	+3.50%	<i>Production</i>	220,301	+11.06%*

\*Increase in production due to 6-passenger Country Sedan wagon moving from former Custom 300 series, to the Fairlane series.

## Fairlane 500

*"Proved and approved around the world!"*

Nameplate year of origin: 1957.

Current bodystyle lifespan: 1957 through 1958.

Percentage of division's sales volume: 32.54%.

Primary competition: Chevrolet Bel Air, Plymouth Belvedere and Studebaker President.

### Measurements

	Cars	Wagon
Wheelbase	118.0"	116.0"
Length	207.0"	203.8"

**Notable changes:** Restyled.

**Major standard equipment:** Two-tone vinyl and vinyl pleated or nylon and vinyl upholstery, automatic interior courtesy lighting, full floor color-coordinated carpeting, stainless front, rear and side window surround moldings, full length body side stainless trim, and 7.50 × 14 BSW tires. Sunliner and Skyliner add: Hydraulic power operated top. Country Squire adds: Vinyl interior, linoleum cargo floor, simulated mahogany panels with fiberglass maple exterior wood trim, and 8.00 × 14 BSW tires.

### Measurements (cont.)

	Cars	Wagon
Width	78.0"	78.0"
Height	57.5"	59.9"
Legroom — front	43.2"	44.2"
Legroom — rear	40.7"	NA
Headroom — front	33.9"	35.0"
Headroom — rear	33.6"	NA
Cargo capacity (cu. ft.)	20.0	NA
Fuel capacity (gals.)	NA	NA

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fairlane 500 2-Door Club Sedan, 6-p.	64B	\$2,374	+4.08%	3307	34,041	-63.69%
Fairlane 500 2-Door Victoria Hardtop Club Coupe, 6-p.	63A	\$2,435	+4.10%	3317	80,439	-56.09%
Fairlane 500 2-Door Sunliner Convertible, 6-p.	76B	\$2,650	+5.79%	3483	35,029	-54.93%
Fairlane 500 2-Door Skyliner Retractable Hardtop, 6-p.	51A	\$3,163	+7.51%	4069	14,713	-29.15%
Fairlane 500 4-Door Town Sedan, 6-p.	58B	\$2,428	+4.07%	3379	105,698	-45.28%
Fairlane 500 4-Door Victoria Hardtop Town Sedan, 6-p.	57A	\$2,499	+3.95%	3414	36,509	-46.74%
(Fairlane 500) 4-Door Country Squire Station Wagon, 9-p.	79E	\$2,794	+4.10%	3650	15,020	-45.76%
TOTALS	<i>Avg. price</i>	\$2,620	+4.89%	<i>Production</i>	321,449	-49.55%

## Thunderbird

*"Ford presents a brilliant new version of a great American classic ... the 4-passenger Thunderbird!"*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1958 through 1960.

**Percentage of division's sales volume:** 3.84%.

**Primary competition:** DeSoto Adventurer and Packard Hawk.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Vinyl upholstery, front bucket seats, vinyl covered center floor console, built-in door armrests, Lifeguard padded instrument panel and sun visors, automatic interior courtesy lighting, rayon loop carpeting, horn ring, stainless steel window surround moldings, outside rear view mirror, dual horns, dual exhaust, and 7.50 × 14 BSW tires.

### Measurements

Wheelbase	113.0"
Length	205.4"
Width	77.0"
Height	52.5"
Legroom — front	43.4"
Legroom — rear	38.1"
Headroom — front	34.5"
Headroom — rear	33.3"
Cargo capacity (cu. ft.)	20.5
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Thunderbird 2-Door Hardtop, 4-p.	63A	\$3,631	NEW	3876	35,758	NEW
Thunderbird 2-Door Convertible, 4-p.	76A	\$3,929	NEW	3929	2,134	NEW
TOTALS	<i>Avg. price</i>	\$3,780	+10.92%	<i>Production</i>	37,892	+77.23%

# IMPERIAL

*“America’s most distinctive fine car. Finest expression of the Forward Look!”*

Very little changed for the 1958 Imperial line. Most noticeable was a new grille as first seen on the 1957 Crown Imperial. It consisted of the four columns of horizontal grille bars, set above a solid one-piece bumper, with round parking light/turn signal pods extending from the ends. Continuing as an option was a decklid mounted simulated spare tire cover, available on any Imperial. There were other

trim and detail refinements, but styling was essentially a carry-over.

Powertrain choices didn’t change much either. The new for ’57 392 CID V8 engine had a new cam which increased compression and therefore increased horsepower to 345 @ 4600 rpm. The durable TorqueFlite automatic transmission continued as standard equipment on all series.



Imperial 4-Door Hardtop



Imperial 4-Door Sedan



Imperial 2-Door Convertible

**Model year production:** 16,133, down 57.09% from 1957.  
**Domestic market share:** 0.38% (16th place).  
**Base price range:** \$4,839 to \$15,075.  
**Imperial average base price:** \$6,415, up 4.18%.  
**Introduction date:** November 1, 1957.  
**Assembly plant:** Detroit, MI.

**Serial number identification:** Seven to eight digit code located on left front door hinge pillar. First symbol designates model year (L = 1958); second symbol designates Chrysler division (I = Imperial); third symbol designates series (1 = Imperial). The remaining 4 to 5 digits represent the vehicle identification number, 1001 through 17325.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All (ex. Crown Imperial)	Crown Imperial
392 CID, 4-bbl., V8	9.25:1	325	TorqueFlite Automatic	-	S
392 CID, 4-bbl., V8	10.0:1	345	TorqueFlite Automatic	S	-

## Major Options

	Imperial	Crown	LeBaron	Crown Imperial
Heater and defroster	\$141	\$141	\$141	S
Air-Temp air conditioning	\$590	\$590	\$590	\$590
Solex tinted glass	\$50	\$50	\$50	\$50
Music-Master radio	\$101	\$101	\$101	S
Auto-Pilot speed control	\$89	\$89	\$89	\$89
Six-way power front seat	\$125	S	S	S
Power windows	\$125	S	S	S

Major Options (cont.)

	Imperial	Crown	LeBaron	Crown Imperial	
Power door locks* (power windows req.)	\$41-\$66	\$41-\$66	\$66	S	Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.
Power steering	S	S	S	S	
Power brakes	S	S	S	S	
White sidewall tires	S	S	S	S	
*Lower price is for 2-Doors, higher price is for 4-Doors.					

Paint Colors

	Code		Code
Raven Black	AAA	Tahitian Coral	OOO
Stardust Blue	BBB	Matador Red	PPP
Air Force Blue Metallic	CCC	Shell Pink	RRR
Midnight Blue	DDD	Garnet Maroon Metallic	TTT
Spring Green	EEE	Bamboo Yellow	UUU
Cypress Green	FFF	Ballet Blue	WWW
Mandarin Jade Metallic	GGG	Ermine	XXX
Aztec Turquoise	HHH	Champagne Gold	ZZZ
Spruce Green Metallic	JJJ	<i>Two-tone combinations: First letter indicates upper color, second letter indicates lower color. If insert color used, it is the third letter. Examples: AB = A, Upper Color; B, Lower Color. ABA = A, Upper Color; B, Lower Color; A, Insert.</i>	
Satin Gray	KKK		
Winchester Gray Metallic	LLL		
Mesa Tan	MMM		
Sandalwood Metallic	NNN		

Imperial

“Acclaimed the new fine car style leader.”

**Nameplate year of origin:** 1926.  
**Current bodystyle lifespan:** 1957 through 1959.  
**Percentage of division's sales volume:** 43.78%.  
**Primary competition:** Lincoln Capri.  
**Notable changes:** Minor trim and detail changes.  
**Major standard equipment:** Leather and broadcloth interior trim, 4-way power front seat adjustment, front and rear seat center pull-down armrest, full floor carpeting, full wheel covers, and 9.50 × 14 WSW tires.

Measurements

Wheelbase	129.0"
Length	225.8"
Width	81.2"
Height	57.0"
Legroom — front	45.7"
Legroom — rear	43.5"
Headroom — front	35.1"
Headroom — rear	34.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Imperial 2-Door Southampton Hardtop, 6-p.	LY1-L	\$4,839	+2.17%	4640	1,801	-63.13%
Imperial 4-Door Sedan, 6-p.	LY1-L	\$4,945	+2.21%	4590	1,926	-65.94%
Imperial 4-Door Southampton Hardtop, 6-p.	LY1-L	\$4,945	+2.21%	4795	3,336	-55.68%
TOTALS	<i>Avg. Price</i>	\$4,910	+2.20%	<i>Production</i>	7,063	-60.90%

# Crown

*"First choice among knowing people."*

Nameplate year of origin: 1957.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 49.59%.

Primary competition: Cadillac Series 62 and Lincoln Premier.

Notable changes: Minor trim and detail changes.

Major standard equipment: Leather and broadcloth interior trim, 4-way power front seat adjustment, front and rear seat center pull-down armrest, full floor carpeting, power windows, safety accessory group, custom accessory group, full wheel covers, and 9.50 × 14 WSW tires.

## Measurements

Wheelbase	129.0"
Length	225.8"
Width	81.2"
Height	57.0"
Legroom — front	45.7"
Legroom — rear	43.5"
Headroom — front	35.1"
Headroom — rear	34.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crown 2-Door Southampton Hardtop, 6-p.	LY1-M	\$5,388	+2.26%	4730	1,939	-53.82%
Crown 2-Door Convertible, 6-p.	LY1-M	\$5,759	+2.88%	4820	675	-42.16%
Crown 4-Door Sedan, 6-p.	LY1-M	\$5,632	+4.18%	4755	1,240	-65.95%
Crown 4-Door Southampton Hardtop, 6-p.	LY1-M	\$5,632	+4.18%	4915	4,146	-47.14%
TOTALS	<i>Avg. Price</i>	\$5,603	+3.38%	<i>Production</i>	8,000	-52.53%

# LeBaron

*"The triumphant Imperial."*

Nameplate year of origin: 1924 (as Chrysler sedan model designation); 1926 (as series).

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 6.44%.

Primary competition: Cadillac Series 60 Special.

Notable changes: Minor trim and detail changes.

Major standard equipment: Leather and broadcloth interior trim, 4-way power front seat adjustment, front and rear seat center pull-down armrest, full floor carpeting, power windows, safety accessory group, full wheel covers, and 9.50 × 14 WSW tires.

## Measurements

Wheelbase	129.0"
Length	225.8"
Width	81.2"
Height	57.0"
Legroom — front	45.7"
Legroom — rear	43.5"
Headroom — front	35.1"
Headroom — rear	34.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
LeBaron 4-Door Sedan, 6-p.	LY1-H	\$5,969	+3.94%	4780	501	-71.02%
LeBaron 4-Door Southampton Hardtop, 6-p.	LY1-H	\$5,969	+3.94%	4940	538	-40.94%
TOTALS	<i>Avg. Price</i>	\$5,969	+3.94%	<i>Production</i>	1,039	-60.64%

# Crown Imperial

*“Presenting the world’s most magnificent limousine.”*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division’s sales volume:** 0.19%.

**Primary competition:** Cadillac Series Fleetwood 75.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, front and rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, directional signals, heater and defroster, power windows, safety accessory group, custom accessory group, full wheel covers, and 9.50 × 14 WSW tires.

## Measurements

Wheelbase	149.5"
Length	246.3"
Width	81.0"
Height	NA
Legroom — front	45.7"
Legroom — rear	NA
Headroom — front	37.0"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Crown Imperial 4-Door Limousine, 8-p.	NA	\$15,075	+7.68%	5960	31	-13.89%
TOTALS	<i>Avg. Price</i>	\$15,075	+7.68%	<i>Production</i>	31	-13.89%

# LINCOLN

*“The new Lincoln ... styled and crafted in the Continental tradition!”*

Lincoln for 1958 was totally new from the ground up, even being built in their own brand new assembly plant in Wixom, Michigan, alongside the equally new Ford Thunderbird, and Continental Mark III. All of these cars shared several things in common, most importantly their new unitized body construction. This type of “single unit” construction gave a more rigid body structure, quieter ride, and higher build quality than traditional body-on-frame construction. Other shared features included the all-new 430 CID V8 engine, standard on Lincolns and Continentals, optional on Thunderbird, and a new improved Turbo-Drive transmission that was shared with the Continental.

Lincoln’s all-new body styling was also shared with the Continental, and in fact during this model year, the Continental Division would be brought under the umbrella of the newly created Mercury-Edsel-Lincoln (or M-E-L) division. This was a cost-saving move as the Edsel was not proving to be the money maker that Ford thought it would

be; it not only saved expenses on the Edsel but also allowed marketing of the Lincoln and Continental to be combined to reduce costs. From 1958 through the Continental’s official demise as a separate entity in 1960, the Lincoln and Continental shared styling and powertrains, and were generally advertised together. However, for this reference the Continental will continue to be kept as a separate division.

The new car was by far the largest Lincoln built to date, and among the largest cars ever built in the modern era. It was also a love it or hate it design and a total departure from any previous Lincoln, or for that matter any previous Ford product. From the front, canted quad headlamps, fully enclosed by the front fender, were the most obvious new styling feature. The front bumper was oddly shaped with a compound “V” design, flaring at the sides when viewed from the front but coming to a point when viewed from the side. Twin “bullet-style” bumper guards were placed near the center. Turn signal and parking lamps



were placed horizontally between the bumper end and the bumper guard. The grille was similar to the '56 and '57 Continental Mark II design, with horizontal strips intersected by four vertical bars. The Lincoln name was in gold script high on the driver's side of the grille.

Front fender styling was highly unusual, especially on a bodyside that was relatively uncomplicated otherwise, with a single feature line running the length of the car. A feature line began a few inches above the front bottom edge of the fender and followed the "V" shape of the bumper up to the top edge of the bumper. The crease then turned back across the flat top of the front wheel opening and continued to about a foot past the opening, turning down towards the rocker panel area adjacent to the front door edge, and then turning forward to the rear edge of the front wheel opening. It was definitely a distinctive look. Rear end styling was also designed with angles and mimicked the front end styling, although the look came off as slightly more traditional. A small tailfin was capped with a small chrome ornament, bearing the Premiere's star symbol on that series only. Taillamps were arranged horizontally on a rear grillework that was nestled between the chrome lined trunk lid edge and the rear bumper. Bodyside decoration was minimal with a single lower body trim piece extending from front door to rear end, as well as rocker panel moldings on the Premiere.

New features of the greenhouse area included a windshield that wrapped around the sides and also up into the roofline, providing excellent forward vision. The rear C-pillars on all models were canted rearwards, allowing for a full wraparound rear window also. Four-door sedan models had very thin B-pillars on the new cars, making it difficult to distinguish between a 4-Door sedan and 4-Door Landau hardtop when the windows were up.

Of course interior design, trim and colors were all new, with the focal point being an all-new instrument panel. A huge, hooded, rectangular pod centered in front of the driver contained all the gauges and controls — even the clock, radio and ventilation controls. With Ford's increased attention to safety, deep-dish steering wheels and padded instrument panels were standard equipment, with seat belts available for a minimal \$25 cost.

The only model change was that the Premiere convertible was discontinued. It was essentially moved to the newly designed and expanded Continental line, and would remain there through the 1960 model year. In the end, the combination of the 1958 recession, unproven styling, and the expansion of the Continental line caused Lincoln production to fall nearly 60 percent. Even if Continental and Lincoln production are considered together, total production tumbled nearly 30 percent.



Premiere 4-Door Landau Hardtop

**Model year production:** 17,134, down 58.33% from 1957.

**Domestic market share:** 0.41% (15th place).

**Base price range:** \$4,803 to \$5,565.

**Lincoln average base price:** \$5,192, up 2.80%.

**Introduction date:** November 1957.

**Assembly plants:** Wixom, MI (Y).

**Serial number identification:** Serial number consists of a ten digit code located on left front door pillar and or on trunk lock flange, and read as follows: First digit indicates engine

type (H = 430 CID V8); second digit indicates model year (8 = 1958); third symbol is Y for Wixom assembly plant; fourth symbol indicates body type (Capri 2-door, A; Capri 4-door sedan, K; Capri 4-door HT, B; Premiere 2-door, C; Premiere 4-door sedan, L; and Premiere 4-door HT, D. The fifth digit, "4," indicates Lincoln division, and the remaining digits are sequential production number beginning with 00001 and ending with 29624).

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
430 CID, 4-bbl., OHV V8	10.5:1	375	Turbo-Drive automatic	S

### Major Options

	Capri	Premiere
Heater and defroster	\$110	\$110
Air conditioning	\$611	\$611
Travel-Tuner AM radio (manual antenna)	\$144	\$144
FM radio tuner (requires Travel-Tuner radio)	\$129	\$129
Automatic headlight dimmer	\$50	\$50
Tinted glass	\$54	\$54
Power windows	\$123	S
Power vent windows	\$66	\$66
4-way power front seat	\$119	S
Power door locks (2-door/4-door)	\$40/\$63	\$40/\$63
Power steering	S	S
Power brakes	S	S
Pushbutton lubrication	\$43	\$43
Full wheel cover	S	S
Whitewall tires	\$55	\$55

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Presidential Black	01
Spartan Gray Metallic	02
Athenian Gray	03
Arrowhead Blue Metallic	04
Seneca Blue Metallic	05
Shasta Blue	06
Starmist White	07
Spruce Green Metallic	08
Sequoia Green	10
Jade	11
Suede	12
Deauville Yellow	13
Autumn Rose	15
Sunset	16
Matador Red	18
Claret Metallic	19
Champagne	20
Platinum	23
Silver Metallic	24
Copper Metallic	25
Rosemetal Metallic	26

Forty-nine two-tone combinations are available. On two-tone paint codes, the first two numbers indicate upper body color and the second two numbers indicate lower body color.

## Capri

*“Bringing Continental luxury within the reach of every fine car buyer!”*

**Nameplate year of origin:** 1952 (1950 as designation on Cosmopolitan coupe).

**Current bodystyle lifespan:** 1958 through 1960.

**Percentage of division's sales volume:** 40.03%.

**Primary competition:** Cadillac Series 62 and Imperial.

**Notable changes:** Restyled with minor trim and detail changes.

**Major standard equipment:** Fabric and leather upholstery, rear seat center armrest, full floor carpeting, chrome window surround moldings, bodyside stainless steel molding, power steering, power brakes, rear fender skirts, full wheel covers, and 9.00 × 14 BSW tires.

### Measurements

Wheelbase	131.0"
Length	229.0"
Width	80.1"
Height	56.5"
Legroom — front	44.4"
Legroom — rear	46.6"
Headroom — front	35.0"
Headroom — rear	33.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	22.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Capri 2-Door Hardtop Coupe, 6-p.	63A	\$4,803	+3.31%	4735	2,591	-12.85%
Capri 4-Door Sedan, 6-p.	53A	\$4,951	+3.27%	4799	1,184	-19.78%
Capri 4-Door Landau Hardtop Sedan, 6-p.	57A	\$4,951	+3.27%	4810	3,084	+112.54%
TOTALS	<i>Avg. price</i>	\$4,902	+3.29%	<i>Production</i>	6,859	+16.25%

## Premiere

*"Magnificently new in every Continental-inspired detail of design, engineering, luxury!"*

Nameplate year of origin: 1956.

Current bodystyle lifespan: 1958 through 1960.

Percentage of division's sales volume: 59.97%.

Primary competition: Cadillac Series 62 and Imperial Crown.

Notable changes: Completely redesigned.

Major standard equipment: Fabric and leather upholstery, rear seat center armrest, full floor carpeting, power seat, power windows, chrome window surround moldings, bodyside stainless steel molding, rocker panel molding, power steering, power brakes, rear fender skirts, full wheel covers, and 9.00 × 14 BSW tires.

### Measurements

Wheelbase	131.0"
Length	229.0"
Width	80.1"
Height	56.5"
Legroom — front	44.4"
Legroom — rear	46.6"
Headroom — front	35.0"
Headroom — rear	33.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	22.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Premiere 2-Door Hardtop Coupe, 6-p.	63B	\$5,318	+3.28%	4820	3,043	-79.96%
Premiere 4-Door Sedan, 6-p.	53B	\$5,565	+5.12%	4869	1,660	-67.70%
Premiere 4-Door Landau Hardtop Sedan, 6-p.	57B	\$5,565	+5.12%	4880	5,572	-50.35%
TOTALS	<i>Avg. price</i>	\$5,483	+3.85%	<i>Production</i>	10,275	-70.83%

# MERCURY

*"Four great series with sports-car spirit and limousine ride!"*

The economic recession of 1957–1958 impacted Mercury perhaps more than any other manufacturer. The newly introduced Edsel surely must have hurt Mercury also, as model year production tumbled by more than 50 percent, knocking Mercury back to ninth place in the industry. Whatever the reasons, the downturn could not be blamed entirely on the product, as it had a better build quality reputation than Chrysler was earning at the time, and it was at least slightly less gaudy than some of its GM competition, namely Oldsmobile and Buick.

Powerplants created the most excitement for Mercury this year. The 312 CID V8 continued as the base engine for the reintroduced base Mercury. Standard on all other models but the new top end Park Lane series was a new 383 CID Marauder V8 engine. With a high compression ratio, this engine greatly increased both torque and horsepower. At the

top end was the big block 430 CID Marauder V8 engine, which was again a detuned version shared with the Lincoln division. Also new this year was Ford's Multi-Drive automatic transmission. Designed for higher performance engines, it was available on both Marauder engines. The Merc-O-Matic automatic transmission continued to be available on lower horsepower cars.

Several model changes also highlighted the new model year. Due to slow sales, the Turnpike Cruiser series was merged into the Montclair series and lost most of its distinguishing features in the process, retaining only the "Breezeway" ventilation with intake pods at the upper windshield corners and the retracting rear window. Replacing the Turnpike Cruiser series at the top of the Mercury line was a new Park Lane series. Intended to compete with the Buick Roadmaster, it tended to be more compa-

rable to the Buick Super in price and features. At the bottom end of the price scale, an economy trimmed "Standard" Mercury series as referred to here, which would also have the "Medalist" designation in some industry references, was re-introduced and available only in a 2-Door or 4-Door sedan.

Styling changes were mostly typical of annual updates. The separate twin-pod bumper and horizontal grille structure were replaced by enlarged dual bumper pods, which now encompassed vertical grille bars and were separated by a narrow center section with the big "M" emblem set between the pods. It was a design nearly as unusual as what the Edsel carried. Bodyside styling and trim was very similar to the '57 models. The only significant change at the rear was within the tailfin and taillamp area. Where last year's lamp wrapped around the corner of the fin on an angle, this year only the angled rear portion remained. Within the rear cove area of the V-shaped fin, a projectile type ornament was used and it was capped with a cylin-

drical taillight that was visible from the side or rear of the car.

Typical changes were also seen inside the '58 Mercurys, with upholstery and color choices revised. Few model changes were seen other than those in the aforementioned series. An interesting change was made in the station wagon series, as all were now listed as 6-passenger models although nine-passenger seating was still available through an optional third row seat. This seems to have been done as preparation for officially giving the station wagons a series nameplate. As stated elsewhere herein, most manufacturers around this time took up the practice of separating their station wagon models from the car lines in their marketing, producing separate brochures, different magazine ads and so forth. In 1959, Mercury was the only manufacturer to take this one step further by introducing the County Cruisers, which encompassed the full range of station wagons.



Colony Park 4-Door Hardtop Station Wagon



Colony Park 4-Door Hardtop Station Wagon



Medalist 2-Door Sedan



Park Lane 4-Door Hardtop



Park Lane 4-Door Hardtop



Park Lane 4-Door Hardtop

**Model year production:** 133,271, down 53.43% from 1957.

**Domestic market share:** 3.15% (9th place).

**Base price range:** \$2,547 to \$4,118.

**Mercury average base price:** \$3,314, up 2.57%.

**Introduction date:** October 1957.

**Assembly plants:** Los Angeles, CA (J); Metuchen, NJ (T); St. Louis, MO (Z); and Wayne, MI (W).

**Serial number identification:** Ten-digit number located on left front door pillar, and read as follows: First digit indicates engine installation — S for 312 CID V8; M for 383 CID V8; K for 430 CID V8; J for 430 CID V8, 3 × 2-bbl.

The second digit indicates model year (8 = 1958). Third digit indicates assembly plant code from above. Fourth digit indicates the body type as follows: 2-Door and 4-Door Sedans (A); Phaeton HT Coupes and Sedans (B); Convertibles (C); Montclair Turnpike Cruisers (D); 2-Door wagons (E); 4-Door wagons (F); Park Lane 2-Door and 4-Door Hardtops (G); Park Lane Convertible (J). Fifth digit is "5," indicating Mercury division. Remaining digits are sequential with beginning number of 00001 and ending number as follows in the chart below.

## Highest Serial Numbers by Assembly Plant

<i>Assembly Plant</i>	<i>Ending No.</i>
Los Angeles, CA (J)	18154
Metuchen, NJ (T)	27344
St. Louis, MO (Z)	40299
Wayne, MI (W)	47046

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>(Medalist) Standard</i>	<i>Monterey &amp; Commuter</i>	<i>Montclair, Voyager &amp; Colony Park</i>	<i>Park Lane</i>
312 CID Safety-Surge, 4-bbl., V8	9.75:1	235	3-speed manual	S	-	-	-
			Touch-O-Matic overdrive	\$129	-	-	-
			Merc-O-Matic Drive	\$226	-	-	-
383 CID Marauder, 4-bbl., V8	10.5:1	312	3-speed manual	\$26	S	-	-
			Touch-O-Matic overdrive	\$155	\$129	-	-
		330	Merc-O-Matic Drive	\$252	\$226	S	-
			Multi-Drive automatic	-	\$245	\$19	-
430 CID Marauder, 4-bbl., V8	10.5:1	360	Multi-Drive automatic	-	-	-	S
430 CID Marauder, 3 × 2-bbl., V8	10.5:1	400	Multi-Drive automatic	\$	\$	\$	\$

## Major Options

	<i>(Medalist) Standard</i>	<i>Monterey &amp; Commuter</i>	<i>Montclair &amp; Voyager</i>	<i>Park Lane &amp; Colony Park</i>
Heater and defroster	\$91	\$91	\$91	\$91
Air conditioning	\$459	\$459	\$459	\$459
Radio	\$100	\$100	\$100	\$10
Tinted glass	\$35	\$35	\$35	\$35
4-way power front seat	\$70	\$70	\$70	\$70
Seat-O-Matic power front seat with memory	\$97	\$97	\$97	\$97
Power windows	\$108	\$108	\$108	\$108
Padded instrument panel	\$22	\$22	\$22	\$22
Power steering	\$108	\$108	\$108	S*
Power brakes	\$38	\$38	\$38	S*
Full wheel covers	\$	S	S	S
Whitewall tires	\$41	\$41	\$41	\$41

\*Optional on Colony Park at same prices as for Voyager wagons.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.



## Paint Colors

	Code		Code	
Tuxedo Black	01	Mayfair Yellow	75	"7." The next two digits indicate upper body color and final two digits indicate lower body color. Three-tone codes begin with "3" before paint code. Two-tones with contrasting projectile area begin with "8." The next two digits indicate upper body color and final two digits indicate lower body color. Flo-tone codes begin with "4" before paint code. Two-tones with contrasting projectile area begin with "9." The next two digits indicate upper body color and final two digits indicate lower body color.
Marble White	07	Shadow Rose	87	
Parisian Green	15	Golden Dust Metallic	92	
Emerald Metallic	16	Twilight Turquoise	97	
Holly Green Metallic	17	Burgundy Metallic	99	
Vineyard Blue	30			
Jamaican Blue Metallic	31			
Flamingo Red	45			
Silver Sheen Metallic	55			
Oxford Gray Metallic	56			
Autumn Beige	66			

Single-tone codes begin with "1" before the above paint code. Single-tones with contrasting projectile area begin with "6." Examples: Solid Tuxedo Black is 101. Tuxedo Black with contrasting projectile is 601. Two-tone codes begin with "2" before paint code. Two-tones with contrasting projectile area begin with

## Mercury Standard

*"The new low-cost Mercury that features big-car value at a small-car price!"*

**Nameplate year of origin:** 1958.

**Current bodystyle lifespan:** 1958.

**Percentage of division's sales volume:** 14.06%.

**Primary competition:** Dodge Coronet, Edsel Ranger, Pontiac Chieftain, Rambler Ambassador, and Studebaker President.

**Notable changes:** New series for 1958.

**Major standard equipment:** Cloth and vinyl upholstery, carpeting, electric clock, horn ring, chrome front and rear window surround moldings, full length bodyside stainless trim, rear quarter panel trim on tail-fin, and 7.50 × 14 BSW tires.

### Measurements

Wheelbase	122.0"
Length	213.2"
Width	81.1"
Height	56.1"
Legroom — front	44.2"
Legroom — rear	43.4"
Headroom — front	39.1"
Headroom — rear	38.6"
Cargo capacity (cu. ft.)	31.0
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
(Medalist) Standard 2-Door Sedan, 6-p.	64B	\$2,547	NEW	3790	7,750	NEW
(Medalist) Standard 4-Door Sedan, 6-p.	58C	\$2,617	NEW	3875	10,982	NEW
TOTALS	<i>Avg. price</i>	\$2,582	NEW	<i>Production</i>	18,732	NEW

## Monterey

*"Long ... low ... luxurious. Value packed. At unbelievably low cost!"*

**Nameplate year of origin:** 1952 (1950 as a top line coupe designation).

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 57.82%.

**Primary competition:** Buick Special, DeSoto Firesweep, Dodge Royal, Edsel Pacer, Oldsmobile 88, and Pontiac Super Chief.

**Notable changes:** Restyled front end and trim and detail changes.

**Major standard equipment:** Cloth and vinyl upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, full length

### Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	213.2"	214.2"
Width	81.1"	77.4"
Height	56.1"	56.6"
Legroom — front	44.2"	44.2"



bodyside stainless trim, wheel opening and rocker panel molding trim, rear quarter panel trim on tailfin, and 8.00 × 14 BSW tires. Convertible adds: Vinyl upholstery and power top. Commuter station wagon adds: Vinyl upholstery and 8.50 × 14 BSW tires.

### Measurements (cont.)

	Cars	Wagons
Legroom — rear	43.4"	43.4"
Headroom — front	39.1"	39.1"
Headroom — rear	38.6"	NA
Cargo capacity (cu. ft.)	31.0	NA
Fuel capacity (gals.)	20.0	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Monterey 2-Door Sedan, 6-p.	64A	\$2,652	+2.95%	4080	10,526	-69.02%
Monterey 2-Door Phaeton Hardtop Coupe, 6-p.	63A	\$2,769	+2.82%	4075	13,693	-67.55%
Monterey 2-Door Convertible, 6-p.	76A	\$3,081	+2.53%	4225	2,292	-54.46%
Monterey 4-Door Sedan, 6-p.	58A	\$2,721	+2.87%	4160	28,892	-46.34%
Monterey 4-Door Phaeton Hardtop Sedan, 6-p.	57A	\$2,840	+2.79%	4150	6,909	-69.26%
Commuter 2-Door Station Wagon, 6-p.	56A	\$3,035	+4.55%	4400	1,912	-60.86%
Commuter 4-Door Station Wagon, 6-p.	77A	\$3,105	+4.44%	4485	8,601	-28.27%
Commuter 4-Door Station Wagon, 9-p.	77C	\$3,201	+4.27%	4525	4,227	-26.51%
TOTALS	<i>Avg. price</i>	\$2,926	+3.43%	<i>Production</i>	77,052	-57.23%

## Montclair

*"Beautifully sculptured! Thoroughly detailed! 2 fabulous Turnpike Cruisers!"*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1957 through 1958.

Percentage of division's sales volume: 17.83%.

Primary competition: Buick Century, Chrysler Windsor, DeSoto Fire-dome, Edsel Corsair, Oldsmobile Super 88, Packard Clipper, and Pontiac Star Chief.

Notable changes: Restyled front end and trim and detail changes.

Major standard equipment: Nylon and vinyl upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, full length bodyside stainless trim, wheel opening and rocker panel molding, rear quarter panel trim on tailfin, and 8.00 × 14 BSW tires. Turnpike Cruiser adds: Overhanging rear roof with power retractable rear window and roof-level ventilation pods. Convertible adds: Vinyl upholstery, power top, and 8.50 × 14 BSW tires. Voyager station wagon adds: Vinyl upholstery, rear side vent window, and 8.50 × 14 BSW tires.

### Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	213.2"	214.2"
Width	81.1"	77.4"
Height	56.1"	56.6"
Legroom — front	44.2"	44.2"
Legroom — rear	43.4"	43.4"
Headroom — front	39.1"	39.1"
Headroom — rear	38.6"	NA
Cargo capacity (cu. ft.)	31.0	NA
Fuel capacity (gals.)	20.0	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Montclair 2-Door Phaeton Hardtop Coupe, 6-p.	63B	\$3,284	+1.48%	4085	5,012	-83.35%
Montclair 2-Door Convertible, 6-p.	76B	\$3,536	+3.09%	4295	844	-80.13%
Montclair 4-Door Sedan, 6-p.	58B	\$3,236	+1.51%	4155	4,801	-75.80%
Montclair 4-Door Phaeton Hardtop Sedan, 6-p.	57B	\$3,365	+1.45%	4165	3,609	-83.27%
Montclair Turnpike Cruiser 2-Door Hardtop, 6-p.	65A	\$3,498	-6.92%	4150	2,864	-60.72%
Montclair Turnpike Cruiser 4-Door Hardtop, 6-p.	75A	\$3,577	-7.07%	4230	3,543	-57.34%
Voyager 2-Door Station Wagon, 6-p.	56B	\$3,535	+3.88%	4435	568	-75.12%

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Voyager 4-Door Station Wagon, 6-p.	77D	\$3,635	+4.54%*	4540	2,520	-32.19%*
TOTALS		Avg. price \$3,489	+3.91%	Production	23,761	-70.94%

\*Comparisons made to 1957 Voyager 4-Door, 9-passenger wagon.

## Park Lane

*"For the fine car buyer with a fine sense of value!"*

Nameplate year of origin: 1957.

Current bodystyle lifespan: 1957 through 1958.

Percentage of division's sales volume: 10.30%.

Primary competition: Buick Super, Chrysler Saratoga, DeSoto Fireflite, Edsel Citation, and Oldsmobile 98.

Notable changes: All-new series, replacing Turnpike Cruiser series.

Major standard equipment: Cloth and leather upholstery, carpeting, electric clock, chrome window surround moldings, full length body-side stainless trim, wheel opening and rocker panel molding, rear quarter panel gold anodized trim on tailfin, power steering, power brakes, and 8.00 × 14 BSW tires. Convertible adds: Power top and 8.50 × 14 BSW tires. Colony Park station wagon standard equipment includes: Vinyl upholstery, carpeting, electric clock, horn ring, chrome window surround moldings, rear side vent window, mahogany grain vinyl body side trim with plastic maple trim panels, wheel opening and rocker panel molding, rear quarter panel trim on tailfin, and 8.50 × 14 BSW tires.

### Measurements

	Cars	Wagons
Wheelbase	125.0"	122.0"
Length	220.2"	214.2"
Width	81.1"	77.4"
Height	56.5"	56.6"
Legroom — front	44.2"	44.2"
Legroom — rear	43.4"	43.4"
Headroom — front	39.1"	39.1"
Headroom — rear	38.6"	NA
Cargo capacity (cu. ft.)	31.0	NA
Fuel capacity (gals.)	20.0	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Park Lane 2-Door Hardtop, 6-p.	63C	\$3,867	NEW	4280	3,158	NEW
Park Lane 2-Door Convertible, 6-p.	76C	\$4,118	NEW	4405	853	NEW
Park Lane 4-Door Phaeton Hardtop, 6-p.	57C	\$3,944	NEW	4390	5,241	NEW
Colony Park 4-Door Station Wagon, 9-p.	77B	\$3,775	+2.67%*	4605	4,474	-39.43%*
TOTALS		Avg. price \$3,915	NEW	Production	13,726	NEW

\*Comparisons made to 1957 Colony Park 4-Door, 9-passenger wagon which was in the Turnpike Cruiser series.

# OLDSMOBILE

*"Presenting a new way of going places in the Rocket Age ... OLDSmobility!"*

"Olds for 1958 is the epitome of good taste. Majestic, with an unmistakable look of luxury..." proclaimed the sales brochure from Oldsmobile. Added to that glowing

outlook, Oldsmobile was in the unique position among General Motors' lines of celebrating two milestones in one year — it was General Motors' 50th anniversary and

Oldsmobile's 60th anniversary. It looked to be a promising year. Unfortunately for customers and dealers alike, the cars were not the most memorable produced during that long history.

Completely new styling from the beltline down was the highlight of the year. Appearing bulkier and heavier than ever before, the new cars were inexplicably lighter for 1958, by as much as 200 pounds in some instances. The new look began with the new quad headlamp design that swept the industry this year. The "Starfire" look was gone, replaced by a very straight bumper, capped with large, combination bumper guard and parking light/turn signal housings. An aluminum grille insert with a newly designed arrow shaped Oldsmobile insignia centered within was used. Above the grille, chrome trim was used on the hood lip and front fender edges from the hood and curving down around the corner to end at the front wheel opening. Around back was a slightly taller fin, above a restyled rear bumper. Capping the top end of the tailfin was a round taillight trimmed in chrome, which could be seen from the back and sides. Another piece of trim ran down the back edge of the fin between the taillight and the bumper, and held a reflector lens on Super 88 and 98 models.

The body sides carried more sculpturing than prior years, with all models carrying a lower rear quarter jet-shaped bulge coming forward from the rear bumper to the back edge of the front door. A front fender bulge mim-

icked the rear one, beginning at the headlights and running to the back edge of the front door. All series had the front fender area outlined in stainless trim. The Super 88 and 98 series had an additional chrome inset with the series name in script at the front edge. For all series, the rear quarter panel trim consisted of four horizontal trim pieces beginning at the tailfin chrome cap running forward to about a foot short of the lower rear quarter bulge. The top and bottom piece were several inches longer, and on Super 88 and 98 series, had an emblem similar to the grille ornament centered between them. Extra large expanses of chrome rear window trim were used on the Super 88 and 98 series.

Interior changes saw a continued upgrade in fabrics and chrome usage. A new "Star-Lite" headliner was used in most 98 series models and was available in some Super 88 models. A newly available air suspension system named "New-Matic" ride was offered in limited quantities, but suffered from dependability issues and would not return. Under the hood, the only change was the addition of the "Econ-O-Way" 2-barrel carburetor as standard equipment for the newly named Dynamic 88 series, formerly the 88 Golden Rocket. The 88 series once again saw names juggled, with the "Golden Rocket" suffix dropped so that the middle series Oldsmobile returned to the Super 88 name. The only casualty in the model lineup was the slow-selling Super 88 2-Door Sedan.



98 4-Door Sedan



Dynamic 88 2-Door Sedan



Dynamic 88 4-Door Holiday Hardtop

Super 88 4-Door Fiesta  
Hardtop Station Wagon

**Model year production:** 296,374, down 22.90% from 1957.

**Domestic market share:** 7.01% (4th place).

**Base price range:** \$2,772 to \$4,300.

**Oldsmobile average base price:** \$3,405, up 2.73%.

**Introduction date:** November 1957.

**Assembly plants:** Atlanta, GA (A); Framingham, MA (B); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); Lansing, MI (M); Arlington, TX (T); and Wilmington, DE (W).

**Serial number identification:** Nine digit code located on left front door hinge pillar and read as follows: 1st two digits indicate year: 58. Third digit indicates series as follows: 7 = 88, 8 = Super 88, and 9 = 98. Fourth digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning number of 01001 and ending number as follows in the chart below.

### Highest Serial Numbers by Series and Assembly Plant

Series	Atlanta	Framingham	Los Angeles	Kansas City	Linden	Lansing	Arlington	Wilmington
88	15374	07158	13009	16818	18024	61360	09363	13461
Super 88	09520	04603	08862	09903	12205	34515	07625	08895
98	06406	03587	05654	06139	08996	26796	05095	05927

### Powertrains

Engine	Compression		Transmission	Dynamic 88	Super 88	98
	Ratio	Gross HP				
371 CID Rocket, Econ-O-Way 2-bbl., OHV, V8	10.0:1	265	3-speed manual Jetaway Hydra-Matic	S \$231	- -	- -
371 CID Rocket, 4-bbl., OHV, V8	10.0:1	305	3-speed manual Jetaway Hydra-Matic	\$20 \$251	S \$231	- S
371 CID J-2 Rocket, 3 × 2-bbl., OHV, V8	10.0:1	312	3-speed manual Jetaway Hydra-Matic	\$103 \$334	\$83 \$314	- \$83

### Major Options

	Dynamic 88	Super 88	98
DeLuxe heater and defroster	\$85	\$85	\$85
Air conditioning	\$430	\$430	\$430
DeLuxe radio	\$96	\$96	\$96
Trans-Portable radio	\$145	\$145	\$145
Signal seeking radio	\$121	\$121	\$121
Autronic-Eye headlamp dimmer	\$46	\$46	\$46
Power windows	\$90	\$90	S*
6-way power front seat adjustment	\$86	\$86	\$86
Tinted glass	\$30	\$30	\$30
Safety padded instrument panel	\$20	\$20	S
Power steering	\$107	\$107	S
Power brakes	\$37	\$37	S
DeLuxe wheel covers	\$30	\$30	S
Whitewall tires	\$34	\$34	\$34

\*\$90 extra on 4-Door Sedan.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Onyx Black	10
Festival Red	20
Surf Green	30
Allegheny Green Metallic	31
Banff Blue	40
Marlin Blue Metallic	41
Pearl Gray	50
Sterling Gray Metallic	51
Charcoal Metallic	52
Alaskan White	60
Sandstone Metallic	63
Autumn Haze Metallic	64
Desert Glow	65
Canyon Glow Metallic	66
Heather	67
Mountain Haze Metallic	68
Victorian White	90
Champagne Mist Metallic	91
Rose Mist Metallic	92
Turquoise Mist Metallic	93
Jade Mist Metallic	94
Tropical Mist Metallic	95

Two-tone combinations: First two digits of code are lower body color, second two digits are upper body (or accent) color, last two digits are the wheel color.

## Dynamic 88

*"OLDSmobility ... a dynamic concept for this mobile era!"*

**Nameplate year of origin:** 1958 (88 series started 1949).

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 49.45%.

**Primary competition:** Buick Special, DeSoto Firesweep, Dodge Royal, Edsel Pacer, Mercury Monterey and Pontiac Super Chief.

### Measurements

	Cars	Wagons
Wheelbase	122.5"	122.5"
Length	208.2"	208.2"

**Notable changes:** Restyled.

**Major standard equipment:** Vinyl and air-weave nylon upholstery, full floor carpeting, armrests, front and rear fender stainless trim, and 8.50 × 14 BSW tires. Fiesta Wagons add: Vinoleum rear compartment floor mat and plastic trim. Convertible adds: Vinyl interior and power top.

### Measurements (cont.)

	Cars	Wagons
Width	78.5"	78.5"
Height	57.4"	58.1"
Legroom — front	44.4"	44.4"
Legroom — rear	41.8"	41.8"
Headroom — front	35.3"	35.3"
Headroom — rear	33.8"	33.8"
Cargo capacity (cu. ft.)	NA	65.0
Fuel capacity (gals.)	20.0	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Dynamic 88 2-Door Sedan, 6-p.	3611	\$2,772	+1.43%	3961	11,833	-35.96%
Dynamic 88 2-Door Holiday Hardtop Coupe, 5-p.	3637	\$2,893	+1.37%	3972	35,036	-28.77%
Dynamic 88 2-Door Convertible, 5-p.	3667TX	\$3,221	+1.23%	3987	4,456	-30.62%
Dynamic 88 4-Door Sedan, 6-p.	3669	\$2,837	+1.39%	3985	60,429	+12.07%
Dynamic 88 4-Door Holiday Hardtop Sedan, 6-p.	3639	\$2,971	+1.33%	4035	28,241	-16.52%
Dynamic 88 4-Door Fiesta Station Wagon, 6-p.	3693	\$3,284	+2.56%	4258	3,249	-35.69%
Dynamic 88 4-Door Hardtop Fiesta Station Wagon, 6-p.	3695	\$3,395	+2.48%	4297	3,323	-42.38%
TOTALS	<i>Avg. price</i>	\$3,053	+1.71%	<i>Production</i>	146,567	-15.11%

## Super 88

*"OLDSmobility ... a new fun-filled way of doing things ... the action-way to go!"*

**Nameplate year of origin:** 1951 (88 series started 1949).

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 30.03%.

**Primary competition:** Chrysler Windsor, DeSoto Firedome, Edsel Corsair, Mercury Montclair, Packard Clipper, and Pontiac Star Chief.

**Notable changes:** Restyled.

**Major standard equipment:** Nylon and vinyl upholstery, full floor deep-pile carpeting, electric clock, front and rear fender stainless trim, and 8.50 × 14 BSW tires. Fiesta Wagon adds: Vinoleum rear compartment floor mat and plastic trim. Convertible adds: Leather interior, power front seat, power windows, and power top.

### Measurements

	Cars	Wagons
Wheelbase	122.5"	122.5"
Length	208.2"	208.2"
Width	78.5"	78.5"
Height	57.4"	58.1"
Legroom — front	44.4"	44.4"
Legroom — rear	41.8"	41.8"
Headroom — front	35.3"	35.3"
Headroom — rear	33.8"	33.8"
Cargo capacity (cu. ft.)	NA	65.0
Fuel capacity (gals.)	20.0	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 88 2-Door Holiday Hardtop Coupe, 5-p.	3637SD	\$3,262	+2.58%	4000	18,653	-40.13%
Super 88 2-Door Convertible, 5-p.	3667DTX	\$3,529	+2.38%	4010	3,799	-46.70%
Super 88 4-Door Sedan, 6-p.	3669D	\$3,112	+2.71%	4008	33,844	-20.61%
Super 88 4-Door Holiday Hardtop Sedan, 6-p.	3639SD	\$3,339	+2.52%	4073	27,521	-29.73%
Super 88 4-Door Hardtop Fiesta Station Wagon, 6-p.	3695SD	\$3,623	+2.32%	4334	5,175	-42.38%
TOTALS	<i>Avg. price</i>	\$3,373	+4.20%	<i>Production</i>	88,992	-32.60%



# Ninety-Eight

*“OLDSmobility in its most regal form!”*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 20.52%.

**Primary competition:** Buick Super, Chrysler Saratoga, DeSoto Fireflite, Edsel Citation, and Mercury Park Lane.

**Notable changes:** Restyled.

**Major standard equipment:** Cloth and leather upholstery, full floor deep-pile carpeting, electric clock, power windows (except 4-Door Sedan), front and rear fender stainless trim, lined luggage compartment, and 8.50 × 14 BSW tires. Convertible adds: Leather interior, power front seat adjustment, power top, and 9.00 × 14 BSW tires.

## Measurements

Wheelbase	126.5"
Length	216.7"
Width	78.5"
Height	57.4"
Legroom — front	43.8"
Legroom — rear	41.6"
Headroom — front	34.6"
Headroom — rear	33.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
98 2-Door Holiday Hardtop, 5-p.	3037SDX	\$4,020	+2.11%	4329	11,012	-38.10%
98 2-Door Convertible, 5-p.	3067DX	\$4,300	+1.97%	4318	5,605	-32.29%
98 4-Door Sedan, 6-p.	3069D	\$3,824	+2.22%	4316	16,595	-22.90%
98 4-Door Holiday Hardtop Sedan, 6-p.	3039SDX	\$4,096	+2.07%	4391	27,603	-14.01%
TOTALS	<i>Avg. price</i>	\$4,060	+2.09%	<i>Production</i>	60,815	-23.69%

# PACKARD

*“From the Home of the Golden Hawks ... Packard.”*

The 1958 Packard line almost seemed like an afterthought. Introduced in late November 1957, nearly two months after the Studebaker introduction, it consisted of four models: a two-door hardtop, four-door sedan and 4-door station wagon in what was now called the Packard series (in reality a continuation of the 1957 Clipper series), and an ill-conceived Packard Hawk model. After production of barely 300 cars a month, the final automobile bearing the Packard nameplate rolled off the South Bend, Indiana, assembly line on July 13, 1958.

All four cars shared similar front-end styling that ranked among the most bizarre designs to appear on an American automobile, arguably even surpassing the Edsel in odd designs. A full-width oval grille opening was set low in a “fish mouth” style front end, which sloped downwards from the new faux hood scoop forward. The grille itself

was of an egg-crate design, and a single bar bumper ran through the middle of the grille. At each end of the grille was a small parking lamp, and each side of the bumper carried a bullet shaped bumper guard. Fender top ornaments were also seen on all models. The Packard series cars carried the new quad headlamp design seen on most 1958 cars. To accomplish this using the 1957 fenders, a metal cap had to be added to the fender ends to accommodate two headlamps. The new Hawk used single headlamps, which were also shared with the Studebaker Hawks.

All sheetmetal and body shells were shared with Studebaker on all four models. The three Packard series models mimicked the Studebaker President in design, including its all-new 2-door hardtop model. Its roof design, similar to that of Chryslers of the period, was probably the most “normal” visual feature on any 1958 Packard. Bodyside trim in-



cluded a dual chrome strip, just a few inches wide, gradually sloping downward and running the full length of the car. As it approached the rear end, the bottom strip continued down toward the rear bumper, while the top strip angled sharply upward to the top of the rear fender. The rear fender top was another of the unique styling features as the Packard line had a double tailfin. The fin of the '57 models was still there, but had a second fin welded upon the top creating the double fin look. The ribbed bodyside and trunk moldings and the rocker panel moldings were gone, creating smoother lines.

The new Packard Hawk looked very much like the Studebaker Golden Hawk from the cowl rearward, sharing most trim and details. Aside from the Packard front-end styling, distinguishing touches for the Packard Hawk included a gold painted fin insert, a faux continental spare tire ring mounted on the trunk lid, wheel opening moldings and a leather door panel trim that wrapped over the top of the doors and side window openings, continuing several inches onto the exterior of the car. This created a unique look, and was actually a comfort feature as it allowed a leather armrest for those who kept an arm out the window.

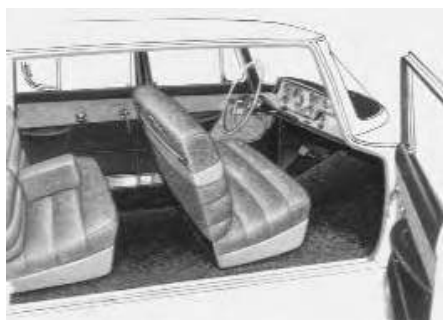
Interiors of the Packard line were mostly unchanged

from the 1957 models, and the Hawk was similar to its Studebaker counterparts, except that it used full leather trim. Under the hood, some industry sources list the Studebaker 289 CID V8 with Jet-Stream supercharger, mated to Flight-O-Matic automatic transmission, as standard fare across the board. However, 1958 Packard literature lists it as standard only in the Golden Hawk, and the regular 4-barrel naturally aspirated version of the same engine as standard equipment in the rest of the Packard line. In this reference, the Packard issued information will be used.

After nearly 60 years as one of America's premiere luxury automobiles, it was a sad ending for Packards to be relegated in their final years to dressed up Studebakers. On the other hand, Packard bought Studebaker, not the other way around, and they knew what they were getting. Had it not been for Studebaker's financial problems from the outset, the real, luxury Packards might have lasted longer. But in the end, we will never know. The Packard name continued as part of the corporate name of Studebaker-Packard Corporation through 1962. By that time, Studebaker was again encountering financial problems, and would itself leave the automobile business in the 1966 model year.



Packard 2-Door Hardtop



Packard 4-Door Sedan interior



Packard 4-Door Station Wagon



Packard 4-Door Station Wagon



Packard Hawk 2-Door Hardtop

**Model year production:** 2,622 down 45.48% from 1957.  
**Domestic market share:** 0.06% (18th place).  
**Base price range:** \$3,212 to \$3,995.  
**Packard average base price:** \$3,463, up 5.01%.  
**Introduction date:** November 1957.  
**Assembly plants:** South Bend, IN.  
**Serial number identification:** Seven to eight digit code lo-

cated on left front door hinge pillar, and read as follows: First two digits are model year (58 = 1958). Following is "L" for Packard series or "LS" for Hawk series. Remaining digits are sequential serial number beginning with 6101 and ending with 8133 for the Packard series and beginning with 1001 and ending with 1588 for the Hawk series. *Example:* 58L-6101 is a 1958 Packard with serial number 6101.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Packard</i>	<i>Hawk</i>
289 CID, 4-bbl., V8	8.3:1	225	Flight-O-Matic Drive	S*	-
289 CID, Jet-Stream Supercharged 2-bbl., V8	7.8:1	275	Flight-O-matic Drive	-	S

\*A 3-speed manual transmission with overdrive was available at no cost.

### Major Options

	<i>Packard</i>	<i>Hawk</i>
Heater and defroster	\$70	\$70
Air conditioning*	\$325	\$325
Radio with antenna	\$80	\$80
Solex tinted glass	\$32	\$32
Power front seat	\$45	\$45
Power windows (2-Drs./4-Drs.)	\$54/\$103	\$54
Power steering	\$98	\$98
Power brakes	\$38	\$38
Full wheel covers	S	S
White sidewall tires	\$32	\$32

\*Dealer installed price.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>		<i>Code</i>
Midnight Black	P-5810	Midnight Black over Parchment White	P-5834
Waterfall Blue	P-5811	Parchment White over Midnight Black	P-5835
Mountain Blue Metallic	P-5812	Canyon Copper Metallic over Parchment White	P-5836
Park Green Metallic	P-5813	Parchment White over Canyon Copper Metallic	P-5837
Surf Green	P-5814	White Gold Metallic over Parchment White	P-5838
Jewel Beige	P-5815	Parchment White over White Gold Metallic	P-5839
Cliff Gray	P-5816	Park Green Metallic over Parchment White	P-5840
Bluff Gray Metallic	P-5817	Parchment White over Park Green Metallic	P-5841
Canyon Copper Metallic	P-5818	Surf Green over Parchment White	P-5842
White Gold Metallic	P-5819	Mountain Blue Metallic over Parchment White	P-5844
Parchment White	P-5820	Parchment White over Mountain Blue Metallic	P-5845
Parade Red	P-5821	Waterfall Blue over Parchment White	P-5846
Shadowtone Red Metallic	P-5822	Bluff Gray Metallic over Parchment White	P-5848
Loch Blue	P-5823	Parchment White over Bluff Gray Metallic	P-5849
Glen Green	P-5824	Cliff Gray over Parchment White	P-5850
Glasgow Gray	P-5825	Jewel Beige over Parchment White	P-5852
Park Green Metallic over Surf Green	P-5826	Shadowtone Red Metallic over Jewel Beige	P-5854
Surf Green over Park Green Metallic	P-5827	Jewel Beige over Shadowtone Red Metallic	P-5855
Mountain Blue Metallic over Waterfall Blue	P-5828	Shadowtone Red Metallic over Parchment White	P-5856
Waterfall Blue over Mountain Blue Metallic	P-5829	Parchment White over Shadowtone Red Metallic	P-5857
Bluff Gray Metallic over Cliff Gray	P-5830	White Gold Metallic over Midnight Black	P-5858
Cliff Gray over Bluff Gray Metallic	P-5831	Midnight Black over White Gold Metallic	P-5859
Canyon Copper Metallic over Jewel Beige	P-5832	Parade Red over Parchment White	P-5860
Jewel Beige over Canyon Copper Metallic	P-5833	Parchment White over Parade Red	P-5861

# Packard

*"A Luxurious Automobile Designed for Executive  
Prestige and Town Car Versatility!"*

Nameplate year of origin: 1899.

Current bodystyle lifespan: 1957 through 1958.

Percentage of division's sales volume: 77.57%.

Primary competition: Buick Century, Chrysler Windsor, Edsel Corsair, Mercury Montclair, and Oldsmobile Super 88.

Notable changes: Restyled front and rear, with trim and detail changes.

Major standard equipment: Cloth and vinyl interior trim, rear seat center armrest on sedan, full floor carpeting, stainless steel full-length bodyside moldings, front and rear window surround moldings, rocker panel moldings, fender ornaments, front and rear bumper guards, full wheel covers, and 8.00 × 14 BSW tires.

## Measurements

	Sedan	Wagon
Wheelbase	120.5"	116.5"
Length	211.8"	204.8"
Width	76.9"	76.9"
Height	60.4"	61.5"
Legroom — front	42.5"	42.5"
Legroom — rear	NA	39.0"
Headroom — front	36.5"	36.5"
Headroom — rear	NA	35.5"
Cargo capacity (cu. ft.)	NA	64.0
Fuel capacity (gals.)	18.0	18.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Packard 2-Door Hardtop, 6-p.	58LJ8	\$3,262	NEW	3480	675	NEW
Packard 4-Door Sedan, 6-p.	58LY8	\$3,212	0.00%	3505	1,200	-69.54%
Packard 4-Door Station Wagon, 6-p.	58LP8	\$3,384	0.00%	3555	159	-81.70%
TOTALS	<i>Avg. Price</i>	\$3,286	-0.36%	<i>Production</i>	2,034	-57.70%

# Hawk

*"In the Finest Tradition of Packard Craftsmanship ...  
a Distinctive New, Full-Powered Sports-styled Car!"*

Nameplate year of origin: 1958.

Current bodystyle lifespan: 1958.

Percentage of division's sales volume: 22.43%.

Primary competition: Ford Thunderbird and Studebaker Golden Hawk.

Notable changes: All-new model. Based on Studebaker Hawk.

Major standard equipment: Leather upholstery, color-keyed full floor carpeting, automatic glove compartment and trunk lights, backup lights, directional signals, chrome fender ornaments, full wheel covers, and 8.00 × 14 BSW tires.

## Measurements

Wheelbase	120.5"
Length	205.1"
Width	72.6"
Height	54.8"
Legroom — front	44.0"
Legroom — rear	36.0"
Headroom — front	35.5"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Hawk 2-Door Hardtop, 5-p.	58LSK9	\$3,995	NEW	3470	588	NEW
TOTALS	<i>Avg. Price</i>	\$3,995	NEW	<i>Production</i>	588	NEW

# PLYMOUTH

*“Star of the Forward Look!”*

The 1958 Plymouth continued in much the same vein as its highly popular predecessor. Mostly detail styling changes were seen, along with a few powertrain upgrades. The Powerflow Six soldiered on for another season basically unchanged. The Hy-Fire 277 V8 and Fury 301 V8 were replaced with detuned versions of the Fury 318 V8 as the base V8 engine. The standard Fury engine remained the 318 CID V8 engine with a dual 4-barrel carburetor setup. Optional on all models was a new 350 CID V8 engine, with a choice of dual 4-barrel carburetor setup or electronic fuel injection. This engine was shared with the DeSoto Fire-sweep and Dodge Custom Royal series.

Up front, the newly legalized quad headlights were the most noticeable styling change, and both front and rear bumpers featured upturned ends. Parking lights were mounted above the headlights in an inverted triangular shape under the hooded portion of the front fender. The grille wrapped around the sides much as it did in '57, now carrying a “V” center emblem on V8 powered models. The

hood had a new ornament with the word Plymouth imprinted on it, as opposed to the prior block lettering. Also, the pan under the center grille section was made up of five horizontal bars, mimicking the grille design.

Side trim changes included a full-length stainless steel strip that began at the fender edge at headlight level and gradually sloped downward to a point several inches from the back edge of the rear quarter tailfin (or, as Plymouth called it, “Directional Stabilizer”). Then an upswept rear trim piece that paralleled the rear of the quarter panel fin was used on Belvedere models. With two-tone paint, or on the Fury, a full-length stainless trim ran below that piece ending at the rear bumper tip. Around back, the taillamps were now a round design, mounted below a slender chrome piece on an anodized aluminum “tower.” Model changes included the addition of a 4-Door Deluxe Suburban station wagon at mid-year. Also, this was the last season for the Plaza, marking the end of a brief five-year run for the series.



Belvedere 2-Door Convertible



Custom Suburban 4-Door,  
6-passenger Station Wagon



Plaza 2-Door Club Sedan



Savoy 4-Door Sedan

**Model year production:** 443,779, down 41.78% from 1957.

**Domestic market share:** 10.49% (3rd place).

**Base price range:** \$2,028 to \$3,067.

**Plymouth average base price:** \$2,487, up 4.83%.

**Introduction date:** November 1957. Deluxe Suburban introduced February 1958.

**Assembly plants:** Detroit, MI (1); Evansville, IN (2); Los Angeles, CA (3); and Newark, DE (4).

**Data plate identification:** Eight to ten digit code located on left front door hinge pillar and read as follows: First letter

designates model year (L = 1958). Second letter indicates Chrysler division (P = Plymouth). Third digit indicates engine type as follows: “1” for 230 CID 6-cylinder, “2” for 318 CID V8 and 350 CID V8. Fourth letter indicates assembly plant code from the plant list above. The remaining digits are consecutive serial number beginning with 1001 and ending with number as follows: 230 CID 6-cylinder models, Detroit, 66871; Evansville, 23101; Los Angeles, 6444; and Newark, 18176. All V8 models, Detroit, 140484; Evansville, 84801; Los Angeles, 39675; and Newark, 36506.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Plaza, Savoy, Belvedere & Suburbans*		
				Belvedere Convertible	Fury	
230 CID PowerFlow, 1-bbl., L-head, 6-cyl.	8.0:1	132	3-speed manual	S	-	-
			Overdrive	\$108	-	-
			PowerFlite automatic	\$180	-	-
318 CID Fury V-800, 2-bbl., V8	8.0:1	225	3-speed manual	\$107	S	-
			Overdrive	\$215	\$108	-
			PowerFlite automatic	\$287	\$180	-
			TorqueFlite automatic	\$327	\$220	-
318 CID Fury V-800 Super-Pak, 4-bbl., V8	8.0:1	250	3-speed manual	\$146	\$39	-
			Overdrive	\$254	\$147	-
			PowerFlite automatic	\$326	\$219	-
			TorqueFlite automatic	\$366	\$259	-
318 CID Dual Fury V-800, Dual 4-bbl., V8	9.25:1	290	3-speed manual	-	-	S
			TorqueFlite automatic	-	-	\$220
350 CID Golden Commando, Dual 4-bbl., V8	10.0:1	305	3-speed manual	\$314	\$216	\$140
			TorqueFlite automatic	\$534	\$436	\$360
350 CID Golden Commando Fuel Injected, V8	10.0:1	315	3-speed manual	\$500	\$402	\$326
			TorqueFlite automatic	\$720	\$622	\$546

\*As in prior years, any 6-cylinder car is an LP1 series, and if a V8 is ordered as optional equipment, it becomes an LP2 series.

## Major Options

	Plaza	Savoy	Belvedere	Fury	
Heater and defroster	\$69	\$69	\$69	\$69	
All Weather air conditioning	\$446	\$446	\$446	\$446	
Custom pushbutton radio	\$73	\$73	\$73	\$73	
Search-Tune radio with Highway Hi-Fi record player	\$187	\$187	\$187	\$187	
Power windows	\$102	\$102	\$102	\$102	
Solex tinted glass	\$32	\$32	\$32	\$32	
Power front seat	\$48	\$48	\$48	\$48	
Power steering	\$77	\$77	\$77	\$77	
Power brakes	\$38	\$38	\$38	\$38	
Full wheel covers	\$18	\$18	S	S	
White sidewall tires	\$28	\$28	\$28	S	

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code		Code
Jet Black	AAA	Metallic Coral	SSS
Blubonnet Blue	BBB	Sunflower Yellow	UUU
Stardust Blue Metallic	CCC	Iceberg White	XXX
Midnight Blue	DDD	Canyon Gold Metallic	ZZZ
Misty Green	EEE		
Ivy Green Metallic	FFF		
Arctic Turquoise Metallic	JJJ		
Metallic Suede	LLL		
Buckskin Beige	MMM		
Copper Glow Metallic	NNN		
Toreador Red	OOO		
Royal Red	PPP		
Sunset Beige	RRR		

Two-tone combinations: First letter indicates upper color, second and third letters indicate lower color. Insert code combinations: First letter indicates roof color, second letter indicates body color, and third letter indicates insert color (either sweep insert color, or below lower molding depending upon model). Example: XPX is Iceberg White roof and insert over Royal Red body.



## Plaza

*"Plymouth's traditional 'price leader' comes of age as one of the most striking cars on the road!"*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 28.37%.

**Primary competition:** Chevrolet Delray, Ford Custom, and Studebaker Champion.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, rubber floor covering, left-hand sunvisor, stainless windshield and rear window surrounds, single speed windshield wipers, and 7.50 × 14 BSW tires.

### Measurements

	Cars	Suburban
Wheelbase	118.0"	122.0"
Length	204.6"	213.1"
Width	78.2"	78.2"
Height	56.6"	58.6"
Legroom — front	45.5"	45.9"
Legroom — rear	41.5"	NA
Headroom — front	35.7"	35.7"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	35.6	NA
Fuel capacity (gals.)	20.0	22.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Plaza 2-Door Business Coupe, 3-p.	22	\$2,028	+6.79%	3170	1,472	-48.78%
Plaza 2-Door Club Sedan, 6-p.	21	\$2,118	+5.43%	3190	39,062	-20.50%
Plaza 4-Door Sedan, 6-p.	41	\$2,169	+5.55%	3255	54,194	-22.85%
Deluxe Suburban 2-Door Station Wagon, 6-p.	25	\$2,432	+4.38%	3475	15,535	-22.75%
Deluxe Suburban 4-Door Station Wagon, 6-p.	45A	\$2,486	NEW	3580	15,625	NEW
TOTALS	<i>Avg. Price</i>	\$2,247	+8.36%	<i>Production</i>	125,888	-11.58%

## Savoy

*"The most luxurious, most beautiful Savoy models in Plymouth history!"*

**Nameplate year of origin:** 1954 (1951 as a station wagon designation).

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 38.74%.

**Primary competition:** Chevrolet Biscayne, Ford Fairlane, Rambler and Studebaker Commander.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, full carpeting, dual sunvisors, stainless windshield and rear window surround, rear quarter and door body side trim, small hubcaps, and 7.50 × 14 BSW tires. Nine passenger wagon adds: 8.00 × 14 BSW tires.

### Measurements

	Cars	Suburban
Wheelbase	118.0"	122.0"
Length	204.6"	213.1"
Width	78.2"	78.2"
Height	56.6"	58.6"
Legroom — front	45.5"	45.9"
Legroom — rear	41.5"	NA
Headroom — front	35.7"	35.7"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	35.6	NA
Fuel capacity (gals.)	20.0	22.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Savoy 2-Door Club Sedan, 6-p.	21	\$2,254	+4.98%	3220	17,624	-68.30%



	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Savoy 2-Door Sport Coupe Hardtop, 6-p.	23	\$2,329	+4.49%	3240	19,500	-37.84%
Savoy 4-Door Sedan, 6-p.	41	\$2,305	+5.06%	3220	67,933	-55.63%
Savoy 4-Door Sport Sedan Hardtop, 6-p.	43	\$2,400	+3.58%	3310	5,060	-33.43%
Custom Suburban 2-Door Station Wagon, 6-p.	25	\$2,553	+4.63%	3570	5,925	-47.08%
Custom Suburban 4-Door Station Wagon, 6-p.	45A	\$2,607	+4.53%	3575	38,707	-3.78%
Custom Suburban 4-Door Station Wagon, 9-p.	45B	\$2,747	+3.70%	3685	17,158	+83.37%
TOTALS	<i>Avg. Price</i>	\$2,456	+4.40%	<i>Production</i>	171,907	-44.27%

## Belvedere

*"Plymouth's brilliant new Belvedere models rank among America's most impressive automobiles."*

**Nameplate year of origin:** 1954 (1951, as a 2-Door hardtop designation).

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 31.70%.

**Primary competition:** Chevrolet Bel Air, Ford Fairlane 500, and Studebaker President.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Cloth and vinyl interior trim, full floor carpeting, electric clock, stainless steel windshield and rear window surround, stainless steel full-length body moldings, rear wheel opening gravel shield, full hubcaps, and 7.50 × 14 BSW tires. Convertible adds: Vinyl interior trim and power top. Nine passenger wagon adds: 8.00 × 14 BSW tires.

### Measurements

	<i>Cars</i>	<i>Suburban</i>
Wheelbase	118.0"	122.0"
Length	204.6"	213.1"
Width	78.2"	78.2"
Height	56.6"	58.6"
Legroom — front	45.5"	45.9"
Legroom — rear	41.5"	NA
Headroom — front	35.7"	35.7"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	35.6	NA
Fuel capacity (gals.)	20.0	22.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Belvedere 2-Door Club Sedan, 6-p.	21	\$2,389	+5.52%	3240	4,229	-92.39%
Belvedere 2-Door Sport Coupe Hardtop, 6-p.	23	\$2,457	+4.60%	3250	36,043	-46.42%
Belvedere 2-Door Convertible, 6-p.	27	\$2,762	+4.70%	3545	9,941	+0.76%
Belvedere 4-Door Sedan, 6-p.	41	\$2,440	+5.63%	3255	49,124	-55.51%
Belvedere 4-Door Sport Sedan Hardtop, 6-p.	43	\$2,528	+4.51%	3330	18,194	-51.41%
Sport Suburban 4-Door Station Wagon, 6-p.	45A	\$2,760	+5.26%	3615	10,785	-30.17%
Sport Suburban 4-Door Station Wagon, 9-p.	45B	\$2,900	+4.43%	3685	12,385	+55.05%
TOTALS	<i>Avg. Price</i>	\$2,483	+4.93%	<i>Production</i>	140,701	-53.72%

## Fury

*"For the man who really loves cars."*

**Nameplate year of origin:** 1956.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 1.19%.

**Primary competition:** Chevrolet Impala.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Specific cloth and vinyl interior trim, full

### Measurements

Wheelbase	118.0"
Length	204.6"
Width	78.2"
Height	56.6"
Legroom — front	45.5"

floor carpeting, electric clock, stainless steel windshield and rear window surround and beltline moldings, gold anodized full-length body moldings and trim, gold anodized aluminum grille, chrome and gold anodized full wheel covers, and 7.50 × 14 BSW tires.

### Measurements

Legroom — rear	41.5"
Headroom — front	35.7"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	35.6
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fury 2-Door Sport Coupe Hardtop, 6-p.	23	\$3,067	+4.85%	3510	5,303	-28.70%
TOTALS	Avg. Price	\$3,067	+4.85%	Production	5,303	-28.70%

# PONTIAC

*"A new kind of car is born! The Boldest Advance in 50 years!"*

Of all of the GM divisions, Pontiac seemed to make the most of the fiftieth anniversary of General Motors. Advertising for the 1958 line promoted the "Golden Jubilee Car" throughout, and Pontiac even offered a Golden Jubilee trim and paint package featuring Jubilee Gold Metallic paint. Coming into the new model year with an all-new design, Pontiac needed to celebrate the successes of the past few years, and the effects that the introduction of the V8 engine had on the division's image. Another reason to celebrate was the selection of a 1958 Pontiac Bonneville Convertible (with Tri-Power engine) as the official pace car of the 1958 Indianapolis 500 race. With all of this celebrating to be done, Pontiac once again engineered an enlargement of the engine, this year to 370 cubic inches, and again the horsepower was up about 10 percent in most variations. It was now named the "Tempest 395," with the 395 referring to the maximum torque output of a 4-barrel engine. Choices of 4-barrel, 3 × 2-barrel, and fuel injection were available on any model.

Exterior styling and the underlying chassis were of an all-new design. A new "Quadra-Poise" X-frame chassis was intended to help improve roadability and handling ease. In reality, the lack of frame side-rails meant that the cars needed larger rocker panels for increased body rigidity and protection. Also offered for the first time was "Ever-Level" air suspension. This new system utilized an air chamber at each wheel and had controls to keep the car level no matter how the weight was distributed. While on the topic of

the chassis, it is worth noting that the mid-level Super Chief moved up to the 124 inch wheelbase chassis, shared with the Star Chief.

Pontiac styling was among the best of General Motors' cars in 1958. A lighter looking front end utilized a traditional grille made up of many small squares. A small gold emblem emblazoned with a "V" and the name "Pontiac" in block letters below was set on the right side of the grille. Horizontal trim ran across the front edge of the hood and continued around the corner of the front fender edge. Large oval pods containing the parking light and turn signal were placed at each end, atop the bumper, directly under the new dual headlamps. "Jet" shaped ornaments on the front fender tops completed the new front styling.

Body sides expanded upon the "rocket" theme of 1957. Rear quarter fender coves formed the rocket, with forward trim being of similar design to last year's car. The forward part of the cove carried a large, chrome "jet-exhaust" piece situated at the leading edge of the quarter panel on Bonneville models. Star Chief models also used a large chrome piece with a medallion similar to the grille emblem and three slashes of chrome trailing off the backside. The rear quarter panel of each carried four star emblems in the cove area. Chieftain and Super Chief models had their name in script in this area at the start of the cove, and three star emblems placed along the rear fender cove. Nameplates in gold script were placed on the front fender of Star Chief and Bonneville series, and the Bonneville added four horizon-

tal speed lines on the lower front fender behind the wheel opening.

At the rear, new dual round taillamps and oval backup light housings mimicked the front-end styling. Rear fender tops were level with the trunk height and created a vast amount of trunk space, particularly on Star Chief sedans. Windshields and rear windows on closed models were of a larger, wraparound design that further increased visibility. And a rearward slanting C-pillar was used on all models, except convertibles and wagons. Inside, a horizontal layout of the instrument panel continued, this year with round, chrome encased pods, two large ones for speedometer and gauges and smaller ones for clock, ashtrays, and air conditioning vents, when equipped. Interiors of the Chieftain and Star Chief used the “off the shoulder” look of the '57 Bonneville, while the Super Chief used a more traditional design. The '58 Bonneville had two-toned seats stitched to

look like bucket seats, and in fact did offer the first bucket seats in a Pontiac as optional equipment.

Model changes included the introduction of a Chieftain Convertible and a Bonneville 2-Door Hardtop, both of which shared their exterior sheetmetal with the Bonneville Convertible in the new Series 25. The '58 Bonneville hardtop is the only Pontiac hardtop from the 1950 through 1958 period not to carry the “Catalina” designation. Unique to the Series 25 were a slightly wider rear fender and taillight housing and a rearward slanting trunk lid with nine indented lines running front to back down to the trunk lid handles. Other model changes included the discontinuation of the slow selling, but sporty, Star Chief Custom 2-Door Safari wagon, the Super Chief 4-Door Safari wagon, Star Chief Convertible, and Star Chief DeLuxe 4-Door Sedan. The departed Chieftain 2-Door station wagon was replaced by a 4-Door, 6-passenger wagon.



Bonneville 2-Door Convertible,  
Indianapolis 500 Pace Car



Bonneville 2-Door Hardtop



Chieftain 2-Door Convertible



Star Chief 4-Door Catalina Hardtop



Super Chief 4-Door Catalina Hardtop

**Model year production:** 216,982, down 34.93% from 1957.  
**Domestic market share:** 5.13% (6th place).  
**Base price range:** \$2,573 to \$3,586.  
**Pontiac average base price:** \$2,947, up 2.43%.  
**Introduction date:** November 1957.  
**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Framingham, MA (F); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); Arlington, TX (T); and Wilmington, DE (W).  
**Serial number identification:** Nine to eleven digit code lo-

cated on left front door hinge pillar and read as follows: First digit indicates assembly plant code from above. The second digit indicates series: 5 for Series 25, 7 for Series 27, and 8 for Series 28. The third and fourth digits indicate year code: 58 = 1958. Fifth digit indicates transmission attachment: S = Synchronesh 3-speed manual, H = Hydramatic. Remaining digits are sequential number by engine and transmission installation with beginning number of 1001 and ending number as follows in the chart below. Style number is located on body tag on cowl under hood.

### Highest Serial Numbers by Series and Assembly Plant

Series	Atlanta	Los Angeles	Framingham	Kansas City	Linden	Pontiac	Arlington	Wilmington
25 V8 w/3-speed	1003	1021*	1005	1023	1020	1163	1016	1015
25 V8 w/Hydra-Matic	2543	3324	1969	2640	3180	9141	1677	1677
27 V8 w/3-speed	1508	1592	1296	2003	1568	4036	1656	1429
27 V8 w/Hydra-Matic	11942	12585	6113	17504	14411	43381	10608	7317
28 V8 w/3-speed	1008	1018	1011	1016	1026	1159	1004	1006
28 V8 w/Hydra-Matic	8672	8168	4130	10785	8446	25986	6679	5695

\*An additional serial number 1031 was built.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Chieftain	Super Chief	Star Chief	Bonneville
370 CID Tempest 395, 2-bbl., V8	8.6:1	240	3-speed manual	S	S	-	-
	10.0:1	270	Super Hydra-Matic	\$231	\$231	-	-
370 CID Tempest 395, 4-bbl., V8	8.6:1	255	3-speed manual	\$25	\$25	S	S
	10.0:1	285	Super Hydra-Matic	\$256	\$256	\$231	\$231
370 CID Tempest 395, 3 × 2-bbl., V8	10.5:1	300	3-speed manual	\$94	\$94	\$84	\$84
			Super Hydra-Matic	\$325	\$325	\$315	\$315
370 CID Tempest 395, Fuel-Injected, V8	10.0:1	310	Super Hydra-Matic	\$500	\$500	\$500	\$500
370 CID Tempest 395 PK option, 4-bbl., V8*	10.5:1	315	3-speed manual	\$254	\$254	\$233	\$233
			Super Hydra-Matic	\$485	\$485	\$485	\$485
370 CID Tempest 395 PM option, 3 × 2-bbl., V8*	10.5:1	330	3-speed manual	\$331	\$331	\$320	\$320
			Super Hydra-Matic	\$562	\$562	\$551	\$551

\*Includes higher-lift camshaft, low restriction exhausts, and other performance items.

### Major Options

	Chieftain	Super Chief	Star Chief	Bonneville
Heater and defroster	\$91	\$91	\$91	\$91
Circulaire air conditioning	\$430	\$430	\$430	\$430
DeLuxe radio	\$99	\$99	\$99	\$99
“Wonderbar” signal seeking radio	\$125	\$125	\$125	\$125
“Sportable” transistor radio	\$135	\$135	\$135	\$135
Electric clock	\$11	\$11	\$11	S
Bucket seats	-	-	-	\$85
4-way power front seat adjustment	\$97	\$97	\$97	\$97
Tinted glass	\$34	\$34	\$34	\$34
Power windows	\$108	\$108	\$108	\$108
Power steering	\$108	\$108	\$108	\$108
Power brakes	\$38	\$38	\$38	\$38
Hubcaps	S	-	-	-
Full wheel covers	\$15	S	S	S
White sidewall tires	\$38	\$38	\$38	\$38

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Persian Black	AAA
Ascot Gray Metallic	BBB
Palomar Yellow	CCC*
Squadron Blue Metallic	DDD
Viking Blue	EEE
Darby Green Metallic	FFF
Seaforth Green	GGG
Rangoon Red	HHH
Frontier Beige	III*
Sunmist Yellow	JJJ
Reefshell Pink	KKK
Tropicana Turquoise	LLL
Lilac Mist Metallic	MMM
Mallard Turquoise Metallic	NNN
Sunrise Coral	OOO*
Marlin Turquoise	PPP
Deauville Blue Metallic	QQQ
Kashmir Blue	RRR
Burma Green Metallic	SSS
Calypso Green	TTT
Redwood Copper Metallic	UUU
Patina Ivory	VVV
Cascade Blue	VVV†
Starmist Silver Metallic	WWW
Mayfair Yellow	WWW†
Iris	XXX†
Orchid	XXX*

## Paint Colors (cont.)

	Code	
Graystone White	YYY	<i>Three letter paint codes. Single-tone codes are AAA, BBB, etc. In two-tone combinations, first letter indicates lower body color, second letter indicates upper body area and third letter indicates insert area color. *1958 Spring color. †1957 Spring color carried into 1958.</i>
Jubilee Gold Metallic	ZZZ	

## Chieftain

*"Biggest, boldest advance in low-price history!"*

**Nameplate year of origin:** 1949.  
**Current bodystyle lifespan:** 1958.  
**Percentage of division's sales volume:** 59.37%.  
**Primary competition:** Buick Special, Dodge Coronet, Edsel Ranger, Mercury Medalist, Rambler Ambassador, and Studebaker President.  
**Notable changes:** Completely redesigned.  
**Major standard equipment:** Morrokide and nylon upholstery, full floor carpeting, stainless steel front and rear window trim, body side stainless molding, hubcaps, and 8.00 × 14 BSW tires. Convertible adds: Morrokide upholstery, and power top. Station wagons add: 8.50 × 14 BSW tires.

### Measurements

	Series 25 Convertible	Series 27 Cars	Wagons
Wheelbase	122.0"	122.0"	122.0"
Length	211.7"	210.5"	210.5"
Width	77.4"	77.4"	77.4"
Height	55.7"	57.0"	59.1"
Legroom — front	44.7"	44.7"	44.7"
Legroom — rear	39.6"	41.6"	41.6"
Headroom — front	35.0"	35.0"	35.0"
Headroom — rear	34.2"	34.3"	NA
Cargo capacity (cu. ft.)	NA	NA	NA
Fuel capacity (gals.)	22.0	22.0	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Chieftain 2-Door Sedan, 6-p.	2741	\$2,573	+4.47%	3640	17,394	-18.05%
Chieftain 2-Door Catalina Hardtop, 6-p.	2731	\$2,707	+7.04%	3650	26,003	-49.03%
Chieftain 2-Door Convertible, 6-p.	2567	\$3,019	NEW	3850	7,359	NEW
Chieftain 4-Door Sedan, 6-p.	2749	\$2,638	+4.39%	3735	44,999	+26.15%
Chieftain 4-Door Catalina Hardtop, 6-p.	2739	\$2,792	+6.81%	3785	17,946	-55.22%
Chieftain 4-Door Safari Station Wagon, 6-p.	2793	\$3,019	NEW	4025	9,701	NEW
Chieftain 4-Door Safari Station Wagon, 9-p.	2794	\$3,088	+6.56%	4070	5,417	-53.04%
TOTALS	<i>Avg. price</i>	\$2,834	+7.12%	<i>Production</i>	128,819	-20.76%

## Super Chief

*"Pontiac's bonanza buy for middlin' budgets!"*

**Nameplate year of origin:** 1957.  
**Current bodystyle lifespan:** 1958.  
**Percentage of division's sales volume:** 12.50%.  
**Primary competition:** DeSoto Firesweep, Dodge Royal, Edsel Pacer, Mercury Monterey, and Rambler Ambassador.  
**Notable changes:** Completely redesigned.

### Measurements

Wheelbase	124.0"
Length	215.5"
Width	77.4"
Height	57.0"
Legroom — front	44.7"



**Major standard equipment:** Morrokide and nylon or cloth upholstery, full floor carpeting, stainless steel front and rear window trim, beltline molding, bodyside stainless molding, full wheel covers, and 8.00 × 14 BSW tires.

### Measurements (cont.)

Legroom — rear	41.6"
Headroom — front	35.0"
Headroom — rear	34.3"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	22.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super Chief 2-Door Catalina Hardtop, 6-p.	2831D	\$2,880	+5.30%	3690	7,236	-53.30%
Super Chief 4-Door Sedan, 6-p.	2849D	\$2,834	+6.38%	3770	12,006	-20.77%
Super Chief 4-Door Catalina Hardtop, 6-p.	2839D	\$2,961	+6.02%	3810	7,886	-60.09%
TOTALS	<i>Avg. price</i>	\$2,892	+3.15%	<i>Production</i>	27,128	-57.94%

## Star Chief

*“Luxury unlimited! Pontiac’s glamour-line models match bold engineering with a special flair in styling and performance.”*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1958.

**Percentage of division’s sales volume:** 22.49%.

**Primary competition:** DeSoto Firedome, Dodge Custom Royal, Edsel Corsair, Mercury Montclair, and Packard.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Morrokide and nylon upholstery, “Stardust” full floor carpeting, DeLuxe steering wheel, body side stainless molding, belt line molding, lower rear quarter panel and rear wheel opening stainless trim, full wheel covers, and 8.00 × 14 BSW tires. Station wagon adds: Carpeted load floor with skid strips and 8.50 × 14 BSW tires.

### Measurements

	Cars	Wagon
Wheelbase	124.0"	122.0"
Length	215.5"	210.5"
Width	77.4"	77.4"
Height	57.0"	59.1"
Legroom — front	44.7"	44.7"
Legroom — rear	41.6"	41.6"
Headroom — front	35.0"	35.0"
Headroom — rear	34.3"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	22.0	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Star Chief Custom 2-Door Catalina Hardtop, 6-p.	2831SD	\$3,122	+7.62%	3735	13,888	-57.74%
Star Chief Custom 4-Door Sedan, 6-p.	2849SD	\$3,071	+6.04%	3825	10,547	+18.85%
Star Chief Custom 4-Door Catalina Hardtop, 6-p.	2839SD	\$3,210	+7.90%	3850	21,455	-51.55%
Star Chief Custom 4-Door Safari Station Wagon, 6-p.	2793SD	\$3,350	-7.87%	4065	2,905	+53.38%
TOTALS	<i>Avg. price</i>	\$3,188	+2.22%	<i>Production</i>	48,795	-53.87%



## Bonneville

*"Pontiac proudly presents a Golden Jubilee triumph:  
the first union of sport car action with town car luxury!"*

Nameplate year of origin: 1957.

Current bodystyle lifespan: 1958.

Percentage of division's sales volume: 5.64%.

Primary competition: Buick Century, Chrysler Windsor DeLuxe, DeSoto Fireflite, Edsel Citation, Mercury Montclair, and Oldsmobile Super 88.

Notable changes: Completely redesigned.

Major standard equipment: Lustrex cloth and vinyl upholstery, full floor carpeting, DeLuxe steering wheel, bodyside stainless molding, beltline molding, rocker panel molding, full wheel covers, and 8.00 × 14 BSW tires. Convertible adds: Leather interior and power top.

### Measurements

Wheelbase	122.0"
Length	211.7"
Width	77.4"
Height	55.7"
Legroom — front	44.7"
Legroom — rear	39.6"
Headroom — front	35.0"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	22.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Bonneville 2-Door Hardtop Coupe, 6-p.	2547SD	\$3,481	NEW	3710	9,144	NEW
Bonneville 2-Door Convertible Coupe, 6-p.	2567SD	\$3,586	-37.98%	3925	3,096	+391.43%
TOTALS	<i>Avg. price</i>	\$3,534	-38.89%	<i>Production</i>	12,240	+1842.86%

# RAMBLER

*"Get American Big-Car Room and Comfort. Get European Small-Car Economy and Handling Ease. Get the best of both ... Go Rambler!"*

After having returned as a Nash series in 1950, the Rambler name returned once again under the AMC banner from 1958 through 1969, continuing Nash's long-standing tradition of quality, economical, and well-equipped automobiles. The Ambassador nameplate would also continue, as it had been a long respected name for Nash. For its first year on its own, the Ambassador was marketed as a separate subdivision, being advertised as "available at American Motors/Rambler dealers," before eventually being integrated under the American Motors banner in 1966. The really big surprise of the year was the return of the original 100 inch wheelbase 1955 Rambler in a slightly restyled body, now named the American.

The new American used the unit-body construction methods and basically the same styling as last seen on the

1955 Rambler series, meaning a rounded, boxy shape. Changes from the 1955 Rambler styling included a fine grid pattern grille and a simple hood ornament, full wheel openings, and undecorated body sides. For its first season, the American was offered only in the 2-Door Sedan body style, with base and DeLuxe models being distinguished by black rubber window surrounds, and the Super adding chrome window trim. The new American would be an immediate hit and represented very good timing on the part of AMC, as the country was hitting the height of an economic recession, and small cars were suddenly popular.

The returning regular Rambler series was completely restyled, but was still based on the new design introduced for 1956. Also, the Ambassador name returned on a car that took up the old Nash concept of lengthening the standard

wheelbase by 9 inches, with all the length being added at the front end of the car. This approach had the Rambler now sharing its body with the Ambassador, but for the latter's addition of nine inches in length to the front end. The new styling kept all of the greenhouse area and accompanying cowl and roof design intact from the prior models. What was new was all of the front-end sheetmetal, grilles, rear end styling, and rear quarter panels.

The new "Jet Stream" styling featured front fenders which canted forward slightly and housed side-by-side dual headlamps (except on Rambler DeLuxe which had single lamps) in each fender top. A new, nearly full-width grille design was made up of a gridwork three rows high and six columns wide on the Rambler. At each end of the grille was a ribbed area that contained round parking lamps centered below the headlights on each side. Above the grille and below the front edge of the hood was a small horizontal open area, with the "Rambler" name spelled out in block letters across it. The Ambassador differed in that its grille was truly full-width and was of an egg-crate anodized aluminum design, with a larger over-arching bar lining the front fender edges and reaching across the top of the grille. The open area above the grille had chrome trim on the leading edge of the hood, and had "Ambassador" spelled out in block letters across the open area. A lower grille bar was placed in front of the grille; it began from each side on the bumper, went up slightly, then went straight across above a rectangular parking lamp. Towards the center of the car, it turned downward forming a "V" section in the middle.

At the rear of both the Rambler and Ambassador, quarter panels were given some sculpting with a line that ran up and over the now fully-open rear wheel opening, and continued to the low-set taillamps on a slight downward slope. The main bodyside trim on all but Rambler DeLuxe models (which had no bodyside trim) followed this feature line. Real tailfins also made their first appearance this year, with a line beginning at the rear door beltline and running straight back to form a pointed, chrome lined fin. Oval taillamps were mounted low on the fin. The Ambassador series used an upper bodyside molding that accentuated the fin by running slightly upwards on the rear quarter panel. Rambler Custom models added a bodyside trim piece below the main trim that began with a "V" dip design ahead of the front wheel opening and extended rear-

ward to the rear edge of the back doors. In between was a contrasting color on cars that were painted in two-tones.

Inside, the Rambler and Ambassador shared the same instrument panel as seen on the 1957 Rambler line. A hooded center section with ventilation outlets at each end was used, and stainless trim and two-tone painting on some models gave the dashboard a luxury look. While powertrain offerings were mostly carried over from 1957 with slight increases in horsepower, AMC did introduce its own "Flash-O-Matic" automatic transmission, which featured push-button "Telovac" controls on the lower left side of the instrument panel for the Rambler and Ambassador series.

There were several model changes for the new season. The Rambler line gained a DeLuxe 4-Door station wagon, available only with the 6-cylinder engine. Last year's special high-performance Rebel 4-door hardtop model was discontinued, but for 1958, any Rambler that had a V8 engine was now known as a Rambler Rebel and was identified by a different model number as in the charts below. In the Ambassador series, the previous Rambler Custom series 4-Door Hardtop Cross Country station wagon moved to the Ambassador Custom series. Also added to the Ambassador line were a regular 4-Door wagon in Super and Custom trim levels and a Country Club 4-door hardtop in the Custom line. Both of the former Ambassador Country Club 2-door hardtop models were discontinued.

In retrospect, American Motors did an excellent job of marketing aging cars that met customers' needs and desires, while being constrained by the product and finances it had to work with, and of maintaining a certain corporate image. By 1958 it was evident that AMC had done a better job of this than the still struggling Studebaker-Packard Corporation.

As a final note, all comparisons below are made to the cars previously available under the Nash division of American Motors Corporation. It must also be stated that for 1958, Rambler was truly a new division of the company, and as such some comparisons are not logical to be made. It is interesting to see, however, that between 1957 (with Nash and Hudson combined) and the new 1958 Rambler line, the corporation's model year production totals rose from 93,840 to 154,406, an increase of more than 60 percent, and an increase in market share from a combined 1.50 percent to 3.65 percent. It was a great beginning.



Ambassador 4-Door Cross Country Hardtop Station Wagon



Ambassador 4-Door Country Club Hardtop



American DeLuxe 2-Door Sedan



Rambler Custom 4-Door Cross Country Station Wagon



Rambler Custom 4-Door Country Club Hardtop

**Model year production:** 154,406. Comparison not made, as it is a new division.  
**Domestic market share:** 3.65% (7th place).  
**Base price range:** \$1,775 to \$3,116.  
**Rambler average base price:** \$2,442. Comparison not made, as it is a new division.

**Introduction date:** October 1957.  
**Assembly plants:** Kenosha, WI.  
**Serial number identification:** Five to seven-digit code on plate located on right side of cowl under hood. First digit indicates series code from chart below. Remaining digits are sequential serial numbers as follows in chart below.

### Serial Numbers by Series

Series	Series Code	Beginning	Ending
American	M	1001	31544
Rambler Six	D	409001	515060
Rambler Rebel V8	A	16001	26032
Ambassador V8	V	27001	41370

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	American	Rambler (5810 models)	Rambler Rebel (5820 models)	Ambassador
195.6 CID Economy 6, 1-bbl., OHV, 6-cyl.	8.0:1	127	3-speed manual	S	S	-	-
			Overdrive	\$102	\$113	-	-
			Flash-O-Matic automatic	\$179	\$200	-	-
195.6 CID Power-Pack 6, 2-bbl., OHV, 6-cyl.	8.7:1	138	3-speed manual	-	\$25	-	-
			Overdrive	-	\$138	-	-
			Flash-O-Matic automatic	-	\$225	-	-
250 CID Rebel, 4-bbl., OHV, V8	8.7:1	215	3-speed manual	-	\$130	S	-
			Overdrive	-	\$246	\$113	-
			Flash-O-Matic automatic	-	\$350	\$220	-
327 CID Ambassador, 4-bbl., OHV, V8	9.7:1	270	3-speed manual	-	-	-	S
			Overdrive	-	-	-	\$115
			Flash-O-Matic automatic	-	-	-	\$230

## Major Options

	American	Rambler	Ambassador
Weather-Eye heater and defroster	\$72	\$72	\$72
All Season air conditioning	-	\$369	\$369
Radio and antenna	\$90	\$90	\$90
Air-liner reclining seats	\$15	\$15	\$15*
Electric clock	\$18	\$18	\$18*
Power windows	-	\$100	\$100
Solex tinted glass	\$27	\$27	\$27
"Air Coil Ride" air suspension	-	\$99	\$99
Power steering	-	\$85	\$90
Power brakes	-	\$38	\$38
Full wheel covers	\$16	\$17*	\$17*
White sidewall tires	\$38	\$40	\$40

\*Standard on Custom models.

Options common to most models. (—= Not Available) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Classic Black	P1
Kimberly Blue Metallic	P2
Saranac Green Metallic	P3
Alamo Beige	P4
Autumn Yellow	P5
Georgian Rose	P6
Mariner Turquoise Metallic	P7
Frost White	P72
Mardi Gras Red	P90
Cinnamon Bronze Metallic	P94
Gotham Gray Metallic	P95
Brentwood Green	P97
Lakeshore Blue	P98
Frontenac Gray	P99

Two-tone combinations: First code is lower color and second code is upper color. Example: P1-72 = Frost White over Classic Black. Di-Noc woodgrain available for Cross Country wagons at \$60 extra.

# American

*"Here by popular demand! Rambler American for 1958."*

Nameplate year of origin: 1958.

Current bodystyle lifespan: 1958 through 1960 (based on 1950–55 Nash Rambler body structure).

Percentage of division's sales volume: 19.84%.

Primary competition: None.

Notable changes: Reintroduced series.

Major standard equipment: Nylon and vinyl interior trim, rubber floor covering, rubber front window surround, and 5.90 × 15 BSW tires.

DeLuxe adds: Left sunvisor, front armrests, directional signals, and one ashtray. Super adds: Foam front seat, front and rear armrests, cigar lighter, three ashtrays, stainless steel front window surround, and stainless steel beltline molding.

## Measurements

Wheelbase	100.0"
Length	178.3"
Width	73.5"
Height	59.0"
Legroom — front	44.0"
Legroom — rear	37.5"
Headroom — front	36.5"
Headroom — rear	35.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
American 2-Door Business Coupe, 3-p.	5802	\$1,775	NEW	2439	184	NEW
American DeLuxe 2-Door Sedan, 5-p.	5806	\$1,789	NEW	2463	15,765	NEW
American Super 2-Door Sedan, 5-p.	5806-1	\$1,874	NEW	2475	14,691	NEW
TOTALS		Avg. Price \$1,813	NEW	Production	30,640	NEW

# Rambler

*"Glamorous Rambler! The car that's growing fastest in popularity—  
Now Available in Record Economy 6 and Rambler Rebel V-8."*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1958 through 1962 (originally 1956–57 Nash Rambler body).

**Percentage of division's sales volume:** 75.76%.

**Primary competition:** Chevrolet Biscayne, Ford Fairlane, Mercury Medalist, Plymouth Savoy, and Studebaker Champion and Commander.

**Notable changes:** Completely restyled.

**Major standard equipment:** Vinyl interior trim, rubber floor covering with front carpeted inserts, stainless steel window surrounds, single headlights, and 6.40 × 15 BSW tires. Super adds: Foam seat cushions, door armrests, stainless steel one-piece full-length bodyside molding, dual headlights, and hubcaps. Custom adds: Nylon and vinyl upholstery, dome and courtesy lights, electric clock, stainless steel two-piece full-length bodyside molding, and full wheel covers. Cross Country station wagon adds: "Travel-Rack" rooftop luggage rack. Rebel V8 models add: 7.50 × 14 BSW tires.

## Measurements

	4-Doors	Wagons
Wheelbase	108.0"	108.0"
Length	191.1"	193.6"
Width	71.3"	71.3"
Height	58.0"	58.6"
Legroom — front	42.6"	42.6"
Legroom — rear	42.0"	42.0"
Headroom — front	36.0"	36.0"
Headroom — rear	35.0"	35.5"
Cargo capacity (cu. ft.)	22.5	80.0
Fuel capacity (gals.)	20.0	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Rambler DeLuxe 4-Door Sedan, 6-p.	5815*	\$2,047	+4.39%	2947	12,745	+35.56%
Rambler DeLuxe 4-Door Station Wagon, 6-p.	5818	\$2,376	NEW	3056	78	NEW
Rambler Super 4-Door Sedan, 6-p.	5815-1*	\$2,212	+4.19%	2960	31,845	+60.23%
Rambler Super 4-Door Country Club Hardtop, 6-p.	5819-1	\$2,287	+3.58%	2983	983	+60.62%
Rambler Super 4-Door Cross Country Station Wagon, 6-p.	5818-1*	\$2,506	+3.98%	3069	28,234	+69.89%
Rambler Custom 4-Door Sedan, 6-p.	5815-2*	\$2,327	+5.15%	2968	19,445	+41.74%
Rambler Custom 4-Door Country Club Hardtop, 6-p.	5829-2	\$2,532	+4.28%	3328	410	-15.46%
Rambler Custom 4-Door Cross Country Station Wagon, 6-p.	5818-2*	\$2,621	+4.84%	3079	23,232	+4.16%
TOTALS	<i>Avg. Price</i>	\$2,364	-0.34%	<i>Production</i>	116,972	+34.09%

\*The digits "581" in the model number become "582" when equipped with a V8 engine.

# Ambassador

*"1958's New American Revolution in Automobiles—Ambassador by Rambler!  
Last word in luxury ... first word in comfort and performance."*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1958 through 1962.

**Percentage of division's sales volume:** 4.40%.

**Primary competition:** Buick Special, Dodge Coronet, Edsel Ranger, Mercury Monterey, Pontiac Chieftain, and Studebaker President.

**Notable changes:** Completely redesigned. Now based on Rambler platform.

**Major standard equipment:** Nylon and vinyl upholstery, carpeting, dome

## Measurements

	4-Doors	Wagons
Wheelbase	117.0"	117.0"
Length	200.1"	202.6"
Width	71.3"	71.3"
Height	58.0"	58.6"
Legroom — front	42.6"	42.6"



and courtesy lights, wind-up clock, stainless steel window surrounds, stainless steel two-piece full-length bodyside molding, hubcaps, and 8.00 × 14 BSW tires. Custom adds: Electric clock, stainless steel two-piece full-length bodyside molding, and full wheel covers. Cross Country station wagon adds: "Travel-Rack" rooftop luggage rack.

### Measurements (cont.)

	4-Doors	Wagons
Legroom — rear	42.0"	42.0"
Headroom — front	36.0"	36.0"
Headroom — rear	35.0"	35.5"
Cargo capacity (cu. ft.)	22.5	80.0
Fuel capacity (gals.)	20.0	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Ambassador Super 4-Door Sedan, 6-p.	5885-1	\$2,587	-8.29%	3456	6,500*	NA*
Ambassador Super 4-Door Cross Country Station Wagon, 6-p.	5888-1	\$2,881	NEW	3544	NA*	NEW
Ambassador Custom 4-Door Sedan, 6-p.	5885-2	\$2,732	-9.27%	3462	NA*	NA*
Ambassador Custom 4-Door Country Club Hardtop, 6-p.	5889-2	\$2,822	NEW	3475	NA*	NEW
Ambassador Custom 4-Door Cross Country Station Wagon, 6-p.	5883-2	\$3,026	NEW	3568	NA*	NEW
Ambassador Custom 4-Door Hardtop Cross Country Station Wagon, 6-p.	5888-2	\$3,116	NEW	3586	294	NEW
TOTALS		<i>Avg. Price</i> \$2,861	-3.39%	<i>Production</i> 6,794		+94.11%

\*Model year production figures for all but the Hardtop Cross Country wagon are not known for certain. AMC records note calendar year production of 7,000 117 inch wheelbase cars. Several industry references would seem to agree with production of between 6,000 and 7,000 units. Therefore, the above figure of 6,500 is an estimate and production comparisons by model are not possible.

# STUDEBAKER

*"Where pride of Workmanship comes first!"*

The 1958 model year would turn out to be one of the most somber seasons to date in the company's long history. Not only was the merger, or more appropriately the "take-over," by Packard failing, but Studebaker could not keep its own cars' sales at a high enough level to maintain profitability. Significant help would arrive next year, but for now Studebaker had to work with what it had left — which was not very much.

A lot of hope was pinned on the newly designed 2-door hardtop body style offered in the President and Commander series. Taking the place of the 2-Door sedans in the model lineup, this one-year-only body style used a true hardtop roofline, quite similar in appearance to the DeSoto and Chrysler hardtop lines. Though it ranked as one of the best looking Studebakers of the 1956-1958 period, the combined series production was barely 3700

units, making it one of the rarest postwar Studebaker body styles.

Styling changes were once again few but significant enough to allow buyers to recognize that these were new cars. From the front, the Champion and Scotsman series looked very similar to their 1957 counterparts. Meanwhile, the Commander and President series utilized the new quad headlamp setup. While this gave them a more modern appearance, it was obvious that Studebaker made the changes on a budget. New headlight rings and special sheetmetal extensions for the fenders were fashioned so that the front fenders did not have to be redesigned to accommodate the new lights. All V8 powered cars carried a gold-tone "V" grille emblem. All cars had the name Studebaker in block letters across the front of the hood, except the Scotsman, whose hood bore only the stylized "S" Studebaker logo on the hood.



Changes at the rear of the car included a taller tailfin, which was the true highlight of the 1958 model year styling changes. The top of the rear quarter panels actually angled up towards the rear of the car, as opposed to the relatively flat top fin used last year. The new fin was capped by a vertical chrome bezel and sported a round taillamp near the center, with ribbed areas above and below. Powertrain choices remained the same as the past season, and as might be expected, the interiors of all series this season changed very little, if at all.

The Hawk series had only minor exterior trim changes,

including the use of grille inserts in the lower side inlets, with an egg-crate grid pattern matching that used in the main grille. Besides the model changes previously discussed, the Champion and Commander series once again lost their Custom and DeLuxe trim level sub-series. In the station wagon line, the Broadmoor, Parkview and Pelham names were gone, and only two station wagons remained, the Scotsman 2-Door wagon and the Commander 4-Door Provincial wagon. In the President series, the Classic name was removed from the longer wheelbase 4-Door Sedan, and the base 4-door sedan was discontinued.



Commander 2-Door Hardtop



Commander 4-Door Sedan



Golden Hawk 2-Door Hardtop



President 2-Door Hardtop



Scotsman 2-Door Station Wagon

**Model year production:** 52,212, down 29.70% from 1957.  
**Domestic market share:** 1.23% (13th place).  
**Base price range:** \$1,795 to \$3,282.  
**Studebaker average base price:** \$2,374, up 4.35%.  
**Introduction date:** October 1957.  
**Assembly plants:** South Bend, IN.

**Serial number identification:** Seven to eight digit code located on left front door hinge pillar and read as follows: First digit indicates series (Champion and Scotsman = "G," Commander and Silver Hawk = "8," President = "7," and Golden Hawk = "6"), followed by six to seven digit sequential serial number by series as in chart that follows.

### Serial Numbers by Series

Series	Beginning	Ending
Champion	1405401	1433959
Commander	471601	482501
President	210001	219458
Golden Hawk	104501	105378

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Scotsman, Champion & Silver Hawk	Commander	President	Golden Hawk
185 CID Sweepstakes, 1-bbl., L-head, 6-cyl.	7.8:1	101	3-speed manual	S	-	-	-
			Overdrive	\$110	-	-	-
			Flight-O-Matic Drive	\$189 (N/A Scotsman)	-	-	-
259 CID Sweepstakes, 2-bbl.,	8.3:1	180	3-speed manual	-	S	-	-

Engine	Compression Ratio	Gross HP	Transmission	Scotsman, Champion & Silver Hawk			Golden Hawk
				Commander	President		
OHV, V8			Overdrive	-	\$110	-	-
			Flight-O-Matic Drive	-	\$189	-	-
259 CID Sweepstakes, 4-bbl., OHV, V8	8.3:1	195	3-speed manual	-	\$	-	-
			Overdrive	-	\$	-	-
			Flight-O-Matic Drive	-	\$	-	-
289 CID Sweepstakes, 2-bbl., OHV, V8	8.3:1	210	3-speed manual	\$133*	-	S <sup>†</sup>	-
			Overdrive	\$243*	-	\$110 <sup>†</sup>	-
			Flight-O-Matic Drive	\$322*	-	\$189 <sup>†</sup>	-
289 CID Sweepstakes, 4-bbl., OHV, V8	8.3:1	225	3-speed manual	\$*	-	\$ <sup>†</sup>	-
			Overdrive	\$*	-	\$ <sup>†</sup>	-
			Flight-O-Matic Drive	\$*	-	\$ <sup>†</sup>	-
289 CID Sweepstakes with Jet-Stream Supercharger, 2-bbl., OHV, V8	7.8:1	275	3-speed with overdrive	-	-	-	S
			Flight-O-Matic Drive	-	-	-	\$79

\*Optional on Silver Hawk only.

### Major Options

	Scotsman	Champion & Silver Hawk	Commander	President	Golden Hawk
Heater and defroster	S	S	S	S	S
Air conditioner	-	\$325	\$325	\$325	\$325
Electric clock	-	\$16	\$16	\$16	\$16
Starline 6-tube radio	-	\$61	\$61	\$61	\$61
Stratoline 8-tube radio	-	\$80	\$80	\$80	\$80
Power front seat adjustment	-	\$45	\$45	\$45	\$45
Power windows	-	\$102	\$102	\$102	\$102
Tinted glass	-	\$42	\$42	\$42	\$42
Power steering	-	\$69	\$69	\$69	\$69
Power brakes	-	\$38	\$38	\$38	\$38
Hill-Holder	\$15	\$15	\$15	\$15	\$15
Full wheel covers	\$17	\$17	\$17	S	S
Whitewall tires	-	\$28	\$28	\$28	\$28

Options common to most models. (- = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code		Code
Midnight Black	P-5810	Surf Green over Park Green Metallic*	P-5827
Waterfall Blue	P-5811	Mountain Blue Metallic over Waterfall Blue*	P-5828
Mountain Blue Metallic	P-5812	Waterfall Blue over Mountain Blue Metallic*	P-5829
Park Green Metallic	P-5813	Bluff Gray Metallic over Cliff Gray*	P-5830
Surf Green	P-5814	Cliff Gray over Bluff Gray Metallic*	P-5831
Jewel Beige	P-5815	Canyon Copper Metallic over Jewel Beige*	P-5832
Cliff Gray	P-5816	Jewel Beige over Canyon Copper Metallic*	P-5833
Bluff Gray Metallic	P-5817	Midnight Black over Parchment White	P-5834
Canyon Copper Metallic	P-5818	Parchment White over Midnight Black*	P-5835
White Gold Metallic	P-5819	Canyon Copper Metallic over Parchment White	P-5836
Parchment White	P-5820	Parchment White over Canyon Copper Metallic*	P-5837
Parade Red	P-5821	White Gold Metallic over Parchment White	P-5838
Shadowtone Red Metallic	P-5822	Parchment White over White Gold Metallic*	P-5839
Loch Blue	P-5823	Park Green Metallic over Parchment White	P-5840
Glen Green	P-5824	Parchment White over Park Green Metallic*	P-5841
Glasgow Gray	P-5825	Surf Green over Parchment White	P-5842
Park Green Metallic over Surf Green*	P-5826	Mountain Blue Metallic over Parchment White	P-5844

	<i>Code</i>		<i>Code</i>
Parchment White over Mountain Blue Metallic*	P-5845	Shadowtone Red Metallic over Parchment White	P-5856
Waterfall Blue over Parchment White	P-5846	Parchment White over Shadowtone Red Metallic*	P-5857
Bluff Gray Metallic over Parchment White	P-5848	White Gold Metallic over Midnight Black*	P-5858
Parchment White over Bluff Gray Metallic*	P-5849	Midnight Black over White Gold Metallic	P-5859
Cliff Gray over Parchment White	P-5850	Parade Red over Parchment White	P-5860
Jewel Beige over Parchment White	P-5852	Parchment White over Parade Red*	P-5861
Shadowtone Red Metallic over Jewel Beige*	P-5854		
Jewel Beige over Shadowtone Red Metallic*	P-5855		

\*Not available on Golden Hawk.

## Scotsman

*"America's lowest priced three ... The Scotsman series!"*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1957 through 1958.

**Percentage of division's sales volume:** 39.98%.

**Primary competition:** None.

**Notable changes:** Revised front and rear styling.

**Major standard equipment:** Cloth upholstery, full floor rubber mat, single headlamps, painted hubcaps, and 6.40 × 15 BSW tires. Station wagon adds: All vinyl upholstery.

### Measurements

	<i>Sedans</i>	<i>Wagon</i>
Wheelbase	116.5"	116.5"
Length	202.4"	202.4"
Width	75.8"	75.8"
Height	58.0"	61.5"
Legroom — front	42.5"	42.5"
Legroom — rear	39.0"	39.0"
Headroom — front	36.5"	36.5"
Headroom — rear	35.5"	35.5"
Cargo capacity (cu. ft.)	NA	64.0
Fuel capacity (gals.)	18.0	18.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Scotsman 2-Door Club Sedan, 6-p.	58G-F1	\$1,795	+1.07%	2695	5,538	+88.18%
Scotsman 4-Door Sedan, 6-p.	58G-W1	\$1,885	+2.63%	2740	7,654	+154.71%
Scotsman 2-Door Wagon, 6-p.	58G-D1	\$2,055	+3.01%	2870	7,680	+125.88%
TOTALS	<i>Avg. price</i>	\$1,908	+2.27%	<i>Production</i>	20,872	+123.28%

## Champion

*"Beauty on a budget!"*

**Nameplate year of origin:** 1939.

**Current bodystyle lifespan:** 1953 through 1958.

**Percentage of division's sales volume:** 12.70%.

**Primary competition:** Chevrolet Delray, Ford Custom, and Plymouth Plaza.

**Notable changes:** Revised front and rear styling.

**Major standard equipment:** Vinyl and nylon upholstery, full-floor rubber mat, door armrests, dual sunvisors, front and rear window stainless steel trim, stainless full length body side molding, single headlamps, and 6.40 × 15 BSW tires.

### Measurements

Wheelbase	116.5"
Length	202.4"
Width	75.8"
Height	58.0"
Legroom — front	42.5"
Legroom — rear	39.0"
Headroom — front	36.5"
Headroom — rear	35.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Champion DeLuxe 2-Door Club Sedan, 6-p.	58G-F4	\$2,189	+9.40%	2795	1,455	-16.90%
Champion DeLuxe 4-Door Sedan, 6-p.	58G-W4	\$2,253	+9.96%	2835	5,178	+145.78%
TOTALS	<i>Avg. price</i>	\$2,221	+3.53%	<i>Production</i>	6,633	-56.48%

## Commander

*"Style in the best of taste!"*

**Nameplate year of origin:** 1927.

**Current bodystyle lifespan:** 1953 through 1958.

**Percentage of division's sales volume:** 22.48%.

**Primary competition:** Chevrolet Biscayne, Ford Fairlane, Plymouth Savoy, and Rambler.

**Notable changes:** Revised front and rear styling.

**Major standard equipment:** Vinyl and nylon upholstery, full-floor rubber mat, door armrests, dual sunvisors, front and rear window stainless steel trim, stainless full length body-side molding, quad headlamps, and 7.50 × 14 BSW tires. Station wagons add: Vinyl upholstery, color-keyed floor mats, and 8.00 × 14 BSW tires.

### Measurements

	Hardtop	Sedan	Wagon
Wheelbase	116.5"	116.5"	116.5"
Length	202.4"	202.4"	202.4"
Width	75.8"	75.8"	75.8"
Height	57.3"	58.0"	61.5"
Legroom — front	42.5"	42.5"	42.5"
Legroom — rear	NA	39.0"	39.0"
Headroom — front	36.5"	36.5"	36.5"
Headroom — rear	NA	35.5"	35.5"
Cargo capacity (cu. ft.)	NA	NA	64.0
Fuel capacity (gals.)	18.0	18.0	18.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Commander 2-Door Hardtop, 6-p.	58B-J4	\$2,493	NEW	3270	2,555	NEW
Commander 4-Door Sedan, 6-p.	58B-W4	\$2,378	+3.62%	3185	6,771	-34.17%
Commander 4-Door Provincial Wagon, 6-p.	58B-P4	\$2,644	+3.24%	3420	2,412	-39.62%
TOTALS	<i>Avg. price</i>	\$2,505	+8.10%	<i>Production</i>	11,738	-36.37%

## President

*"High fashion in good taste!"*

**Nameplate year of origin:** 1927 (name not used 1942–1954).

**Current bodystyle lifespan:** 1955 through 1958.

**Percentage of division's sales volume:** 9.08%.

**Primary competition:** Chevrolet Bel Air, Ford Fairlane 500, and Plymouth Belvedere.

**Notable changes:** Revised front and rear styling.

**Major standard equipment:** Nylon and vinyl upholstery, color-keyed full floor carpeting, door armrests, dual sunvisors, safety padded dash, deluxe two-tone steering wheel, stainless steel front and rear window moldings, full-length stainless steel molding, automatic glove compartment and trunk lights, quad headlamps, chrome wheel covers, and 7.50 × 14 BSW tires. Sedan adds: 8.00 × 14 BSW tires.

### Measurements

	Hardtop	Sedan
Wheelbase	116.5"	120.5"
Length	202.4"	206.4"
Width	75.8"	75.8"
Height	57.3"	60.4"
Legroom — front	42.5"	42.5"
Legroom — rear	NA	NA
Headroom — front	36.5"	36.5"
Headroom — rear	NA	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	18.0	18.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
President 2-Door Hardtop, 6-p.	58H-J6	\$2,695	NEW	3270	1,171	NEW
President 4-Door Sedan, 6-p.	58H-Y6	\$2,639	+9.64%	3185	3,570	+14.17%
TOTALS	<i>Avg. price</i>	\$2,667	+7.00%		<i>Production</i> 4,741	-58.97%

# Hawk

*"America's family-size sports cars!"*

**Nameplate year of origin:** 1956.

**Current bodystyle lifespan:** 1953 through 1961.

**Percentage of division's sales volume:** 15.76%.

**Primary competition:** Chevrolet Impala and Plymouth Fury.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Nylon and vinyl upholstery, color-keyed rubber carpeting, door and rear seat center armrests, dual sunvisors, stainless steel front and rear window moldings, body side stainless steel molding, and 6.40 × 15 BSW tires. Golden Hawk adds: All-vinyl upholstery, color-keyed full floor carpeting, automatic glove compartment and trunk lights, backup lights, directional signals, chrome fender ornaments, full wheel covers, and 8.00 × 14 BSW tires.

## Measurements

Wheelbase	120.5"
Length	203.9"
Width	71.3"
Height	56.3"
Legroom — front	44.0"
Legroom — rear	36.0"
Headroom — front	35.5"
Headroom — rear	33.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Silver Hawk 2-Door Coupe, 5-p.	58G-C3*	\$2,219	+3.59%	2810	7,350*	-46.23%
Golden Hawk 2-Door Hardtop, 5-p.	58H-K7	\$3,282	+3.14%	3470	878	-79.84%
TOTALS	<i>Avg. price</i>	\$2,618	+3.51%		<i>Production</i> 8,228	-58.18%

\*Silver Hawk "6" Model 58G production, 2,865; Silver Hawk "V8" Model 58B production, 4,485.

# 1959

The final year of the fifties brought an extreme range of nearly everything in terms of automotive styling and power. From a 90-horsepower, 6-cylinder Studebaker engine, to a 390-horsepower, electronic fuel-injected Chrysler V8 engine, the range of power was unthinkable just a few short years ago. Styling extremes went from finless Rambler Americans to sky-high tailfins on Cadillacs. And price extremes went from \$1,821 for a Rambler American to \$15,075 for the Crown Imperial Limousine. The 1959 models summed up what the decade's automotive scene was all about, having what consumers wanted, the way they wanted it.

For the first time in many years General Motors was following Chrysler's lead, redesigning all series in all five divisions, except the Corvette. New from the ground up, the 1959s shared many unseen parts, as well as many elements of the greenhouse area. Styling features included slender rooflines on 2-Door Hardtops, which were adapted into the 4-window, 4-door hardtops in what affectionately became known as the "Flattop" design used by all divisions. Newly upgraded powertrain choices were also introduced for most series. As if to shout out the new designs, Buick introduced new nameplates for all models, with the LeSabre, Invicta, Electra and Electra 225 replacing the Special, Century, Super, and Roadmaster. Pontiac dropped the Chieftain name for the more modern Catalina nameplate. Of course even these names weren't totally new to the respective divisions, as the LeSabre came from an early '50s GM Motorama show car, and the Catalina name had been used previously to designate hardtop models.

The new designs generated a lot of positive public reaction and resulted in two noteworthy events. *Motor Trend* magazine bestowed its "Car of the Year" award on the entire Pontiac Motor Division for its achievement of combining power, "Wide-Track" handling and styling in the medium-price field. Then, a Buick Electra 225 convertible was selected as the official pace car of the 1959 Indianapo-

lis 500 race.

The 1959 offerings within the Ford, Edsel and Mercury lines were greatly restyled this year. At Ford, designers took advantage of the new 4-passenger Thunderbird's popularity and gave the new Galaxie 2-doors a similar, formal roofline. The result was quite pleasing and offered a more formal appearance (if not conventional by 1959 standards) as compared to the sportier, slender line look of GM and Chrysler products. Disappointing sales from Edsel resulted in a restyling to tone down the controversial front end used on the '58 models, and the line was pared back to two series, a lower-priced Ranger and Corsair, both based on a Ford platform. Shortly after the introduction of the 1960 Edsel, on November 19, 1959, Ford announced it would discontinue the Edsel car line, and as a result, the Lincoln-Mercury division was re-formed. Also noteworthy, the 50 millionth Ford vehicle was produced on April 29, 1959.

Chrysler Corporation, struggling to recover from the quality problems of the new-for-'57 cars, managed a mild restyling for nearly all their cars for 1959. In general the hood, fender, grille and headlight styling began to blend together more cleanly, but there was still no mistaking that they originated from the "Forward Look" of 1957. Unfortunately for Chrysler, production was only a few percentage points higher than 1958, while the industry overall saw production increase more than 30 percent. Dodge, Chrysler and Imperial divisions were up slightly, while DeSoto and Plymouth were down slightly.

New features Chrysler introduced this year included optional swivel bucket seats, and automatic dimming electronic rear view mirrors on the Imperial line. As DeSoto sales continued to fall, production was moved to the Chrysler Jefferson Avenue plant for 1959. Imperial production was moved to the Warren Avenue plant, the former home of first Graham-Paige, then DeSoto manufacturing. To curb costs, Chrysler set up new marketing



divisions, the Plymouth-DeSoto division, Dodge division and Chrysler-Imperial division. Late in 1959, when the new 1960 models were introduced, the new compact Valiant was added to form the Plymouth-DeSoto-Valiant division.

American Motors made only a few detail changes to their styling, and the imported Metropolitan continued unchanged. But the lack of new sheetmetal did not mean that their product did not sell. On the contrary, this year AMC achieved production of over 374,000 units and a sixth place in market share. This was a level that its predecessor companies, Nash and Hudson, had never reached in the postwar period, either separately or in combination, although the 1951 model year was close, with about 350,000 units, and a combined fifth place in market share.

In South Bend, the Packard line was gone, and cash-strapped Studebaker put all of its efforts into a new line of cars. The new Lark series used many of the basics from the 1953–1958 models, particularly in the powertrain and passenger compartment, but had the overall appearance of an entirely new car. The Larks were very successful and came at the right time, pushing Studebaker production up 165 percent over 1958. The Lark also brought a convertible back to the Studebaker line.

In the truck market, Chevrolet introduced the El

Camino as a competitor to the Ford Ranchero. The concept was the same, combining car comfort and convenience with the utility of a pickup truck. As it would turn out, Ford would move the concept to the new-for-1960, compact Falcon body, and the El Camino would be dropped after the 1960 model year, only to return in 1964 based on the new mid-size Chevelle platform. As for the rest of the light-duty truck market, there were no significant changes, only new grilles and power upgrades.

### 1959 Overview and Changes from Prior Year

- **Total industry production:** 5,568,163, up 31.67%.
- **Number of manufacturers for model year:** 17, down from 18.
- **Number of models and body types offered:** 262, down from 290.
- **Industry average base price:** \$3,377, up 5.35%.
- **Industry base price range:** \$1,821 for the Rambler American 2-Door, 3-passenger Business Coupe, to \$15,075 for the Imperial Crown Imperial 4-Door, 8-passenger Limousine.

# BUICK

*“The Car—Buick ’59. New and wonderful from road to roof... a new generation of great Buicks!”*

“Buicks so new even the names had to be new”—so began the sales brochure. With all of General Motors’ full-size lines being completely new, Buick took the opportunity to create a whole new image. First to go were the model names. The LeSabre, Invicta, Electra, and Electra 225 replaced the Special, Century, Super, Roadmaster, and Limited, in one fell swoop. But there was far more new in the ’59 Buicks than just the names.

Styling was the most attention-getting look ever seen on a Buick. Most obvious were the cats-eye-like front fender edges and upward-canted dual headlights. The front fender line somewhat simulated fins, and from it, stainless trim ran the full length of the bodyside to the taillight housing, which was a round unit sitting just above the rear bumper. Another strip of stainless trim started at the windshield and ran atop the tailfin, down the trailing edge of

the fin, across the trunk lid edge, and around the other side back up to the windshield. The treatment was actually much more tasteful than the over-chromed 1958 Buicks. The front grille continued to use the chrome-block styling of the prior year, but there were not as many squares and it looked much nicer on the 1959 Buicks. Front parking lamps and turn signals were a thin, wraparound unit set atop the bumper.

All GM full-size bodies now shared some basic architecture among the A-, B- and C-bodied cars including such greenhouse features as the “Vista-Panoramic” windshields, which wrapped farther around the sides and higher into the roof. On four-door hardtops, a new flat roof design overhung a new wraparound rear window. Two-door hardtops used an extremely large rear window that came far up over the rear-seat back, creating a wide-open view. Sedan

and Wagon models featured the new windshield but were slightly more conventional in other aspects.

Power for the '59s was also new in most lines. While still based on the original Fireball V8 engine, the valve-in-head V8 was bored out further to 401 cubic inches and rechristened the "Wildcat 445," for its 445 foot-pounds of torque at a relatively low 2800 RPM. The new engine was used in all lines except the LeSabre, which continued using the 364 CID version from the 1958 Special, and was now called the "Wildcat V8."

All-new instrument panels highlighted the interiors, appearing more streamlined, but continuing to feature the horizontal "Red-liner" speedometer and the trip odometer seen on prior Buicks. Lower body heights required that the seats sit lower to the floor, resulting in a slightly more difficult entry and exit, but otherwise the cars were as big inside as ever. Headroom suffered only slightly in the rear seat due to the new rooflines of the hardtops.

While the new Electra essentially replaced the former Super line in price and features, its model number indicated that the Electra was actually replacing the Roadmaster, and the Electra 225 was replacing the Limited. Therefore, there was no direct model replacement for the Super in the new lineup. Model changes included the discontinuation of the 4-door hardtop wagon bodystyle and of the 2-door convertible that was in last year's Roadmaster series, now named the Electra. In the convertible's place in the new Electra series was a 4-Door Riviera Hardtop. This new Riviera Hardtop utilized the roofline and 6-window arrangement of the new 4-Door Sedans, but it was still a true 4-Door Hardtop without a center B-pillar. The Electra 4-Door Riviera was the only Buick of this body style for 1959. Capping the new year's accomplishments, the Electra 225 Convertible was selected as the official pace car of the 1959 Indianapolis 500 race.



Electra 4-Door Hardtop



Electra 225 2-Door Convertible,  
Indianapolis 500 Pace Car



Invicta 2-Door Convertible



Invicta 4-Door Estate Wagon cargo area



LeSabre 2-Door Convertible



LeSabre instrument panel and interior

**Model year production:** 284,248, up 18.11% from 1958.  
**Domestic market share:** 5.08% (7th place).  
**Base price range:** \$2,740 to \$4,300.  
**Buick average base price:** \$3,528, down 5.36%.  
**Introduction date:** September 1958.  
**Assembly plants:** Flint, MI (1); Southgate, CA (2); Linden, NJ (3); Fairfax (Kansas City), KS (4); Wilmington, DE (5); Atlanta, GA (6); Framingham, MA (7); and Arlington, TX (8).

**Serial number identification:** Nine digit code read as follows: 1st digit indicates series (e.g., 6 = Series 46 Invicta), 2nd digit identifies the year (F = 1959), 3rd digit indicates assembly plant code from above, followed by 6-digit sequential number by assembly plant beginning with 001001. Style number can be found on body identification plate.

**Powertrains**

Engine	Compression Ratio	Gross HP	Transmission	LeSabre	Invicta, Electra and Electra 225
364 CID Wildcat, 2-bbl., V8	8.25:1	250	3-speed manual	S	-
	10.5:1	250	Twin Turbine Automatic	\$220	-
			Triple Turbine Automatic	\$296	-
401 CID Wildcat 445, 4-bbl., V8	10.0:1	300	Twin Turbine Automatic	-	S
			Triple Turbine Automatic	-	\$75

**Major Options**

	LeSabre	Invicta	Electra	Electra 225
Heater and defroster	\$102	\$102	\$102	\$102
Air conditioning	\$430	\$430	\$430	\$430
Power brakes	\$43	\$43	S	S
Power steering	\$108	\$108	S	S
Power windows	\$108*	\$108*	\$108	\$108*
6-way power front seat adjustment	\$102*	\$102*	\$102	\$102*
Sonomatic AM radio	\$102	\$102	\$102	\$102
Wonderbar signal-seeking radio	\$135	\$135	\$135	\$135
Transistor portable AM radio	\$146	\$146	\$146	\$146
Easy-Eye tinted glass	\$43	\$43	\$43	\$43
Bucket seats (Electra 225 Conv. Only)	-	-	-	\$108
Buick Air Ride suspension	\$145	\$145	\$145	\$145
Deluxe wheel covers	\$19	S	S	S
Super Deluxe wheel covers	\$37	\$17	\$17	S

\*Standard on convertibles.

Options common to most models. (—= Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

**Paint Colors**

	Code
Carlsbad Black	A
Silver Birch Metallic	B
Arctic White	C
Sierra Spruce Metallic	D
Glacier Green Metallic	E
Shalimar Blue Metallic	H
Wedgewood Blue	J
Turquoise Metallic	K
Tampico Red	L
Tawny Rose Metallic	M
Lido Lavender Metallic	N
Pearl Fawn Metallic	P
Copper Glow Metallic	R
Cobalt Blue (1958 Spring Color carryover)	S
Desert Sage (1958 Spring Color carryover)	T
Mojave Yellow (1958 Spring Color carryover)	U
Canyon Cedar (1958 Spring Color carryover)	Y
Gold Mist Metallic (1958 Spring Color carryover)	6

Two-tone combinations: First letter indicates upper body color and second letter indicates lower body color. Example: BC is Silver Birch Metallic over Arctic White.

**LeSabre**

*“The thriftiest Buick.”*

**Nameplate year of origin:** 1959 (also used on 1951 GM show car).  
**Current bodystyle lifespan:** 1959 through 1960.  
**Percentage of division’s sales volume:** 58.01%.  
**Primary competition:** Dodge Royal, Edsel Corsair, Mercury Monterey, Oldsmobile Dynamic 88, and Pontiac Star Chief.  
**Notable changes:** Completely redesigned; replacement for 1958 Special.  
**Major standard equipment:** Cordaveen and Barbary cloth or Balfour cloth and Cordaveen upholstery, full floor carpeting, turn signals, exterior full-length stainless trim and rear fender tip trim, and 7.60 × 15, 4-ply tires. Convertible adds: All Cordaveen upholstery, power front seat, power windows and power convertible top.

**Measurements**

Wheelbase	123.0"
Length	217.4"
Width	80.7"
Height	57.2"
Legroom — front	44.2"
Legroom — rear	42.2"
Headroom — front	34.7"
Headroom — rear	33.0"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
LeSabre 2-Door Sedan, 6-p.	4411	\$2,740	+3.95%	4159	13,492	+16.65%
LeSabre 2-Door Hardtop, 6-p.	4437	\$2,849	+3.83%	4188	35,189	+0.82%
LeSabre 2-Door Convertible, 6-p.	4467	\$3,129	+2.89%	4216	10,489	+90.64%
LeSabre 4-Door Sedan, 6-p.	4419	\$2,804	+3.85%	4229	51,379	+6.51%
LeSabre 4-Door Hardtop, 6-p.	4439	\$2,925	+3.72%	4266	46,069	+44.32%
LeSabre 4-Door Estate Wagon, 6-p.	4435	\$3,320	+5.56%	4565	8,286	+126.21%
TOTALS	<i>Avg. price</i>	\$2,961	+1.87%	<i>Production</i>	164,904	+18.45%

## Invicta

*"The most spirited Buick."*

**Nameplate year of origin:** 1959.

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 18.59%.

**Primary competition:** Chrysler Windsor, DeSoto Firedome, Mercury Montclair, Oldsmobile Super 88, and Pontiac Bonneville.

**Notable changes:** Completely redesigned; replacement for 1958 Century.

**Major standard equipment:** Balfour cloth interior trim with Foamtex cushions, full carpeting, padded instrument panel, Deluxe steering wheel, electric clock, trunk light, exterior full-length stainless trim and rear fender tip trim, rocker panel trim, and 7.60 × 15, 4-ply tires. Wagon adds: Balfour cloth and Cordaveen interior trim. Convertible adds: Cordaveen interior trim and power convertible top, front seat, and windows.

### Measurements

Wheelbase	123.0"
Length	217.4"
Width	80.7"
Height	57.2"
Legroom — front	44.0"
Legroom — rear	42.0"
Headroom — front	34.7"
Headroom — rear	33.9"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Invicta 2-Door Hardtop, 6-p.	4637	\$3,447	+2.35%	4274	11,451	+41.20%
Invicta 2-Door Convertible, 6-p.	4667	\$3,620	-1.63%	4317	5,447	+110.47%
Invicta 4-Door Sedan, 6-p.	4619	\$3,357	+1.24%	4331	10,566	+45.92%
Invicta 4-Door Hardtop, 6-p.	4639	\$3,515	+2.30%	4373	20,156	+32.86%
Invicta 4-Door Estate Wagon, 6-p.	4635	\$3,841	+0.26%	4660	5,231	+17.39%
TOTALS	<i>Avg. price</i>	\$3,556	+0.85%	<i>Production</i>	52,851	+40.69%

## Electra

*"The most luxurious Buick."*

**Nameplate year of origin:** 1959.

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 15.54%.

**Primary competition:** Chrysler Saratoga, DeSoto Fireflite, and Mercury Park Lane.

**Notable changes:** Completely redesigned; replacement for 1958 Super and Roadmaster.

### Measurements

Wheelbase	126.3"
Length	220.6"
Width	80.7"
Height	57.3"
Legroom — front	43.8"
Legroom — rear	45.4"

**Major standard equipment:** Nylon Mojave cloth and Cordaveen upholstery, full carpeting, padded instrument panel, electric clock, exterior full-length stainless trim and rear fender tip trim, rocker panel trim, power steering, power brakes, two-speed windshield wipers with washers, deluxe wheel covers, dual exhausts, and 8.00 × 15, 4-ply tires. Convertible adds: Leather interior trim, power windows, and power convertible top.

### Measurements

Headroom — front	34.2"
Headroom — rear	33.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Electra 2-Door Hardtop, 6-p.	4737	\$3,818	-16.22%	4465	11,216	+373.65%
Electra 4-Door Sedan, 6-p.	4719	\$3,856	NEW	4557	12,357	NEW
Electra 4-Door Hardtop, 6-p.	4739	\$3,963	-15.08%	4573	20,612	+96.21%
TOTALS	<i>Avg. price</i>	\$3,879	-16.30%	<i>Production</i>	44,185	+214.39%

## Electra 225

*"The finest Buick."*

**Nameplate year of origin:** 1959.

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 7.85%.

**Primary competition:** Chrysler New Yorker and Oldsmobile 98.

**Notable changes:** Completely redesigned, replacement for 1958 Limited.

**Major standard equipment:** Nylon Mojave cloth upholstery, full carpeting, padded instrument panel, rear seat center armrests, electric clock, map light, exterior full-length stainless trim and rear fender tip trim, rocker panel trim, chrome Electra emblem on lower front fender behind wheel opening, stainless lower rear quarter panel trim, two-tone paint, power steering, power brakes, two-speed windshield wipers with washers, super deluxe wheel covers, backup lights, and 8.00 × 15, WSW 4-ply tires. Convertible adds: Leather upholstery, 6-way power front seat, power windows, and power convertible top.

### Measurements

Wheelbase	126.3"
Length	225.4"
Width	80.7"
Height	55.5"
Legroom — front	43.8"
Legroom — rear	45.0"
Headroom — front	34.2"
Headroom — rear	33.6"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Electra 225 2-Door Convertible, 6-p.	4867	\$4,192	-18.20%	4562	5,493	+554.71%
Electra 225 4-Door Riviera Hardtop, 6-p.	4829	\$4,300	NEW	4632	6,324	NEW
Electra 225 4-Door Hardtop, 6-p.	4839	\$4,300	-15.88%	4641	10,491	+88.31%
TOTALS	<i>Avg. price</i>	\$4,264	-16.06%	<i>Production</i>	22,308	+200.00%



# CADILLAC

*“Standard of the World!”*

Sharing the General Motors corporate design, Cadillacs were totally new for 1959. From new tailfins and rooflines to a new engine, Cadillac re-engineered and rethought everything. The new frontal styling continued the jewel-like look of the previous year, although this time the grillework ran the full width of the car and was no longer encompassed by grille bars and the bumper. Dual headlamps were set into the front fenders under a slight overhang, and below them twin parking/turn signal lamps were mounted in the bumper. The hood was wide and somewhat flat, followed by a greenhouse area using the slimmest pillars yet seen on GM products. On closed models, the wraparound windshield was higher, allowing for a much-improved view of the road. Slender rear pillars and greatly enlarged rear windows allowed for better rearward visibility. Down the side, Series 62, de Ville and Fleetwood Seventy-Five models used a thin stainless strip running from the front wheel opening to the rear bumper, with a Cadillac crest emblem on the front fender under the trim. Fleetwood Sixty-Specials added chrome louvers on the rear door. Eldorado Seville and Biarritz models were decorated only with a wide rocker panel molding and the Eldorado name in block letters behind the front wheel opening, creating a very clean and modern appearance.

At the back ... well, it can't be missed. Tall tailfins made the Cadillac appear as though it could take off at any minute. Beginning near the C-pillar of the roof, tailfins sprouted gradually higher to a point directly above the rear bumper, while the bodyside line tapered down to meet the top of the rear bumper. Within the fin were twin, bullet-shaped taillights. The bumper ends were of a square design emulating jet engine exhaust outlets. Above the rear bumper, a trim piece mimicked the jewel-like appearance of the grille.

The Eldorado Brougham was once again a very exclusive design. While sharing its front end styling with the rest of the line, its body styling otherwise foretold the 1961–62 Cadillac 4-window, 4-Door Hardtops. Distinguishing features included sculpted body sides, a curved, but non-wraparound windshield, a more angular roofline and smaller tailfins than other '59 Cadillacs. The rear doors were hinged at the front in traditional fashion; as opposed to the 1958 Brougham's rear hinged doors.

Other changes included an all-new powertrain boasting a 390 CID V8 engine producing 325 horsepower in standard trim. Interiors were again upgraded, and the instrument panel continued the horizontal theme. For marketing purposes, series designations were modified to better reflect what the cars were generally called in casual conversation. The de Ville, which had been a sub-series of the Series 62 line, was re-designated as Series 63. The Eldorado Biarritz and Seville, which had also been Series 62 sub-series, were now Series 64 models. Only the Series 62 and the 60 Special continued to use their same series names and numbers, although the 60 Special officially added the Fleetwood moniker in most advertising. The Series 75 Fleetwood was now numbered as a series 6700, and the Eldorado Brougham moved from a Series 70 to a Series 69 designation.

In retrospect, the 1959 Cadillac has become the iconic symbol of everything fifties in America. From the glittery chrome grille to the extravagant tailfins, and all the gadgets and luxury in between, it is a car that defined the entire automotive industry for that era. And it is a car that will live on in popular culture, most familiarly in the form of a pink Eldorado convertible.



Eldorado Biarritz 2-Door Convertible



Sedan deVille 6-window, 4-Door Hardtop





Sedan deVille fin detail



Series 62 2-Door Hardtop

**Model year production:** 140,110, up 17.09% from 1958.  
**Domestic market share:** 2.51% (10th place).  
**Base price range:** \$4,892 to \$13,075.  
**Cadillac average base price:** \$6,934, up 0.99%.  
**Introduction date:** September 1958.  
**Assembly plants:** Detroit, MI (1).  
**Data plate identification:** Nine-digit code read as follows: 1st and 2nd digits identify model year (59 for 1959); 3rd digit is style symbol (see list); followed by 6-digit sequential pro-

duction number. Ending number for all models is 142272.  
*Example:* 59M000001 is a 1959 Cadillac Series 60 Special with production number 000001. Cadillac style symbols: A — model 6239; B — model 6339; E — model 6467; F — model 6267; G — model 6237; H — model 6437; J — model 6337; K — model 6229; L — model 6329; M — model 6029; P — model 6929; R — model 6723; S — model 6733; Z — Commercial Chassis.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	All except Eldorado	Eldorado & Brougham
390 CID, 4-bbl., V8	10.5:1	325	Hydra-Matic automatic	S	-
390 CID, Triple 2-bbl., V8	10.5:1	345	Hydra-Matic automatic	\$134	S

### Major Options

	62	de Ville	Eldorado	60 Special	75 Fleetwood	Eldorado Brougham
Air conditioning	\$474	\$474	\$474	\$474	\$624	S
Tinted glass	\$52	\$52	\$52	\$52	\$52	S
Heater and ventilation system	\$129	\$129	S	\$129	\$179	S
Radio with rear speaker	\$165	\$165	S	\$165	\$165	S
Power windows	\$118*	S	S	S	S	S
Power door locks	\$46-\$70	\$46-\$70	S	S	\$70	S
Power 4-way front seat (6-way on Eldorado)	\$118*	S	S	S	\$90	S
Remote control trunk release	\$59	\$59	\$59	\$59	\$59	S
Power brakes	S	S	S	S	S	S
Autronic Eye headlight dimmer	\$55	\$55	\$55	\$55	\$55	S
Air suspension	\$215	\$215	S	\$215	\$215	S
White sidewall tires	\$57	\$57	S	\$57	\$65	S

\*Standard on Series 62 Convertible.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code		Code
Ebony	10	Pinehurst Green	30
Dover White	12	Inverness Green Metallic	32
Silver Metallic	14	Kensington Green Metallic	36
London Gray Metallic	16	Gotham Gold	40
Brenton Blue	20	Beaumont Beige	44
Georgian Blue Metallic	24	Wood Rose Metallic	49
Dunstan Blue Metallic	26	Seminole Red	50
Vegas Turquoise Metallic	29	Olympic White*	90

## Paint Colors (cont.)

	<i>Code</i>		<i>Code</i>
Argent Metallic*	92	Persian Sand Metallic*	98
Argyle Blue Metallic*	94	<i>Two-tone combinations are available at extra cost. *Available only for Eldorado Biarritz and Seville.</i>	
Hampton Green Metallic*	96		

## Series 62

*“An unusually sound investment for such a surprisingly wide group of motorists.”*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 50.44%.

**Primary competition:** Imperial and Lincoln Capri.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Two-tone tufted interior trim with gabardine bolsters and gabardine or nylon inserts, rear seat center armrest, carpeting, rocker panel moldings, rear fender skirts, wheel covers, and 8.00 × 15 BSW tires. Convertible adds: Power windows and power top.

### Measurements

Wheelbase	130.0"
Length	225.0"
Width	79.9"
Height	54.3"
Legroom — front	45.8"
Legroom — rear	45.6"
Headroom — front	34.7"
Headroom — rear	33.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	21.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Series 62 2-Door Hardtop, 6-p.	6237	\$4,892	+2.26%	4690	21,947	+17.14%
Series 62 2-Door Convertible, 6-p.	6267	\$5,455	+0.02%	4855	11,130	+42.24%
Series 62 4-Door, 6-window Hardtop, 6-p.	6229	\$5,080	+3.86%	4835	14,138	+6.02%
Series 62 4-Door, 4-window Hardtop, 6-p. *	6239	\$5,080	+0.02%	4770	23,461	+11.97%
TOTALS	<i>Avg. Price</i>	\$5,127	+1.48%	<i>Production</i>	70,676	+16.15%

*\*This model's comparison is made to the 1958 Series 62 4-Door Hardtop Extended Deck.*

## de Ville

*“The finest fruit of Cadillac's unending quest for quality.”*

**Nameplate year of origin:** 1949 (as a Series 62 model), 1956 (as a Series 62 sub-series).

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 38.11%.

**Primary competition:** Imperial and Lincoln Premiere.

**Notable changes:** Completely redesigned, and now a stand-alone series.

**Major standard equipment:** Two-tone tufted interior trim with gabardine bolsters and gabardine or nylon inserts, rear seat center armrest, carpeting, 4-way power seats, power windows, rocker panel moldings, rear fender skirts, wheel covers, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	130.0"
Length	225.0"
Width	79.9"
Height	54.3"
Legroom — front	45.8"
Legroom — rear	45.6"
Headroom — front	34.7"
Headroom — rear	33.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	21.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
de Ville 2-Door Hardtop, 6-p.	6337	\$5,252	+0.02%	4720	21,924	+19.06%
de Ville 4-Door, 6-window Hardtop, 6-p.	6329	\$5,498	NEW	4850	19,158	NEW
de Ville 4-Door, 4-window Hardtop, 6-p.	6339	\$5,498	+0.02%	4825	12,308	-48.69%
TOTALS	<i>Avg. Price</i>	\$5,416	+0.78%	<i>Production</i>	53,390	+25.91%

## Eldorado

*"The new Standard of the World in Splendor!"*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 1.64%.

**Primary competition:** Chrysler 300.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Leather or cloth and leather interior, color-keyed carpeting, six-way power front seat adjustment, power windows, automatic heating system, air suspension, and 8.20 × 15 WSW tires.

Convertible adds: power top.

### Measurements

Wheelbase	130.0"
Length	225.0"
Width	79.9"
Height	54.3"
Legroom — front	45.8"
Legroom — rear	45.6"
Headroom — front	34.7"
Headroom — rear	33.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	21.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Eldorado Seville 2-Door Hardtop, 6-p.	6437	\$7,401	-1.32%	4855	975	+14.04%
Eldorado Biarritz 2-Door Convertible, 6-p.	6467	\$7,401	-1.32%	5060	1,320	+61.96%
TOTALS	<i>Avg. Price</i>	\$7,401	-1.32%	<i>Production</i>	2,295	+37.43%

## Fleetwood Sixty-Special

*"World's best synonym for quality."*

**Nameplate year of origin:** 1938.

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 8.74%.

**Primary competition:** Imperial LeBaron and Continental Mark IV.

**Notable changes:** Completely redesigned; name revised for marketing purposes.

**Major standard equipment:** Two-tone nylon, all-wool broadcloth or V-Crest pattern nylon interior trim, carpeting, power front seat, power windows, power vent windows, LH and RH outside rear view mirrors, rear fender skirts, full wheel covers, and 8.00 × 15 BSW tires.

### Measurements

Wheelbase	130.0"
Length	225.0"
Width	79.9"
Height	56.2"
Legroom — front	45.8"
Legroom — rear	44.6"
Headroom — front	33.9"
Headroom — rear	33.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	21.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Fleetwood Sixty-Special 4-Door Hardtop, 6-p.	6029	\$6,233	+0.02%	4890	12,250	-5.04%
TOTALS	<i>Avg. Price</i>	\$6,233	+0.02%	<i>Production</i>	12,250	-5.04%

## Eldorado Brougham

*"In a realm all its own."*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 0.07%.

**Primary competition:** None.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Exclusive body styling, full leather interior, full carpeting, signal seeking radio with dual speakers and power antenna, cruise control, Autronic-Eye headlight dimmer, power front seat adjustment with memory, power windows, power door locks, dual heating system, air conditioning, automatic trunk lid release, air suspension, and 8.40 × 15 WSW tires.

### Measurements

Wheelbase	130.0"
Length	225.0"
Width	79.9"
Height	NA
Legroom — front	NA
Legroom — rear	NA
Headroom — front	NA
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	21.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Eldorado Brougham 4-Door Hardtop, 6-p.	6929	\$13,075	+0.01%	NA	99	-67.43%
TOTALS	<i>Avg. Price</i>	\$13,075	+0.01%	<i>Production</i>	99	-67.43%

## Fleetwood Seventy-Five

*"Universal symbol of achievement."*

**Nameplate year of origin:** 1936.

**Current bodystyle lifespan:** 1959 through 1965.

**Percentage of division's sales volume:** 1.00%.

**Primary competition:** Continental Town Car and Limousine and Imperial Crown.

**Notable changes:** Completely redesigned and name revised for marketing purposes.

**Major standard equipment:** Bedford cord or broadcloth interior trim, folding rear seat foot rests, color-keyed carpeting, power front seat, power windows, auxiliary jump seats, full-length lower body trim molding, rear fender skirts, full wheel covers, and 8.20 × 15 BSW tires. Limousine adds: glass division window.

### Measurements

Wheelbase	149.8"
Length	244.8"
Width	80.2"
Height	59.3"
Legroom — front	44.2"
Legroom — rear	NA
Headroom — front	36.5"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	21.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Fleetwood Seventy-Five 4-Door Sedan, 9-p.	6723	\$9,533	+12.68%	5490	710	-11.47%
Fleetwood Seventy-Five 4-Door Limousine, 9-p.	6733	\$9,748	+12.37%	5570	690	-5.48%
TOTALS	<i>Avg. Price</i>	\$9,641	+12.52%	<i>Production</i>	1,400	-8.62%

# CHEVROLET

*"Chevrolet for '59 — all new all over again!"*

In an unusual move at the time, General Motors chose to redesign its entire line with new bodies, many of whose unseen parts, and some visible pieces, were engineered to be interchangeable, much as Chrysler had done in its 1957 corporate makeover. The across-the-board redesign resulted in the second new Chevrolet in as many years. To help emphasize the point that these were all-new cars, the model names of the 1959 line were shuffled. The Biscayne series replaced the Delray, the Bel Air took the place of the Biscayne, and the Impala was upgraded to series status and took the Bel Air's top of the line spot.

Most unusual and identifiable for the new cars was the greenhouse area. All cars utilized a taller, wraparound windshield that actually wrapped over towards the roofline on sedan and wagon models. Rear windows were greatly enlarged and, in combination with thinner roof pillars, resulted in greatly improved visibility in all models. Two-door hardtops and, to a lesser extent, all sedans used a large, slightly curved rear window that went high into the roofline. Four-door hardtops utilized a style that came to be known as the "flat-top." The roof was very flat and overhung the wraparound rear window by a few inches. Far different from any of the competition, it was a "love it or hate it" design.

At the front end a new grille was composed of nine horizontal bars and seven equally spaced vertical bars. The center horizontal bar and all vertical bars were thicker, and at each point where they intersected was a blunt, cone shaped appendage. Horizontal teardrop shaped screened inlets were set above the grille and headlights into the front fenders and hood. Combination turn signal/parking lamps were placed in the fender portion of the inset, and the hood

portion contained fresh air inlets for the engine. In between, on the hood, was the Chevrolet script.

Body side styling was relatively simple, with two feature lines. From the front, a slight crease began at the point of the turn signal housing, and quickly turned into part of a gentle, vertical bodyside curve that ended at upper portion of the teardrop shaped taillight. A tailfin began just to the rear of the front door, and ran straight to the back of the car, with only a slight increase in height at the back. The horizontal style tailfins, which overhung the taillights, met in the middle of the car forming a "V" shape. In the years to follow, this design earned the 1959 Chevrolet the nickname "Batmobile."

Motivation for the new cars was similar to 1958, with improvements to both engine and transmission performance. Inside, the new cars received the expected color and material changes, along with an all-new dashboard design. As if to emphasize the low, sleek lines of the new exterior, the instrument panel looked thinner and wider than in any previous Chevrolet. All instruments were placed within easy sight of the driver, as interior designers were beginning to pay more attention to such things.

The 1959 Corvette was not greatly changed, having been restyled last year. Upgrades in power were similar to those on the regular Chevy line. Also, as a side note, the first El Camino pickup appeared this year. Based on a sedan delivery chassis (both having regular 1959 Chevrolet car styling), the El Camino was Chevy's answer to the popular Ford Ranchero pickup. The new light-duty truck would sell reasonably well, but not well enough to keep it beyond the next season. It would, however, return several years later.



Bel Air 4-Door Hardtop Sport Sedan



Biscayne 4-Door Sedan



Corvette 2-Door Convertible



Corvette 2-Door Convertible



Impala 2-Door Convertible



Nomad 4-Door, 6-passenger Station Wagon

**Model year production:** 1,480,036, up 20.70% from 1958.

**Domestic market share:** 26.46% (1st place).

**Base price range:** \$2,160 to \$3,875.

**Chevrolet average base price:** \$2,648, up 6.21%.

**Introduction date:** October 1958.

**Assembly plants and highest serial numbers:** Atlanta, GA (A — 222134); Baltimore, MD (B — 263429); Flint, MI (F — 284284); Janesville, WI (J — 201175); Kansas City, MO (K — 190099); Los Angeles, CA (L — 225625); Norwood, OH (N — 244237); Oakland, CA (O — 159525); St. Louis, MO (S — 310618); and Tarrytown, NY (T — 284113).

**Serial number identification:** Ten digit code located on left

front door hinge pillar. First letter designates series and engine, as follows: “A” for Biscayne 6-cylinder, “B” for Biscayne V8, “C” for Bel Air 6-cylinder, “D” for Bel Air V8, “E” for Impala 6-cylinder, “F” for Impala V8, and “J” for Corvette. Next two numbers designate model year; fourth digit indicates assembly plant from list above; and remaining digits are consecutive serial number beginning with 001001 and ending with number after assembly plant letter code above. Sequential numbering for Corvette is 001001 through 009168. *Example:* B59F001001 is a 1959 Biscayne with V8 engine built at Flint, MI, serial number 1001. Body style is determined from plate affixed to firewall.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Chevrolet	Corvette
235.5 CID Hi-Thrift, 1-bbl., 6-cyl.	8.25:1	135	3-speed manual	S	-
			Overdrive	\$108	-
			Powerglide automatic	\$199	-
283 CID Turbo-Fire, 2-bbl., V8	8.5:1	185	3-speed manual	\$118	-
			Overdrive	\$226	-
			Powerglide automatic	\$317	-
			Turboglide automatic	\$360	-
283 CID Super Turbo-Fire, 4-bbl., V8	9.5:1	230	3-speed manual	\$147	S
			Overdrive	\$255	-
			4-speed manual	-	\$188
			Powerglide automatic	\$346	\$199
			Turboglide automatic	\$389	-
283 CID Corvette, Dual 4-bbl., V8	9.5:1	245/270*	3-speed manual	-	\$151
			4-speed manual	-	\$339
			Powerglide automatic	-	\$350
283 CID Ramjet, Fuel Injected, V8	9.5:1	250/290*	3-speed manual	\$602	\$484
			4-speed manual	\$790	\$672



Engine	Compression Ratio	Gross HP	Transmission	Chevrolet	Corvette
			Powerglide automatic	\$801	\$683
			Turboglide automatic	\$844	-
348 CID Turbo-Thrust, 4-bbl., V8	9.5:1	250/320*	3-speed manual	\$199	-
			4-speed manual	\$387	-
			Powerglide automatic	\$398	-
			Turboglide automatic	\$441	-
348 CID Super Turbo-Thrust, 3 × 2-bbl., V8	9.5:1	280/335*	3-speed manual	\$290	-
			4-speed manual	\$478	-
			Powerglide automatic	\$489	-
			Turboglide automatic	\$532	-

\*Higher horsepower rating is with optional solid lifters, and approximately \$35 extra.

### Major Options

	Biscayne	Bel Air	Impala	Corvette
Heater and defroster	\$80	\$80	\$80	\$102
Air conditioner	\$468	\$468	\$468	-
E-Z-I tinted glass	\$43	\$43	\$43	-
Electric windshield wipers	\$16	\$16	\$16	S
Windshield washer	\$12	\$12	\$12	\$16
Deluxe pushbutton radio	\$84	\$84	\$84	\$150*
Power windows	\$102	\$102	\$102	\$59
Power front seat adjustment	\$102	\$102	\$102	-
Power convertible top	-	-	S	\$140
Removable hardtop	-	-	-	\$237
Power steering	\$75	\$75	\$75	-
Power brakes	\$43	\$43	\$43	-
Air suspension (with automatic transmission)	\$135	\$135	\$135	-
Full wheel covers	\$16	\$16	S	S
White sidewall tires	\$32	\$32	\$32	\$32

\*Signal Seeking radio.

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code*
Frost Blue Metallic (Corvette only)	502A
Tuxedo Black (Corvette only)	503A
Crown Sapphire Metallic (Corvette only)	504A
Roman Red (Corvette only)	506A
Classic Cream (Corvette only)	508A
Inca Silver (Corvette only)	509A
Snowcrest White (Corvette only)	510A
Tuxedo Black	900A
Aspen Green Metallic	903A
Highland Green Metallic	905A
Frost Blue Metallic	910A
Harbor Blue Metallic	912A
Crown Sapphire Metallic	914A
Gothic Gold Metallic	920A
Roman Red	923A
Classic Cream	925A
Snowcrest White	936A
Satin Beige	938A
Grecian Gray Metallic	940A
Cameo Coral Metallic	942A
Snowcrest White over Tuxedo Black	950B/C/D/E
Snowcrest White over Highland Green Metallic	953B/C/D/E
Frost Blue Metallic over Harbor Blue Metallic	962B/C/D/E
Snowcrest White over Crown Sapphire Metallic	963B/C/D/E
Satin Beige over Gothic Gold Metallic	970B/C/D/E
Snowcrest White over Roman Red	973B/C/D/E
Harbor Blue Metallic over Frost Blue Metallic	987B/C/D/E
Snowcrest White over Grecian Gray Metallic	988B/C/D/E
Satin Beige over Cameo Coral Metallic	989B/C/D/E
Aspen Green Metallic over Classic Cream	990B/C/D/E

\*Letter codes indicate the following: A—Single tone paint scheme. B—Biscayne series two-tone combination. C—Bel Air series two-tone combination. D—Impala series two-tone combination. E—Impala Convertible paint scheme. Two-tone combinations are available on Corvette with Inca Silver, Roman Red or Snowcrest White used as cove colors. Specific code information is not available.

# Biscayne

*"Dollars never went farther or bought longer lasting pride than in Chevrolet's new Biscayne series for '59."*

**Nameplate year of origin:** 1958.

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 26.81%.

**Primary competition:** Ford Custom 300, Plymouth Savoy, and Rambler.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon and vinyl upholstery, cloth headliner, dual sun visors, color-keyed floor covering, two-spoke steering wheel, stainless steel trim on windshield, rear window, rear tailfins, and front bodyside, small hubcaps, and 7.50 × 14 BSW tires. Wagons add: All-vinyl interior and 8.00 × 14 BSW tires.

## Measurements

	Cars	Wagons
Wheelbase	119.0"	119.0"
Length	210.9"	210.9"
Width	79.9"	79.9"
Height	56.0"	56.3"
Legroom — front	44.5"	44.5"
Legroom — rear	42.5"	42.0"
Headroom — front	36.1"	36.1"
Headroom — rear	34.3"	35.0"
Cargo capacity (cu. ft.)	30.0*	92.0
Fuel capacity (gals.)	20.0	17.0

\*Utility Sedan adds 31 cu. ft. in rear compartment.

## Models Available

	Style No. (6/V8)	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Biscayne 2-Door Utility Sedan, 3-p.	1121/1221	\$2,160	+7.30%	3480	12,000	+57.89%
Biscayne 2-Door Sedan, 6-p.	1111/1211	\$2,247	+6.95%	3535	112,000	+40.88%
Biscayne 4-Door Sedan, 6-p.	1119/1219	\$2,301	+6.77%	3605	187,000	+227.27%
Brookwood 2-Door Station Wagon, 6-p.	1115/1215	\$2,571	+6.55%	3870	20,760	+25.14%
Brookwood 4-Door Station Wagon, 6-p.	1135/1235	\$2,638	+6.93%	3955	65,000	+281.46%
TOTALS	<i>Avg. price</i>	\$2,383	+6.89%	<i>Production</i>	396,760	+123.06%

\*Price and production comparisons made to 1958 Delray line.

# Bel Air

*"Fresh new distinction."*

**Nameplate year of origin:** 1953 (1950 as 2-door hardtop model designation).

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 38.68%.

**Primary competition:** Ford Fairlane 500 and Plymouth Belvedere.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon and vinyl upholstery, color-keyed floor covering, dual sun visors, two-spoke steering wheel, electric clock, stainless steel trim on windshield, roof rail, rear window, and rear tailfins, stainless steel front fender and bodyside trim, front fender top ornaments, small hubcaps, and 7.50 × 14 BSW tires. Wagons add: 8.00 × 14 BSW tires.

## Measurements

	Cars	Wagons
Wheelbase	119.0"	119.0"
Length	210.9"	210.9"
Width	79.9"	79.9"
Height	56.0"	56.3"
Legroom — front	44.5"	44.5"
Legroom — rear	42.5"	42.0"
Headroom — front	36.1"	36.1"
Headroom — rear	34.3"	35.0"
Cargo capacity (cu. ft.)	30.0	92.0
Fuel capacity (gals.)	20.0	17.0*

\*18.0 on 9-passenger wagon.

## Models Available

	Style No. (6/V8)	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Bel Air 2-Door Sedan, 6-p.	1511/1611	\$2,386	+6.71%	3515	151,920	+32.22%
Bel Air 4-Door Sedan, 6-p.	1519/1619	\$2,440	+6.55%	3600	228,000	+15.65%
Bel Air 4-Door Hardtop Sport Sedan, 6-p.	1539/1639	\$2,556	NEW	3660	67,520	NEW
Parkwood 4-Door Station Wagon, 6-p.	1535/1635	\$2,749	+6.92%	3965	85,000	+41.67%
Kingswood 4-Door Station Wagon, 9-p.	1545/1645	\$2,852	+6.50%	4000	40,000	+133.92%
TOTALS	<i>Avg. price</i>	\$2,597	+6.25%	<i>Production</i>	572,440	+47.10%

\*Price and production comparisons made to 1958 Biscayne line.

## Impala

*"Chevy's glamorous new series. Stunning and elegant."*

**Nameplate year of origin:** 1958 (as Bel Air sub-series).

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 33.86%.

**Primary competition:** Ford Galaxie and Plymouth Fury.

**Notable changes:** Completely redesigned. First year for separate model status.

**Major standard equipment:** Nylon and vinyl upholstery, Impala specific full-length bodyside trim, front fender top ornaments and trim, stainless rear tailfin, roof rail, and side window trim, small hubcaps, and 7.50 × 14 BSW tires. Wagon adds: 8.00 × 14 BSW tires. Convertible adds: All-vinyl interior and power top.

### Measurements

	Cars	Wagons
Wheelbase	119.0"	119.0"
Length	210.9"	210.9"
Width	79.9"	79.9"
Height	56.0"	56.3"
Legroom — front	44.5"	44.5"
Legroom — rear	42.5"	42.0"
Headroom — front	36.1"	36.1"
Headroom — rear	34.3"	35.0"
Cargo capacity (cu. ft.)	30.0	92.0
Fuel capacity (gals.)	20.0	17.0

## Models Available

	Style No. (6/V8)	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Impala 2-Door Hardtop Sport Coupe, 6-p.	1737/1837	\$2,599	+0.50%	3458	164,901	+283.49%
Impala 2-Door Convertible, 5-p.	1767/1867	\$2,849	+4.21%	3522	72,765	+29.96%
Impala 4-Door Sedan, 6-p.	1719/1819	\$2,592	+6.23%	3600	110,500	-53.41%
Impala 4-Door Hardtop Sport Sedan, 6-p.	1739/1839	\$2,664	+6.09%	3660	125,000	+50.01%
Nomad 4-Door Station Wagon, 6-p.	1735/1835	\$2,891	+5.98%	3600	28,000	-62.94%
TOTALS	<i>Avg. price</i>	\$2,719	+2.22%	<i>Production</i>	501,166	-22.90%

\*Price and production comparisons made to 1958 Bel Air and Impala combined lines.

## Corvette

*"America's most desired two-seater."*

**Nameplate year of origin:** 1953.

**Current bodystyle lifespan:** 1958 through 1962.

**Percentage of division's sales volume:** 0.65%.

**Primary competition:** Studebaker Golden Hawk.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** All-vinyl bucket seats, instrument panel

### Measurements

Wheelbase	102.0"
Length	177.2"
Width	72.7"
Height — top up	51.1"
Legroom — front	44.2"

with full gauges, competition style steering wheel, floor mounted transmission shifter, canvas manual folding top, bodyside cove lined in chrome trim, dual exhaust, full wheel covers with spinner centers, and 6.70 × 15 BSW tires.

### Measurements (cont.)

Legroom — rear	NA
Headroom — front — top up	34.3"
Headroom — rear	NA
Cargo capacity (cu. ft.)	10.0
Fuel capacity (gals.)	16.4

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Corvette 2-Door Convertible, 2-p.	867	\$3,875	+6.72%	2840	9,670	+5.48%
TOTALS	<i>Avg. price</i>	\$3,875	+6.72%	<i>Production</i>	9,670	+5.48%

# CHRYSLER

*“Presenting the Lion Hearted car that’s every inch an adventure.”*

After an eight year run, the original Hemi-V8 was no longer available in Chryslers. In its place were bored and stroked versions of the new-for-1958 DeSoto, Dodge, and Plymouth 350 CID and 361 CID V8 engines with what was known as a wedge shaped head. For Chrysler, this meant a 383 CID engine in the Windsor and Saratoga and a 413 CID engine in the New Yorker and 300E. Living up to Chrysler’s typical reputation for engineering, these were great engines and would serve Chrysler well in various forms for the next 20 years.

Outside styling featured a well-executed front and rear update, except on the 300E, giving the appearance of an all-new car, while still using the same basic body structure. Front and rear bumpers were different, and grilles were updated with the familiar grid texture. The 300E still used the same frontal appearance as its immediate predecessors, now with a new texture that projected more of a grid pattern. Front end styling for the Windsor was now similar to the

rest of the line, with the difference being made up in a four inch shorter fender. Full-length bodyside stainless steel trim was used in varying styles on all lines, except on the 300E, which continued with the 1957–1958 style. Interiors continued the prior instrument panel theme, with trim and detail changes, and new upholstery patterns were introduced. The only model change this year was the re-introduction of a Windsor convertible model, the first one since 1956.

A few historical items are worth pointing out. This was the last year for the big Chrysler to carry body-on-frame construction, as they would go to unit-body construction for the 1960 model year. As mentioned previously, this was the first year for the “Wedge” type V8 engine, making 1959 Chryslers the only body-on-frame cars to carry the “Wedge” V8 from the factory. Also, new to the option list were swivel-type front seats, which could be ordered in the form of a bench seat, or as a bucket seat in certain models. A power version was standard on the 300E.



300-E 2-Door Hardtop



New Yorker 4-Door Hardtop



Windsor 2-Door Hardtop



Windsor 4-Door Hardtop

**Model year production:** 69,968, up 9.89% from 1958.

**Domestic market share:** 1.25% (12th place).

**Base price range:** \$3,204 to \$5,749.

**Chrysler average base price:** \$4,278, up 1.82%.

**Introduction date:** October 24, 1958.

**Assembly plants:** Detroit, MI (1); and Los Angeles, CA (4).

**Serial number identification:** Ten-digit code located on cowl under hood (on left front door hinge pillar on some cars).

First symbol designates model year (M = 1959); second symbol designates Chrysler division (5 = Chrysler); third

symbol designates series (1 = Windsor, 3 = Saratoga, 5 = New Yorker, 7 = Town & Country wagons, and 9 = 300E); fourth symbol designates assembly plant (1 = Detroit, 4 = Los Angeles). The remaining 6 digits represent the vehicle identification number, with all beginning at 100001. Ending VIN numbers as follows: Windsor series: Detroit, 128294; Los Angeles, 102769. Saratoga series: Detroit, 113783; Los Angeles, 101374. New Yorker series: Detroit, 113716; Los Angeles, 101657. Town & Country wagon series: Detroit, 102757. 300E series: Detroit, 100690.

## Powertrains

Engine	Compression		Transmission	Windsor	Saratoga	New	
	Ratio	Gross HP				Yorker	300E
383 CID Golden Lion, 2-bbl., V8	10.1:1	305	3-speed manual TorqueFlite automatic	S \$227	- -	- -	- -
383 CID Golden Lion, 4-bbl., V8	10.1:1	325	TorqueFlite automatic	-	S	-	-
413 CID Golden Lion, 4-bbl., V8	10.0:1	350	TorqueFlite automatic	-	-	S	-
413 CID Golden Lion, Dual 4-bbls., V8	10.1:1	380	TorqueFlite automatic	-	-	-	S
413 CID Golden Lion, Electronic Fuel Injection, V8	10.1:1	390	TorqueFlite automatic	-	-	-	\$

## Major Options

	Windsor	Saratoga	New Yorker	300E
Custom heater	\$102	\$102	\$102	\$102
Air-Temp air conditioning — base unit	\$510*	\$510	\$510*	\$510
Solex tinted glass	\$43	\$43	\$43	\$43
Music-Master radio	\$100	\$100	\$100	\$100
Electro-Touch Tuner radio	\$124	\$124	\$124	\$124
Six-way power front seat	\$102	\$102	\$102	S <sup>ffi</sup>
Auto-Pilot cruise control	\$86	\$86	\$86	\$86
Power windows	\$108	\$108	\$108	\$108
Power steering	\$108	S	S	S
Power brakes	\$44	S	S	S
White sidewall tires	\$42 <sup>†</sup>	\$46	\$51 <sup>†</sup>	S

\*Not available on wagons. Deluxe dual unit available for all except Convertibles for \$714. <sup>†</sup>Slightly higher on wagons. <sup>ffi</sup>Standard power swivel bucket seats.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

Paint Colors

	<i>Code</i>		<i>Code</i>
Formal Black	AAA	Deep Ruby Metallic	TTT
Normandy Blue	BBB	Sandstone	UUU
Nocturne Blue Metallic	CCC	Bimini Blue (Carryover Spring 1958 color)	VVV
Empress Blue Metallic	DDD	Cameo Tan Metallic	WWW
Ballad Green	EEE	Ivory White	XXX
Highland Green Metallic	FFF	Spun Yellow	YYY
Silverpine Metallic	HHH	Frosty Tan Metallic (Carryover Spring 1958 color)	YYY
Tropic Turquoise	III	Copper Spice Metallic	ZZZ
Aqua Mist	JJJ		
Turquoise Gray Metallic	KKK		
Spanish Silver Metallic	LLL		
Storm Gray Metallic	MMM		
Persian Pink	NNN		
Carousel Red	PPP		
Radiant Red	RRR		
Gray Rose Metallic	SSS		
Fireglow Metallic (Carryover Spring 1958 color)	SSS		

*Two-tone combinations: First letter indicates upper color, second letter indicates lower color. If insert color used, it is the third letter. Examples: AB = A, upper color of Formal Black; B, lower color of Normandy Blue. ABA = Above combination, plus A, side-body insert color of Formal Black. 300E available in monotone paint only.*

# Windsor

*“Setting the pace in style and comfort.”*

**Nameplate year of origin:** 1939.  
**Current bodystyle lifespan:** 1957 through 1959.  
**Percentage of division’s sales volume:** 50.70%.  
**Primary competition:** Buick Invicta, DeSoto Firedome, Mercury Montclair, and Oldsmobile Super 88.  
**Notable changes:** Restyled front and rear with trim and detail changes.  
**Major standard equipment:** “Times Square” metallic threaded cloth and pleated vinyl interior trim, color-keyed carpeted floors, two-speed electric windshield wipers, luggage compartment light, and 8.00 × 14 BSW tires. Convertible adds: Power top. Town & Country station wagon adds: Simulated leather interior and 8.50 × 14 BSW tires.

## Measurements

<i>Cars</i>	<i>Wagon</i>	
Wheelbase	122.0"	122.0"
Length	216.6"	215.9"
Width	79.3"	79.3"
Height	57.5"	NA
Legroom — front	45.5"	45.5"
Legroom — rear	42.0"	NA
Headroom — front	35.7"	NA
Headroom — rear	34.0"	NA
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	23.0	22.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Windsor 2-Door Hardtop, 6-p.	512	\$3,289	+2.33%	3855	6,775	+9.19%
Windsor 2-Door Convertible, 6-p.	515	\$3,620	NEW	3865	961	NEW
Windsor 4-Door Sedan, 6-p.	513	\$3,204	+2.40%	3815	19,910	+54.81%
Windsor 4-Door Hardtop, 6-p.	514	\$3,353	+2.26%	3850	6,084	-2.72%
Windsor Town & Country 4-Door Station Wagon, 6-p.	576	\$3,691	+2.07%	4235	992	+25.41%
Windsor Town & Country 4-Door Station Wagon, 9-p.	577	\$3,878	+1.97%	4390	751	-12.88%
TOTALS	<i>Avg. Price</i>	\$3,506	+2.86%	<i>Production</i>	35,473	+31.51%



# Saratoga

*"Revel in Chrysler roominess."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 24.98%.

Primary competition: Buick Electra, DeSoto Fireflite, Mercury Park Lane, and Oldsmobile 98.

Notable changes: Restyled front and rear with trim and detail changes.

Major standard equipment: All vinyl interior trim, color-keyed carpeted floors, two-speed electric windshield wipers, luggage compartment light, full wheel covers, and 8.50 × 14 BSW tires.

## Measurements

Wheelbase	126.0"
Length	220.6"
Width	79.3"
Height	57.6"
Legroom — front	45.5"
Legroom — rear	43.0"
Headroom — front	35.7"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Saratoga 2-Door Hardtop, 6-p.	532	\$4,026	+3.82%	3970	3,753	-15.78%
Saratoga 4-Door Sedan, 6-p.	533	\$3,966	+3.88%	4010	8,783	+0.98%
Saratoga 4-Door Hardtop, 6-p.	534	\$4,104	+3.77%	4035	4,943	-7.12%
TOTALS		<i>Avg. Price</i> \$4,032	+3.82%		<i>Production</i> 17,479	-5.40%

# New Yorker

*"Lets you relax before you get home."*

Nameplate year of origin: 1939.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 23.33%.

Primary competition: Buick Electra 225.

Notable changes: Restyled front and rear with trim and detail changes.

Major standard equipment: Jacquard and metallic vinyl interior trim, full carpeting, rear seat center armrest, electric clock, safety accessory group, full wheel covers, and 9.00 × 14 BSW tires. Town & Country station wagon adds: All vinyl interior. Convertible adds: Leather interior and power top.

## Measurements

	Cars	Wagon
Wheelbase	126.0"	126.0"
Length	220.9"	220.1"
Width	79.5"	79.5"
Height	57.6"	NA
Legroom — front	45.5"	45.5"
Legroom — rear	43.0"	NA
Headroom — front	35.7"	NA
Headroom — rear	34.5"	NA
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	23.0	22.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
New Yorker 2-Door Hardtop, 6-p.	552	\$4,476	+2.97%	4080	2,435	-24.02%
New Yorker 2-Door Convertible, 6-p.	555	\$4,890	+2.71%	4270	286	-57.06%
New Yorker 4-Door Sedan, 6-p.	553	\$4,424	+3.00%	4120	7,792	+9.59%
New Yorker 4-Door Hardtop, 6-p.	554	\$4,533	+2.93%	4165	4,805	-8.07%
New Yorker Town & Country 4-Door Station Wagon, 6-p.	578	\$4,997	+2.65%	4295	444	+3.74%

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
New Yorker Town & Country 4-Door Station Wagon, 9-p.	579	\$5,212	+2.54%	4350	564	-27.23%
TOTALS	<i>Avg. Price</i>	\$4,755	+2.79%	<i>Production</i>	16,326	-6.23%

## 300E

*"America's most powerful car."*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 0.99%.

**Primary competition:** None.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Leather interior trim, full floor carpeting, electric clock, two-speed electric windshield wipers, luggage compartment light, specific full wheel covers with 300E logo, and 9.00 × 14 BSW tires.

### Measurements

Wheelbase	126.0"
Length	220.9"
Width	79.5"
Height	NA
Legroom — front	45.5"
Legroom — rear	NA
Headroom — front	34.8"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
300E 2-Door Hardtop Sport Coupe, 6-p.	592	\$5,319	+2.82%	4290	550	-11.00%
300E 2-Door Convertible, 6-p.	595	\$5,749	+2.61%	4350	140	-26.70%
TOTALS	<i>Avg. Price</i>	\$5,534	+2.71%	<i>Production</i>	690	-14.71%

# CONTINENTAL

*"Nothing is more simple than greatness!"—Ralph Waldo Emerson*

Despite its new name, the Continental Mark IV series was only lightly altered from the Mark III. The main visual differences included the canted headlights now being incorporated into the new criss-cross design grille area, and a new front bumper that moved the parking lights and turn signals into a small round cigar shaped pod within the V-shaped ends of the bumper. These pods also doubled as the new bumper guards.

Along the bodysides, the rocker panel molding was extended to include the rear quarter panel and wheel open-

ing moldings. At the back the grillework was coordinated to the new front grille design. Also, there were now three taillamps and a backup light. Inside only minor changes distinguished the Mark IV from its predecessor. Powertrains remained essentially unchanged, although a different camshaft introduced to improve fuel economy resulted in a loss of 25 horsepower.

Two new models, a 4-door, formal sedan and a 4-door limousine, were added this season as Continental made a grab for some of the prestigious limousine market domi-

nated by Cadillac and, to a lesser extent, Imperial. The primary styling differences was a C-pillar that was squared off and formal in design, with a relatively flat rear window for

added rear seat privacy. Also, interiors were generally done in high quality broadcloths and leathers, according to the buyer's preference.



Mark IV 2-Door Convertible

**Model year production:** 11,126, down 11.35% from 1958.  
**Domestic market share:** 0.20% (17th place).  
**Base price range:** \$6,598 to \$10,230.  
**Continental average base price:** \$7,797, up 28.60%.  
**Introduction date:** November 1958.  
**Assembly plants:** Wixom, MI (Y).  
**Serial number identification:** Serial number consists of a ten digit code located on left front door pillar and or on trunk

compartment lock flange, and read as follows: First digit indicates engine type (H = 430 CID V8); second digit indicates model year, (9 = 1959); third symbol designates assembly plant from code above; fourth symbol indicates series (Continental = C). The fifth digit, "4," indicates Continental (Lincoln) division, and the remaining digits are sequential production number beginning with 00001 and ending with 26906.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Mark IV
430 CID, 4-bbl., OHV V8	10.0:1	350	Turbo-Drive automatic	S

### Major Options

	Mark IV	Town Car & Limousine
Heater and defroster	S	S
Air conditioning	\$475	S
Travel-Tuner AM radio — manual antenna	S	S
FM radio tuner (requires Travel-Tuner radio)	\$129	\$129
Automatic headlight dimmer	\$56	S
Tinted glass	S	S
Power windows	S	S
Power vent windows	S	S
4-way power front seat	S	S
Power door locks — (2-door/4-door)	\$40/\$64	S
Power steering	S	S
Power brakes	S	S
Pushbutton lubrication	\$47	S
Full wheel cover	S	S
Whitewall tires	S	S

Options common to most models. (S = Standard equipment)  
 Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

Code	
Presidential Black	01
Glacier White	07
Linden Green	15
Palm Green	16
Peacock Green Metallic	17
Crystal Blue	27
Pearl Blue Metallic	28
Midnight Blue Metallic	29
Claret Metallic	40
Bolero Red	45
Warwick Gray	50
Silver Metallic	55
Fawn	60
Sunstone	66
Deauville Yellow	75
Platinum	80
Copper Metallic	81, 82
Cameo Rose	83
Aquamarine	88
Burnished Gold Metallic	92
Sapphire Metallic	97

In two-tone paint codes, the first two numbers indicate upper body color and the second two numbers indicate lower body color.

## Mark IV

*"Elegance implies a precision, a polish and a sparkling!"—William Hazlett*

**Nameplate year of origin:** 1959 (succeeds 1958 Mark III series).  
**Current bodystyle lifespan:** 1958 through 1960.  
**Percentage of division's sales volume:** 100%.  
**Primary competition:** Cadillac Series 60 Special, Cadillac Series 75 Fleetwood, Imperial LeBaron, and Crown Imperial.  
**Notable changes:** Minor trim and detail changes.  
**Major standard equipment:** Fabric and leather upholstery, rear seat center armrest, full floor plush carpeting, AM radio, power seat, power windows, power vent windows, power operated retracting rear window, chrome window surround moldings, rocker panel molding, power steering, power brakes, rear fender skirts, full wheel covers, and 9.50 × 14 WSW tires. Convertible adds: Leather upholstery and power top. Town Car and Limousine add: Broadcloth and leather upholstery choices, air conditioning, power door locks, and automatic headlight dimmer.

### Measurements

Wheelbase	131.0"
Length	227.1"
Width	80.1"
Height	56.5"
Legroom — front	44.4"
Legroom — rear	46.6"
Headroom — front	35.0"
Headroom — rear	33.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	22.0

### Models Available

	Style No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Mark IV 2-Door Hardtop Coupe, 6-p.	65A	\$6,598	+13.27%	4967	1,703	-26.85%
Mark IV 2-Convertible, 6-p.	68A	\$7,056	+12.30%	5076	2,195	-27.99%
Mark IV 4-Door Sedan, 6-p.	54A	\$6,845	+12.73%	5061	955	-25.57%
Mark IV 4-Door Landau Hardtop Sedan, 6-p.	75A	\$6,845	+12.73%	5050	6,146	+4.33%
Mark IV Town Car 4-Door Formal Sedan, 6-p.	23B	\$9,208	NEW	5450	78	NEW
Mark IV Executive Limousine 4-Door Sedan, 6-p.	23A	\$10,230	NEW	5450	49	NEW
TOTALS	<i>Avg. price</i>	\$7,797	-39.16%	<i>Production</i>	11,126	-11.35%

\*Comparison made to 1958 Mark III price and production.

# DESOTO

*"A generation of fine cars. 1929–1959."*

As other manufacturers were rebounding for the 1959 season, DeSoto was still struggling. In fact, DeSoto's total market share slipped below 1 percent for only the second time in its 30 year history. The first time had been during the depression-era year of 1934, when the advanced, but unpopular, DeSoto Airflow produced dismal sales. Chrysler corporate tried to salvage what they could by moving DeSoto design and marketing under the Chrysler team, but this would only worsen matters, as both the 1960 and 1961 DeSoto would be virtual clones of the Chrysler, thus hastening the marque's demise.

There were some new engineering features for 1959. Under the hood, the 383 CID V8 was introduced as the top engine, providing a 350-horsepower rating in Adventurer trim. In milder versions, the new 383 CID V8 engine was shared with the Fireflite and the Chrysler Windsor and Saratoga series.

Since DeSoto was already sharing basic body structure and panels with Chrysler (and Dodge for the Firesweep), the new 1959 styling became more Chrysler-like this year. The resemblance became particularly noticeable now from the front with the headlights set in hooded front fenders like

the Chrysler, although the grille and bumper arrangements still differed significantly. All models also had a full-length hood that curved down to meet the grille. Prior years had a header panel between the grille and hood opening. Body-side trim resembled the previous year's, with the space between upper and lower pieces narrowed, the series designation appearing on the front fender below the trim strip, and hardtops (except the Adventurer) wearing a "Sportsman" nameplate on the rear quarter panel above the rear wheel opening. The greenhouse area was generally the same, with the "Panoramic" rear window as an available option on the Firedome Sportsman models. This style of window, used on Fireflite and Adventurer hardtops, wrapped up into the roofline.

Inside, new "Fashion Vogue" interior colors and fabrics were introduced, along with a restyled instrument panel. Topping off the dashboard was an instrument panel

safety cushion, which was standard on Firedomes and Fireflites and optional on other models. Gauges were grouped in front of the driver, with a horizontally mounted "Safety Color Accuribbon" speedometer that changed colors as speed increased. It was green up to 30 mph, changed to white between 30 and 50 mph, and then flashed to red when the car exceeded 50 mph.

This was the last year for many things in the DeSoto line. Discontinued at year-end were the Firesweep and Firedome series, all convertible and station wagon models, the Sportsman hardtop designation, and the high-performance dual-4-barrel Adventurer engine. Next season, the Adventurer line would replace the Fireflite, which would become the entry-level DeSoto. This would result in the one-year only production of an Adventurer 4-Door Hardtop and Sedan in 1960. Lastly, body-on-frame construction would be replaced by unibody next year.



Adventurer 2-Door Convertible



Firedome 4-Door Sedan



Firedome 2-Door Sportsman Hardtop



Firedome 4-Door Sportsman Hardtop



Fireflite 2-Door Sportsman Hardtop



Firesweep 2-Door Convertible

**Model year production:** 45,724, down 7.53% from 1958.  
**Domestic market share:** 0.82% (13th place).  
**Base price range:** \$2,904 to \$4,749.  
**DeSoto average base price:** \$3,671, up 4.64%.  
**Introduction date:** October 1958.  
**Assembly plants:** Detroit, MI (2 for Firesweep; 1 for others); and Los Angeles, CA (4).  
**Data plate identification:** Seven to eight digit code located on left front door hinge pillar and read as follows: First letter designates model year (M = 1959). Second digit indicates Chrysler division (4 = DeSoto). Third digit indicates series

identity as follows: 1 for Firesweep, 3 for Firedome, 5 for Fireflite, 7 for all station wagons, and 9 for Adventurer. Fourth digit indicates assembly plant code from plant list above. The remaining digits are consecutive serial number beginning with 100001 and ending with number as follows: Firesweep MS1-L series: 117184 (LA plant, 101444). Firedome MS2-M series: 113979. Fireflite MS3-H series: 109126. Adventurer MS3-H series: 100700. Firesweep wagon MS1-L series: 102246. Fireflite wagon MS3-H series: 100741.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Firesweep	Firedome	Fireflite	Adventurer
361 CID, Turboflash 2-bbl., V8	10.0:1	290	3-speed manual	S	-	-	-
			PowerFlite automatic	\$189	-	-	-
			TorqueFlite automatic	\$227	-	-	-
383 CID, Turboflash 2-bbl., V8	10.1:1	305	3-speed manual	-	S	-	-
			TorqueFlite automatic	-	\$227	-	-

Engine	Compression		Gross HP	Transmission	Firesweep	Firedome	Fireflite	Adventurer
	Ratio							
383 CID, Turboflash 4-bbl., V8	10.1:1		325	TorqueFlite automatic	-	-	S	-
383 CID, Adventurer Dual 4-bbl., V8	10.1:1		350	TorqueFlite automatic	\$368	\$351	\$108	S

### Major Options

	Fire sweep	Firedome	Fireflite	Adventurer
Heater and defroster	\$98	\$98	\$98	\$98
Four-Season air conditioning	\$403	\$403	\$403	\$403
AM radio	\$94	\$94	\$94	\$94
Station Seeker radio	-	\$120	\$120	\$120
Power front seat, 6-way	\$101	\$101	\$101	\$101
Sports Swivel seat*	\$86 <sup>†</sup>	\$86	\$86	S
Power windows	\$106	\$106	\$106	\$106
Solex tinted glass	\$43	\$43	\$43	\$43
Electric clock	\$18	\$18	S	S
Constant Control power steering	\$106	\$106	\$106	S
Safe-Stop power brakes	\$43	\$43	\$43	S
Full wheel covers	\$19	S	S	S
White sidewall tires	\$42	\$46	\$46	S

\*Available on any hardtop or convertible, and Fireflite 4-Door Sedan. <sup>†</sup>Requires Nassau Plaid group (\$78 extra) or Custom cloth and vinyl trim (\$28).

Options common to most models. (— = Not Available, S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Black	AAA
Bahama Blue	BBB
Catalina Blue	BBB*
Caribbean Blue Metallic	CCC
Glacier Blue Metallic	CCC*
Heather Blue Metallic	DDD
Surf Green	EEE
Spring Green	EEE*
Forest Green Metallic	FFF
Jade Green Metallic	FFF*
Riviera Turquoise	JJJ*
Capri Turquoise Metallic	KKK
Aztec Silver Metallic	LLL
French Gray Metallic	MMM
Dawn Gray Metallic	MMM*
Flamingo Pink	NNN*
Bimini Coral	PPP
Tangier Rose	PPP*
Castilian Red	RRR
Spring Rose	SSS <sup>†</sup>
Canyon Beige	UUU
Morocco Beige	UUU*
Golden Tan Metallic	WWW
Tropical Tan Metallic	WWW*
Pearl White	XXX
Aspen Yellow	YYY
Sunshine Yellow	YYY*

Two-tone combinations: First letter indicates upper color; second and third letters indicate lower color. If third sweep color is used, it is the third letter. Examples: ADD = A, Upper Color; DD, Lower Color; ADA = A, Upper Color; D, Lower Color; A, Sweep color. \*Firesweep series colors only. <sup>†</sup>Not available on Firesweep series.

## Firesweep

“Firesweep proves how easy it is to own a DeSoto.”

Nameplate year of origin: 1957.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 45.56%.

Primary competition: Buick LeSabre, Dodge Royal, Edsel Corsair, Mercury Monterey, and Oldsmobile Dynamic 88.

Notable changes: Restyled, and trim and detail changes.

Major standard equipment: Color-keyed nylon and vinyl interior trim, full floor carpeting (\$14 extra on 4-Door sedan and 2-seat wagon with standard rubber mats), stainless steel body side, windshield and rear window moldings, small hubcaps, and 8.00 × 14 BSW

### Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	215.5"	216.1"
Width	78.7"	78.7"
Height	57.1"	NA
Legroom — front	45.5"	45.5"
Legroom — rear	41.5"	NA
Headroom — front	35.8"	35.8"



tires. Station wagon adds: All-vinyl interior trim. Convertible adds: Power top.

### Measurements (cont.)

	Cars	Wagons
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	20.0	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Firesweep Sportsman 2-Door Hardtop, 6-p.	23	\$2,967	+2.66%	3625	5,481	-2.73%
Firesweep 2-Door Convertible, 6-p.	27	\$3,315	+2.98%	3840	596	-14.86%
Firesweep 4-Door Sedan, 6-p.	41	\$2,904	+3.02%	3670	9,649	+26.20%
Firesweep Sportsman 4-Door Hardtop, 6-p.	43	\$3,038	+2.88%	3700	2,875	-4.26%
Firesweep Shopper 4-Door Station Wagon, 6-p.	45A	\$3,366	+2.14%	3950	1,054	-19.23%
Firesweep Explorer 4-Door Station Wagon, 9-p.	45B	\$3,508	+2.93%	3980	1,179	+4.80%
TOTALS		<i>Avg. Price</i> \$3,178	+2.76%	<i>Production</i>	20,834	+7.31%

## Firedome

*"Bright young sign of success."*

**Nameplate year of origin:** 1952.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 32.97%.

**Primary competition:** Buick Invicta, Chrysler Windsor, Mercury Montclair, and Oldsmobile Super 88.

**Notable changes:** Restyled, and trim and detail changes.

**Major standard equipment:** Nylon and vinyl interior trim, foam seat cushions, full floor carpeting, padded dash, variable speed windshield wipers, backup lights, stainless steel bodyside and window moldings, full wheel covers, and 8.50 × 14 BSW tires. Convertible adds: All-vinyl interior trim and power top.

### Measurements

Wheelbase	126.0"
Length	219.5"
Width	78.7"
Height	57.2"
Legroom — front	45.5"
Legroom — rear	43.5"
Headroom — front	35.8"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Firedome Sportsman 2-Door Hardtop, 6-p.	23	\$3,341	+5.13%	3795	2,744	-36.55%
Firedome 2-Door Convertible, 6-p.	27	\$3,653	+4.70%	4105	299	-42.39%
Firedome 4-Door Sedan, 6-p.	41	\$3,234	+4.83%	3840	9,171	-3.51%
Firedome Sportsman 4-Door Hardtop, 6-p.	43	\$3,398	+5.04%	3895	2,862	-8.56%
TOTALS		<i>Avg. Price</i> \$3,407	+4.92%	<i>Production</i>	15,076	-13.75%

# Fireflite

*"Touch the button ... and feel luxury come to life."*

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 19.96%.

Primary competition: Buick Electra, Mercury Park Lane, and Oldsmobile 98.

Notable changes: Restyled, and trim and detail changes.

Major standard equipment: Parisian tweed and vinyl interior trim, Air Foam seat cushions, full floor carpeting, variable speed windshield wipers, backup lights, stainless steel bodyside and window moldings, roof molding package, side body color sweep, full wheel covers, and 8.50 × 14 BSW tires. Station wagon adds: All-vinyl interior trim. Convertible adds: Leather interior trim and power top.

## Measurements

	Cars	Wagons
Wheelbase	126.0"	126.0"
Length	222.1"	220.1"
Width	78.7"	78.7"
Height	57.4"	NA
Legroom — front	45.5"	45.5"
Legroom — rear	43.5"	NA
Headroom — front	35.8"	35.8"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	23.0	22.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fireflite Sportsman 2-Door Hardtop, 6-p.	23	\$3,831	+4.24%	3910	1,393	-57.58%
Fireflite 2-Door Convertible, 6-p.	27	\$4,152	+4.53%	4105	186	-60.76%
Fireflite 4-Door Sedan, 6-p.	41	\$3,763	+5.02%	3920	4,480	+6.87%
Fireflite Sportsman 4-Door Hardtop, 6-p.	43	\$3,888	+4.21%	3950	2,364	-27.10%
Fireflite Shopper 4-Door Station Wagon, 6-p.	45A	\$4,216	+4.62%	4170	271	-14.78%
Fireflite Explorer 4-Door Station Wagon, 9-p.	45B	\$4,358	+4.46%	4205	433	-28.90%
TOTALS	<i>Avg. Price</i>	\$4,035	+4.51%	<i>Production</i>	9,127	-24.69%

# Adventurer

*"Pure gold ... in ride, pride and pleasure."*

Nameplate year of origin: 1956.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 1.50%.

Primary competition: Ford Thunderbird.

Notable changes: Restyled, and trim and detail changes.

Major standard equipment: Casino Corde nylon and vinyl interior trim, full floor carpeting, electric clock, stainless steel bodyside and rocker panel moldings, gold anodized body side trim, power brakes, gold anodized full wheel covers, dual exhausts, and 8.50 × 14 WSW tires.

## Measurements

Wheelbase	126.0"
Length	222.1"
Width	78.7"
Height	57.4"
Legroom — front	45.5"
Legroom — rear	43.5"
Headroom — front	35.8"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Adventurer 2-Door Hardtop, 6-p.	23	\$4,427	+8.74%	3980	590	+68.57%
Adventurer 2-Door Convertible, 6-p.	27	\$4,749	+8.70%	4120	97	+18.29%
TOTALS	<i>Avg. Price</i>	\$4,588	+8.72%	<i>Production</i>	687	+59.03%

# DODGE

*“Newest of everything great ... New '59 Dodge.”*

Dodge closed out the fifties with a big restyle of the 1957–58 body shell and another big boost in horsepower. After a recession had cut 1958 sales to less than half of what they had been in 1957, Dodge hoped that the new features would revive sales. In the end sales did improve, although by no means to their earlier level.

A new 383 CID version of the “Wedge” V8 was introduced this season. In top performance trim, the new engine produced 345 horsepower @ 5000 rpm. This engine was of such excellent design that it would be in the Chrysler corporate line-up for the next twelve years, defining the performance of many Dodge muscle cars. At the other end of the performance spectrum, 1959 was the last year for the L-head 230 CID “Get-Away” 6-cylinder, which had been in production for over 20 years. For 1960, it would be replaced by the equally durable, popular and long lasting 225 CID “Slant Six” 6-cylinder engine.

Styling updates concentrated on the front and rear ends of the car. While still retaining the prior year’s general look, the front end was completely redone. Over-ex-

aggerated lines created a larger hooded headlight area and front fender line. Below it were an enlarged single piece bumper and larger center horizontal bars, with parking lights mounted at the outside ends this year. The grille texture was finer, and a small, black painted area atop the upper grille bar contained a small Dodge crest and Dodge lettering in small block letters. Around back, longer, higher tailfins, with the now traditional pair of stacked round taillights, sat above a reworked rear bumper.

Nineteen fifty-nine would be the last season for the Coronet, Royal and Custom Royal nameplates, at least for a few years. The Coronet would return as a mid-size Dodge moniker for 1965, and the Royal name would return to the Chrysler line in 1971 as a Newport sub-series. The Custom Royal ended its five-year run as a Dodge series at the end of this season. The Suburban station wagon was missing from the lineup this year, and at the end of the model year, the Sierra station wagons would lose their special series status and designations.



Custom Royal Lancer 2-Door Convertible,  
swivel seat detail



Custom Royal Lancer 2-Door Convertible



Custom Sierra 4-Door,  
6-passenger Station Wagon



Royal Lancer 2-Door Hardtop

<p><b>Model year production:</b> 151,850, up 13.36% from 1958.  <b>Domestic market share:</b> 2.72% (8th place).  <b>Base price range:</b> \$2,516 to \$3,439.  <b>Dodge average base price:</b> \$3,050, up 2.90%.  <b>Introduction date:</b> October 10, 1958.  <b>Assembly plants:</b> Detroit, MI (2); Los Angeles, CA (4); and Newark, DE (5).  <b>Data plate identification:</b> Nine digit code located on left front door hinge pillar and read as follows: First letter designates model year (M = 1959). Second letter indicates Chrysler division (3 = Dodge). Third digit indicates series identity as follows: 0 for Coronet 6-cylinder, 1 for Coronet</p>	<p>V8, 3 for Royal, 5 for Custom Royal, and 7 for Station Wagons. Special codes 6 and 8 are reserved for taxicab 6-cylinder and V8 models respectively. Fourth letter indicates assembly plant code from the plant list above. The remaining digits are consecutive serial number beginning with 100001 and ending with number as follows: Coronet 6-cylinder series: 111361 (Newark plant, 104132). Coronet V8 series: 354725 (LA plant, 107273; Newark plant, 114262). Royal series: 111469 (LA plant, 101433; Newark plant, 101948). Custom Royal series: 112445 (LA plant, 102168; Newark plant, 102072). Station Wagons: 115164 (LA plant, 104676; Newark plant, 103786).</p>
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### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Coronet	Coronet	Royal MD3-M	Custom Royal
				MD1-L series	MD2-L series	and Station Wagon MD3-L series	and Station Wagon MD3-H series
230 CID Get-Away, 2-bbl., L-head, 6-cyl.	8.0:1	135	3-speed manual PowerFlite Drive	S \$189	- -	- -	- -
325 CID Red Ram, 2-bbl., V8	9.2:1	255	3-speed manual PowerFlite Drive TorqueFlite Drive	\$120 \$309 \$347	S \$189 \$227	- - -	- - -
361 CID Ram-Fire, 2-bbl., V8	10.1:1	295	3-speed manual PowerFlite Drive TorqueFlite Drive	- - -	- - -	S \$189 \$227	- - -
361 CID Super Ram-Fire, 4-bbl., V8	10.1:1	305	3-speed manual TorqueFlite Drive	- -	- -	\$40 \$267	- S
383 CID D-500, 4-bbl., V8	10.0:1	320	TorqueFlite Drive	\$518	\$398	\$328	\$304
383 CID Super D-500, Dual 4-bbl., V8	10.0:1	345	TorqueFlite Drive	\$660	\$540	\$470	\$446

### Major Options

	Coronet	Royal	Custom Royal
Heater and defroster	\$94	\$94	\$94
Airtemp air conditioning*	\$379	\$379	\$379
Electric Clock	\$16	\$16	\$16
Radio — pushbutton	\$87	\$87	\$87
Dual rear antenna — with radio	\$14	\$14	\$14
Dual rear antenna — without radio	\$21	\$21	\$21
Full floor carpeting	\$12	S	S
6-way power front seat	\$96	\$96	\$96
Power windows	\$102	\$102	\$102
Solex tinted glass	\$43	\$43	\$43
Level-Flite automatic leveling (V8 only)	\$128	\$128	\$128
Power steering	\$92	\$92	\$92
Power brakes	\$43	\$43	\$43
Wheel covers	\$14	\$14	\$14
Deluxe wheel covers	\$31	\$31	\$31
White sidewall tires*	\$33	\$42	\$42

\*Higher on station wagons.

Options common to most models. (S = Standard equipment) Items may be

### Paint Colors

	Code
Jet Black	AA-1
Blue Diamond	BB-1
Star Sapphire Metallic	CC-1
Aquamarine	EE-1
Jade Metallic	FF-1
Turquoise	JJ-1
Silver Metallic	LL-1
Pewter Metallic	MM-1
Rose Quartz	NN-1
Coral	PP-1
Ruby	RR-1
Paris Rose Metallic	TT-1
Biscuit	UU-1
Mocha Metallic	WW-1
Pearl	XX-1
Canary Diamond	YY-1

Two-tone codes: 1 = Monotone, 2 = Two-tone (\$19 extra), 3 = Special two-tone (\$27 extra), and 4 = Deluxe two-tone (\$34 extra). Two-tone code examples: CC-1 is Star Sapphire Metallic single tone; CB-2 is Star Sapphire Metallic fin, bal-

## Major Options (cont.)

standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors (cont.)

ance of car is Blue Diamond; CB-3 is Star Sapphire Metallic fin and lower body, balance of car is Blue Diamond; CB-4 is Star Sapphire roof, fins and lower body, balance of car is Blue Diamond.

# Coronet

*"It gives you more of what you buy for!"*

**Nameplate year of origin:** 1949.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 75.01% (estimate based on body style production estimates).

**Primary competition:** Edsel Ranger, Pontiac Catalina, and Rambler Ambassador.

**Notable changes:** Restyled.

**Major standard equipment:** Cloth and vinyl interiors; full floor rubber covering; two-speed electric windshield wipers; windshield, rear window, vent window, and bodyside stainless trim; and 7.50 × 14 BSW tires. Convertible adds: Power top. Sierra wagons add: 8.00 × 14 BSW tires.

## Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	217.4"	216.4"
Width	80.0"	80.0"
Height	57.0"	58.8"
Legroom — front	45.5"	45.5"
Legroom — rear	42.5"	41.0"
Headroom — front	35.7"	36.1"
Headroom — rear	34.5"	35.0"
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	20.0	22.0

## Models Available

	Model No. (6-cyl./V8)	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Coronet 2-Door Club Sedan, 6-p.	MD1-L/MD2-L	\$2,516	+2.74%	3375	*	*
Coronet 2-Door Lancer Hardtop, 6-p.	MD1-L/MD2-L	\$2,644	+2.80%	3395	*	*
Coronet 2-Door Lancer Convertible, 6-p.	MD2-L	\$3,089	+5.00%	3775	*	*
Coronet 4-Door Sedan, 6-p.	MD1-L/MD2-L	\$2,587	+2.25%	3425	*	*
Coronet 4-Door Lancer Hardtop, 6-p.	MD2-L	\$2,842	+2.82%	3620	*	*
Sierra 4-Door Station Wagon, 6-p.	MD3-L	\$3,103	+2.24%	3940	*	*
Sierra 4-Door Station Wagon, 9-p.	MD3-L	\$3,224	+1.51%	4015	*	*
TOTALS	<i>Avg. Price</i>	\$2,858	+1.89%	<i>Production</i>	113,900 <sup>†</sup>	+26.56% <sup>†</sup>

\*Production records were not kept by body style per series; therefore change from LY cannot be calculated. <sup>†</sup>Estimated production total for series based on body style production estimates.

# Royal

*"Everything about it says, "Here Is A Fine Car."*

**Nameplate year of origin:** 1954.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 14.09% (estimate based on body style production estimates).

**Primary competition:** Buick LeSabre, DeSoto Firesweep, Edsel Corsair, Mercury Monterey, Oldsmobile Dynamic 88, Pontiac Star Chief, and Rambler Ambassador Custom.

**Notable changes:** Restyled.

**Major standard equipment:** Two-tone cloth and vinyl interior, full floor

## Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	217.4"	216.4"
Width	80.0"	80.0"
Height	57.0"	58.8"
Legroom — front	45.5"	45.5"
Legroom — rear	42.5"	41.0"

carpeting, two-speed electric windshield wipers, windshield, rear window, beltline and bodyside stainless trim, deluxe full wheel covers, and 8.00 × 14 BSW tires.

### Measurements (cont.)

	Cars	Wagons
Headroom — front	35.7"	36.1"
Headroom — rear	34.5"	35.0"
Cargo capacity (cu. ft.)	NA	95.0
Fuel capacity (gals.)	20.0	22.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Royal 2-Door Lancer Hardtop, 6-p.	MD3-M	\$2,990	+4.77%	3625	*	*
Royal 4-Door Sedan, 6-p.	MD3-M	\$2,934	+4.90%	3640	*	*
Royal 4-Door Lancer Hardtop, 6-p.	MD3-M	\$3,069	+5.28%	3690	*	NEW
Custom Sierra 4-Door Station Wagon, 6-p.	MD3-H	\$3,318	+3.30%	3980	*	*
Custom Sierra 4-Door Station Wagon, 9-p.	MD3-H	\$3,439	+2.53%	4020	*	*
TOTALS	<i>Avg. Price</i>	\$3,150	+4.08%	<i>Production</i>	21,400 <sup>†</sup>	-2.51% <sup>†</sup>

\*Production records were not kept by body style per series; therefore change from LY cannot be calculated. <sup>†</sup>Estimated production total for series based on body style production estimates.

## Custom Royal

“Greatest of everything new!”

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 10.90% (estimate based on body style production estimates).

**Primary competition:** DeSoto Firedome, Mercury Montclair, Oldsmobile Super 88, and Pontiac Bonneville.

**Notable changes:** Restyled.

**Major standard equipment:** Two-tone cloth and vinyl interior, full floor carpeting, two-speed electric windshield wipers, windshield, rear window, beltline and bodyside stainless trim, deluxe full wheel covers, and 8.00 × 14 BSW tires. Convertible adds: Power top.

### Measurements

Wheelbase	122.0"
Length	217.4"
Width	80.0"
Height	57.0"
Legroom — front	45.5"
Legroom — rear	42.5"
Headroom — front	35.7"
Headroom — rear	34.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Custom Royal 2-Door Lancer Hardtop, 6-p.	MD3-H	\$3,201	+4.23%	3675	*	*
Custom Royal 2-Door Lancer Convertible, 6-p.	MD3-H	\$3,422	+3.76%	3820	*	*
Custom Royal 4-Door Sedan, 6-p.	MD3-H	\$3,145	+3.80%	3660	*	*
Custom Royal 4-Door Lancer Hardtop, 6-p.	MD3-H	\$3,279	+4.36%	3745	*	*
TOTALS	<i>Avg. Price</i>	\$3,262	+3.31%	<i>Production</i>	16,550 <sup>†</sup>	-24.77% <sup>†</sup>

\*Production records were not kept by body style per series; therefore change from LY cannot be calculated. <sup>†</sup>Estimated production total for series based on body style production estimates.



# EDSEL

*“The car that makes history by making sense.”*

After a less than successful introductory year, Ford made a decision that would doom the Edsel to a very short life. Since the Edsel had been introduced during the recession of late 1957–1958, Ford decided to cut back on the higher priced lines which were not selling very well, and concentrate on the lower priced series. This left the relatively good selling Ranger as the base model. The Corsair, lower priced of the two 1958 Mercury-based Edsel series, was now based on the Ford chassis, essentially replacing the former Pacer series.

Other changes made to scale back the costs of the cars included the elimination of some of the uniquely Edsel features such as the “Tele-Touch” pushbutton automatic transmission selector, instrument panel design, and upholstery and seat design. Even the “horse-collar” grille was scaled back to allow sharing of more parts with Ford. The front end and most body sheetmetal were still unique to the Edsel, with a smaller vertical center grille that now housed a single grille insert with Edsel emblem on it. The hood was bumped up slightly, and the full-width bumper had a dip in it, both to accommodate the vertical portion. Dual headlights were now set within the ends of the grille that were now made up of horizontal bars divided up into what appeared to be three columns, and were actually indentations. Both series shared the greenhouse area with Ford and featured the wraparound windshield and backlights, with a somewhat formal C-pillar.

Rear quarter panels were also unique to the Edsel, using a flat top rear quarter, as opposed to the Ford’s small tailfin containing the backup light. The station wagons shared sheetmetal with Ford from the front door back, so they had the same Ford rear quarter panel, but the Edsel used dual taillamps in the round portion of the fin, and a round backup light was placed in the round cove area of the back end and tailgate, where the taillight would be on a Ford. With the rear bodyside cove gone, side trim was of a full-length, two-piece design. The top trim on both series ran straight from the front fender edge, just above the headlight trim, back to the middle of the rear quarter panel, at roughly the same height as the taillamps on the back end. The bottom trim piece differed between the two series. The Ranger’s ran parallel to the top molding on the

front fender, then dipped down several inches on the front door, then came back upwards, gradually moving closer to the top trim piece until they met at the back end. On the Corsair, the bottom trim gradually ran downhill from the front end until it was past the front door, then dipped down and ran back to meet the top trim at the back end. In between the two pieces of trim on the Corsair was a silver insert similar to that used on the 1958 Citation. All cars carried the Edsel name in block letters below the bodyside trim on the front fender and door. Series designations were on the rear quarter panel end, below the side trim, except on wagons, which had a tailgate trim piece with the name “Villager” in the middle.

At the back, the trunk lid continued to have a wing-like design when viewed directly from behind, with a recessed section in the center. Taillamps moved from the top fender and trunk line horizontal position, down to the center of the rear panel, and consisted of two horizontally placed round taillights with a backup light to the inside, with the exception of station wagons, which used the design described above. The rear lights were similar in design to those used on the 1958 Continental. Inside, the Edsel adopted a Ford instrument panel, with only a unique instrument cluster and trim variations to set them apart. The Edsel instrument cluster now included a traditional style horizontal speedometer, but two pods at each end contained the fuel gauge and oil pressure warning light at left and temperature gauge and generator warning light at right.

Under the hood, the base Ford 292 CID V8 engine became standard for the Ranger series and Villager station wagons. The Ford 223 CID 6-cylinder was available on these cars with an \$84 price credit. Standard on the Corsair, and optional on all other models, was the Ford 332 CID V8. Topping the line was the only surviving exclusively Edsel engine, the 361 CID V8, formerly known as the “E-400” and now termed the “Edsel Super Express.” With the “Tele-Touch” automatic transmission selector gone, a conventional column-mounted shift lever was fitted with either the new “Dual-Power Drive” 3-speed or “Mile-O-Matic Drive” 2-speed automatic transmission. Overdrive was no longer available for the 3-speed manual transmission.



Corsair 2-Door Convertible



Corsair 4-Door Sedan



Ranger 4-Door Sedan



Ranger 4-Door,  
9-passenger Villager Station Wagon

**Model year production:** 44,891, down 27.51%.

**Domestic market share:** 0.81% (14th place).

**Base price range:** \$2,629 to \$3,072.

**Edsel average base price:** \$2,837, down 6.75%.

**Introduction date:** October 31, 1958.

**Assembly plants:** Oakville, Ontario, Canada (K); and Louisville, KY (U).

**Serial number identification:** Ten-digit number located on left front door hinge pillar and read as follows: First digit indicates engine installation, "A" for 223 CID 6-cy.; "C" for 292 CID V8; "B" for 332 CID V8 2-bbl.; "R" for 332 CID V8 4-bbl.; and "W" for 361 CID V8. The second digit

indicates model year ("9" = 1959). Third digit indicates assembly plant code from above. Fourth digit indicates the body type as follows: Ranger 2-Door Sedan (C); Ranger 4-Door Sedan (F); Ranger 2-Door HT (G); Ranger 4-Door HT (H); Corsair Convertible (R); Corsair 4-Door Sedan (S); Villager 6-passenger wagon (T); Villager 9-passenger wagon (V); Corsair 2-Door HT (W); and Corsair 4-Door HT (X). Fifth symbol, 7, designates Edsel division. Remaining digits are sequential with beginning number of 00001. Ending number at Louisville plant, which produced about 99 percent of 1959 models, was 44822. Ending number at Oakville plant is unknown.

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	( <i>Ranger</i> )		
				Ranger	Villager	Corsair
223 CID Economy Six, 1-bbl., 6-cyl.	8.4:1	145	3-speed manual	-\$84	-\$97	-
			Mile-O-Matic 2-speed automatic	\$106	\$93	-
292 CID Ranger, 2-bbl., V8	8.8:1	200	3-speed manual	S	-	-
			Mile-O-Matic 2-speed automatic	\$190	-	-
332 CID Express, 2-bbl., V8	8.9:1	225	3-speed manual	-	S	S
			Mile-O-Matic 2-speed automatic	-	\$190	\$190
332 CID Express, 4-bbl., V8	8.9:1	225	3-speed manual	-	\$25	\$25
			Mile-O-Matic 2-speed automatic	-	\$215	\$215
361 CID Super Express, 4-bbl., V8	9.6:1	303	Mile-O-Matic 2-speed automatic	\$239	\$220	\$220
			Dual-Power Drive 3-speed automatic	\$280	\$261	\$261

### Major Options

	<i>All</i>
Heater and defroster	\$74
Dial-Temp heater and defroster	\$90
Dial-Temp air conditioner	\$431
Radio	\$65
Signal seeking radio	\$89
Tinted glass	\$38
Power windows	\$102

### Paint Colors

	<i>Code</i>
Jet Black	A
Moonrise Gray Metallic	B
Gold Metallic	C
Redwood Metallic	D
Snow White	E
President Red	F
Talisman Red	G

**Major Options (cont.)**

	<i>All</i>
Power seat, 4-way	\$70
Power steering	\$82
Power brakes	\$43
Rocker panel molding	\$17
Full wheel covers	\$16
Deluxe wheel covers	\$28
White sidewall tires	\$36
Safety package*	\$28
Visibility group†	\$36

\*Includes padded dash and header, padded sunvisors on convertible and wagons. †Includes backup lights, windshield washer, inside and outside rear view mirrors, glove box light and courtesy lights.

Options common to most models. Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

**Paint Colors (cont.)**

	<i>Code</i>
Desert Tan	H
Velvet Maroon	J
Platinum Gray Metallic	K
Star Blue Metallic	L
Jet Stream Blue	M
Light Aqua	N
Dark Aqua	P
Petal Yellow	Q
Mist Green	R
Jadeglint Green Metallic	S

Two-tone combinations: Two-letter code in which first letter indicates lower body color and second letter indicates upper body color.

# Ranger

*"All the luxury of Edsel — at new low price!"*

Nameplate year of origin: 1958.

Current bodystyle lifespan: 1959.

Percentage of division's sales volume: 80.72%.

Primary competition: Chevrolet Impala, Dodge Coronet, Ford Galaxie, Plymouth Fury, and Rambler Ambassador.

Notable changes: Completely redesigned.

Major standard equipment: Cloth or cloth and vinyl upholstery, full floor carpeting, electric clock, stainless steel window moldings, full-length bodyside trim, front fender ornaments, and 7.50 × 14 BSW tires. Villager wagons add: Vinyl upholstery, linoleum cargo floor, and 8.00 × 14 BSW tires.

**Measurements**

	<i>Cars</i>	<i>Wagon</i>
Wheelbase	120.0"	118.0"
Length	210.9"	211.9"
Width	79.8"	79.8"
Height	56.0"	57.8"
Legroom — front	43.3"	42.8"
Legroom — rear	42.8"	41.3"
Headroom — front	33.8"	34.7"
Headroom — rear	33.5"	34.3"
Cargo capacity (cu. ft.)	32.0	80.0
Fuel capacity (gals.)	20.0	20.0

**Models Available**

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Ranger 2-Door Sedan, 6-p.	64C	\$2,629	+4.37%	3547	7,778	+68.54%
Ranger 2-Door Hardtop, 6-p.	63F	\$2,691	+3.78%	3591	5,474	+6.27%
Ranger 4-Door Sedan, 6-p.	58D	\$2,684	+3.55%	3682	12,814	+116.12%
Ranger 4-Door Hardtop, 6-p.	57F	\$2,756	+2.91%	3774	2,352	-21.86%
Ranger 4-Door Villager Station Wagon, 6-p.	71F	\$2,971	+1.30%	3842	2,133	+22.94%
Ranger 4-Door Villager Station Wagon, 9-p.	71E	\$3,055	+2.17%	3930	5,687	+176.87%
TOTALS	<i>Avg. price</i>	\$2,798	+2.10%	<i>Production</i>	36,238	+54.74%

# Corsair

*"Distinctive Edsel styling in its proudest form!"*

**Nameplate year of origin:** 1958 (was also used on a Henry J model).

**Current bodystyle lifespan:** 1959.

**Percentage of division's sales volume:** 19.28%.

**Primary competition:** Dodge Royal, Mercury Monterey, and Pontiac Catalina.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl upholstery, color-keyed carpeting, electric clock, stainless steel front and rear window moldings, full-length bodyside trim, fender ornaments, and 8.00 × 14 BSW tires. Convertible adds: Vinyl upholstery, power top, and dual exhausts.

## Measurements

Wheelbase	120.0"
Length	210.9"
Width	79.8"
Height	56.0"
Legroom — front	43.3"
Legroom — rear	42.8"
Headroom — front	33.8"
Headroom — rear	33.5"
Cargo capacity (cu. ft.)	32.0
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Corsair 2-Door Hardtop, 6-p.	63B	\$2,819	-15.75%	3778	2,315	-30.12%
Corsair 2-Door Convertible, 6-p.	76E	\$3,072	NEW	3790	1,343	NEW
Corsair 4-Door Sedan, 6-p.	58B	\$2,812	NEW	3696	3,301	NEW
Corsair 4-Door Hardtop, 6-p.	57B	\$2,885	-15.77%	3709	1,694	-71.39%
TOTALS	<i>Avg. price</i>	\$2,897	-14.43%	<i>Production</i>	8,653	-6.28%

# FORD

*"The world's most beautifully proportioned cars!"*

After only two years with the '57 body design, the regular line Fords were redesigned again. While retaining some of the 1957–58 118 inch wheelbase models' structural pieces, this time Ford went a little more conservative in their styling, and as a result created what was arguably the best looking 1959 car produced. As could be expected, Thunderbird styling features were carried throughout the body styling, and to some extent into the interior. Of course, under the hood, the big Fords were keeping up in the power department also.

It was not too surprising that changes in the engine offerings were few, although the big 430 CID V8 engine was now available as an option on the Thunderbird. The big engine had been introduced for 1958 in all Lincolns and the Mercury Park Lane. Placing the 350-horsepower engine into the Thunderbird made sense as the sporty coupe was built at the same factory as the Lincoln.

The Ford line's front-end styling returned to a more traditional grille and bumper layout for 1959. The bumper housed round parking lamps at each end. Above it was a grille made up of four rows of "floating stars," 22 across at its widest point, which was similar in effect to the '58 and '59 Buick grilles. An upper grille bar wrapped over the ends, below hooded quad headlamps set in a chrome surround. A Ford crest adorned the front edge of the hood panel, and fender ornaments were set atop the flat front fenders. Speaking of flat, the new hood was about as flat as you could get. The same could be said for the rear deck, which had only a V-shaped feature line on its back edge. At the endpoint of the small tailfins were round backup lamps (or ornaments if not equipped with backup lamps), which capped off each end of the "V." Large round tail-lamps that dipped into the rear bumper line were also new.

Along the body side, the jet-like lower quarter panel

feature from the Thunderbird appeared on the upper rear quarter of the Ford line, creating the tailfin. Side trim was unique by series, with the Custom 300 using a full-length trim strip following the bodyside feature line from the hooded headlights, under the front door handle, then curving up to follow the top of the rear tailfin. Four star shaped ornaments were used on the rear quarter panels of all but the Business Coupe. The Fairlane and Fairlane 500 series had the same trim, but a second trim piece ran below from the front fender to the beginning of the raised area of the tailfin. Between the trim strips, the Fairlane was painted, while the Fairlane 500 used silver ribbed trim. The 500 also added a lower rear quarter ribbed trim behind the rear wheel opening. Inside, the instrument panel was quite similar to the prior year, although the expected color choices and material changes were made. Also, larger wraparound windshields gave a better view to the front.

The 4-passenger Thunderbird entered its second year

as a luxury car with new trim, but few other changes. A new horizontal bar grille was introduced, and again it was mimicked in the taillamp bezel grilles. Along the body side, the vertical chrome strips were removed, and a chrome arrow was placed over the leading edge of the jet-shaped protrusion on the door. New this year was a power top mechanism for the convertible. However, it would get more complicated for 1960 when a more automated operation of trunk lid and top was introduced.

After the start of the model year, a new Galaxie series was introduced. Although essentially trimmed the same as a Fairlane 500, it differed in the roofline by using the Thunderbird's upright and formal C-pillar. All other Fords used a wraparound style rear window with thin pillars. The introduction of the Galaxie made for a confusing model lineup this year. Models such as the Sunliner and Skyliner were introduced as Fairlane 500s but became Galaxies; they are included with the Galaxie herein.



Custom 300 2-Door,  
3-passenger Business Coupe



Fairlane 2-Door Club Sedan



Fairlane 500 2-Door Victoria  
Club Coupe Hardtop



(Galaxie) Fairlane 400 2-Door  
Skyliner Retractable Hardtop



Thunderbird 2-Door Convertible



Thunderbird 2-Door Convertible interior

**Model year production:** 1,437,804, up 45.53% from 1958.

**Domestic market share:** 25.82% (2nd place).

**Base price range:** \$2,132 to \$3,979.

**Ford average base price:** \$2,826, up 10.14%.

**Introduction date:** October 1958.

**Assembly plants:** Atlanta, GA (A); Chester, PA (C); Chicago, IL (G); Dallas, TX (D); Dearborn, MI (F); Mahwah, NJ (E); Kansas City, MO (K); Lorain, OH (H); Los Angeles, CA (J); Louisville, KY (U); Norfolk, VA (N); San Jose, CA (R); Twin Cities (St. Paul), MN (P); and Wixom, MI (Y).

**Serial number identification:** Ten-digit number located on left front door hinge pillar and read as follows: First digit indicates engine installation, "A" for 223 CID 6-cylinder;

"B" for 332 CID V8, 2-bbl.; "C" for 292 CID V8; "H" for 352 CID V8, 4-bbl.; and "J" for 430 CID V8, 4-bbl. The second digit indicates model year: "9" = 1959. Third digit indicates assembly plant code from above. Fourth digit indicates the body type as follows: Sunliner (C); Skyliner (W); Two-door wagons, Ranch Wagons and Country Sedans (R); Country Squire (Y); Fairlane 500 2-Door and 4-Doors (V); all Fairlane models (T); Thunderbird (H); all Custom 300 models (G); and all Galaxie 2-Doors and 4-Doors (S). Remaining digits are sequential with beginning number of 100001 and ending number as follows in the chart below.



## Highest Serial Numbers by Assembly Plant

<i>Assembly Plant</i>	<i>Ending Serial No.</i>
Atlanta, GA (A)	205491
Chester, PA (C)	185524
Chicago, IL (G)	204673
Dallas, TX (D)	183710
Dearborn, MI (F)	360703
Mahwah, NJ (E)	293982
Kansas City, MO (K)	198474
Lorain, OH (H)	202717
Los Angeles, CA (J)	127882
Louisville, KY (U)	133997
Norfolk, VA (N)	169138
San Jose, CA (R)	200320
Twin Cities (St. Paul), MN (P)	196350
Wixom, MI (Y)*	167456

\*All Thunderbirds were built at Wixom, MI.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>Custom 300, Fairlane, Fairlane 500 &amp; Galaxie</i>		
				<i>Skyliner</i>	<i>Thunderbird</i>	
223 CID Mileage Maker, 1-bbl., 6-cyl.	8.4:1	145	3-speed manual	S	-	-
			Overdrive	\$108	-	-
			Ford-O-Matic Drive	\$190	-	-
			Cruise-O-Matic	\$231	-	-
292 CID Thunderbird, 2-bbl., V8	8.8:1	200	3-speed manual	\$118	S	-
			Overdrive	\$226	\$108	-
			Ford-O-Matic Drive	\$308	\$190	-
			Cruise-O-Matic	\$349	\$231	-
332 CID Thunderbird Special, 2-bbl., V8	9.5:1	225	3-speed manual	\$141	\$23	-
			Overdrive	\$249	\$131	-
			Ford-O-Matic Drive	\$331	\$213	-
			Cruise-O-Matic	\$372	\$254	-
352 CID Thunderbird Special, 4-bbl., V8	9.6:1	300	3-speed manual	\$167	\$49	S
			Overdrive	\$275	\$157	\$108
			Ford-O-Matic Drive	\$357	\$239	\$145
			Cruise-O-Matic	\$398	\$280	\$242
430 CID Thunderbird Special, 4-bbl., V8	10.0:1	350	3-speed manual	-	-	\$177
			Overdrive	-	-	\$322
			Cruise-O-Matic	-	-	\$419

## Major Options

	<i>Custom 300</i>	<i>Fairlane</i>			<i>Thunderbird</i>
		<i>Fairlane</i>	<i>500</i>	<i>Galaxie</i>	
Magic Air heater and defroster	\$75	\$75	\$75	\$75	\$83
PolarAire conditioner	\$271	\$271	\$271	\$271	-
SelectAire conditioner	\$404	\$404	\$404	\$404	\$466
Electric clock	\$15	\$15	S	S	S
Radio	\$59	\$59	\$59	\$59	\$113
Signal seeking radio	\$83	\$83	\$83	\$83	-
I-rest tinted glass	\$38	\$38	\$38	\$38	\$38
Aquamatic windshield washers	\$14	\$14	\$14	\$14	\$14

## Paint Colors

	<i>Code</i>
Raven Black	A or A-01
Wedgewood Blue*	C
Baltic Blue†	C
Indian Turquoise†	D
Colonial White†	E-07
Fawn Tan*	F
Hickory Tan†	F-60
April Green*	G
Glacier Green†	G-15
Tahitian Bronze Metallic	H
Surf Blue Metallic*	J
Steel Blue Metallic†	J-28



## Major Options (cont.)

	<i>Fairlane</i>				
	<i>Custom 300</i>	<i>Fairlane</i>	<i>500</i>	<i>Galaxie</i>	<i>Thunderbird</i>
Power windows — all					
four windows	\$102	\$102	\$102	\$102	\$102
Power seat, 4-way	\$64	\$64	\$64	\$64	\$92
Magic Circle power steering	\$75	\$75	\$75	\$75	\$75
Power brakes	\$43	\$43	\$43	\$43	\$43
Full wheel covers	\$17	\$17	\$17	\$17	\$17
White sidewall tires	\$33-\$50	\$33-\$50	\$33-\$50	\$33-\$50	\$36

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors (cont.)

	<i>Code</i>
Sandstone Metallic <sup>†</sup>	K-92
Diamond Blue <sup>†</sup>	L-80
Doeskin Beige <sup>†</sup>	M-66
Starlet Blue Metallic <sup>†</sup>	N
Sherwood Green Metallic*	Q
Sea Reef Green Metallic <sup>†</sup>	Q-17
Torch Red*	R
Brandy Wine <sup>†</sup>	R
Geranium*	T
Flamingo <sup>†</sup>	T-83
Cordovan Metallic <sup>†</sup>	U
Casino Cream <sup>†</sup>	V-75
Tamarack Green Metallic <sup>†</sup>	W
Inca Gold*	Y
Gunsmoke Gray Metallic*	Z
Platinum <sup>†</sup>	Z-55

\*Not available on Thunderbird. <sup>†</sup>Thunderbird exclusive color. In conventional two-tone codes, the first letter indicates lower body color and second code indicates upper body color. In Style-tone two-tone codes, in general, the first letter indicates roof and lower body color, and the second code letter indicates the middle body color.

## Custom 300

*"The true value leaders of the entire automotive field!"*

Nameplate year of origin: 1957.

Current bodystyle lifespan: 1959.

Percentage of division's sales volume: 41.39%.

Primary competition: Chevrolet Biscayne, Plymouth Savoy, and Rambler.

Notable changes: Completely restyled.

Major standard equipment: Nylon and vinyl upholstery, black rubber floor covering, horn button, driver's side sun visor, stainless steel front and rear window moldings, full-length bodyside trim, front fender ornaments, and 7.50 × 14 BSW tires. Ranch Wagon adds: Vinyl upholstery and linoleum cargo floor.

## Measurements

	<i>Cars</i>	<i>Wagon</i>
Wheelbase	118.0"	118.0"
Length	208.0"	208.0"
Width	76.8"	76.8"
Height	56.0"	57.9"
Legroom — front	43.3"	43.3"
Legroom — rear	42.1"	NA
Headroom — front	34.3"	34.3"
Headroom — rear	33.9"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	NA	NA

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 300 2-Door Business Sedan, 3-p.	64G	\$2,132	+8.39%	3283	4,084	+0.54%
Custom 300 2-Door Sedan, 6-p.	64F	\$2,219	+7.98%	3310	228,573	+31.79%
Custom 300 4-Door Sedan, 6-p.	58E	\$2,273	+7.78%	3385	249,553	+52.76%
(Custom 300) 2-Door Ranch Wagon, 6-p.	59C	\$2,567	+7.09%	3590	45,588	+31.84%
(Custom 300) 4-Door Ranch Wagon, 6-p.	71H	\$2,634	+7.47%	3685	67,339	+104.96%
TOTALS	<i>Avg. price</i>	\$2,365	+7.71%	<i>Production</i>	595,137	+45.76%

# Fairlane

*"These new Fairlanes are remarkably low in price!"*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1959.

**Percentage of division's sales volume:** 16.13%.

**Primary competition:** Chevrolet Biscayne, Plymouth Savoy, and Rambler.

**Notable changes:** Completely restyled.

**Major standard equipment:** Two-tone vinyl and vinyl pleated or nylon and vinyl upholstery, automatic interior courtesy lighting, full floor color-coordinated carpeting, stainless front, rear and side window surround moldings, bodyside stainless trim, and 7.50 × 14 BSW tires. Country Sedan adds: Vinyl upholstery and linoleum cargo floor.

## Measurements

	Cars	Wagon
Wheelbase	118.0"	118.0"
Length	208.0"	208.0"
Width	76.8"	76.8"
Height	56.0"	57.9"
Legroom — front	43.3"	43.3"
Legroom — rear	42.1"	NA
Headroom — front	34.3"	34.3"
Headroom — rear	33.9"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	NA	NA

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fairlane 2-Door Club Sedan, 6-p.	64A	\$2,357	+6.12%	3332	35,126	-8.44%
Fairlane 4-Door Town Sedan, 6-p.	58A	\$2,411	+5.98%	3415	64,663	+12.48%
(Fairlane) 2-Door Del Rio Ranch Wagon, 6-p.	59D	\$2,678	+6.99%	3613	8,663	-31.72%
(Fairlane) 4-Door Country Sedan Station Wagon, 6-p.	71F	\$2,745	+7.35%	3718	94,601	+37.56%
(Fairlane) 4-Door Country Sedan Station Wagon, 9-p.	71E	\$2,829	+6.19%	3767	28,811	+39.17%
TOTALS	<i>Avg. price</i>	\$2,604	+3.50%	<i>Production</i>	231,864	+5.25%

# Fairlane 500

*"Never have your car dollars bought so much style and power and comfort in the low-price field!"*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1959.

**Percentage of division's sales volume:** 5.50%.

**Primary competition:** Chevrolet Bel Air and Plymouth Belvedere.

**Notable changes:** Completely restyled.

**Major standard equipment:** Vinyl or nylon and vinyl upholstery, automatic interior courtesy lighting, full floor color-coordinated carpeting, stainless front, rear and side window surround moldings, full length bodyside stainless trim, and 7.50 × 14 BSW tires. Country Squire adds: Vinyl interior, linoleum cargo floor, simulated mahogany panels with fiberglass maple exterior wood trim, and 8.00 × 14 BSW tires.

## Measurements

	Cars	Wagon
Wheelbase	118.0"	118.0"
Length	208.0"	208.0"
Width	76.8"	76.8"
Height	56.0"	57.9"
Legroom — front	43.3"	43.3"
Legroom — rear	42.1"	NA
Headroom — front	34.3"	34.3"
Headroom — rear	33.9"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	NA	NA

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Fairlane 500 2-Door Club Sedan, 6-p.	64B	\$2,476	+4.30%	3338	10,141	-70.21%
Fairlane 500 2-Door Victoria Hardtop Club Coupe, 6-p.	63A	\$2,537	+4.19%	3365	23,892	-70.30%
Fairlane 500 4-Door Town Sedan, 6-p.	58B	\$2,530	+4.20%	3417	35,670	-66.25%
Fairlane 500 4-Door Victoria Hardtop Town Sedan, 6-p.	57A	\$2,602	+4.12%	3451	9,308	-74.50%
(Fairlane 500) 4-Door Country Squire Station Wagon, 9-p.	71G	\$2,958	+5.87%	3758	24,336	+62.02%
TOTALS	<i>Avg. price</i>	\$2,536	-3.21%	<i>Production</i>	79,011	-75.42%

## Galaxie

*"Ford brings Thunderbird elegance to the low-price field!"*

**Nameplate year of origin:** 1959.

**Current bodystyle lifespan:** 1959.

**Percentage of division's sales volume:** 32.29%.

**Primary competition:** Chevrolet Impala and Plymouth Fury.

**Notable changes:** All-new model.

**Major standard equipment:** Vinyl or nylon and vinyl upholstery, automatic interior courtesy lighting, full floor color-coordinated carpeting, stainless front, rear and side window surround moldings, full length bodyside stainless trim, and 7.50 × 14 BSW tires. Sunliner and Skyliner add: Hydraulic power operated top.

## Measurements

	<i>All except Skyliner</i>	<i>Skyliner</i>
Wheelbase	118.0"	118.0"
Length	208.0"	208.1"
Width	76.8"	76.8"
Height	56.0"	56.3"
Legroom — front	43.3"	43.3"
Legroom — rear	42.1"	42.1"
Headroom — front	34.3"	34.3"
Headroom — rear	33.9"	33.9"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	NA	NA

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY*</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY*</i>
Galaxie 2-Door Club Sedan, 6-p.	64H	\$2,528	NEW	3338	52,848	NEW
Galaxie 2-Door Victoria Hardtop Club Coupe, 6-p.	65A	\$2,589	NEW	3377	121,869	NEW
Galaxie 2-Door Sunliner Convertible, 6-p.	76B	\$2,839	+7.13%	3527	45,868	+30.94%
Galaxie 2-Door Skyliner Retractable Hardtop, 6-p.	51A	\$3,346	+5.79%	4064	12,915	-12.22%
Galaxie 4-Door Town Sedan, 6-p.	54A	\$2,582	NEW	3405	183,108	NEW
Galaxie 4-Door Victoria Hardtop Town Sedan, 6-p.	75A	\$2,654	NEW	3494	47,728	NEW
TOTALS	<i>Avg. price</i>	\$2,756	NEW	<i>Production</i>	464,336	NEW

\*Comparisons made to equivalent 1958 Fairlane 500 models.

# Thunderbird

*“Ford presents a brilliant new version of a great American classic ... the 4-passenger Thunderbird!”*

**Nameplate year of origin:** 1955.

**Current bodystyle lifespan:** 1958 through 1960.

**Percentage of division's sales volume:** 4.69%.

**Primary competition:** DeSoto Adventurer.

**Notable changes:** Trim and grille revised; power convertible top introduced.

**Major standard equipment:** Vinyl upholstery, front bucket seats, vinyl covered center floor console, built-in door armrests, Lifeguard padded instrument panel and sun visors, automatic interior courtesy lighting, rayon loop carpeting, horn ring, stainless steel window surround moldings, outside rear view mirror, dual horns, dual exhaust, and 8.00 × 14 BSW tires.

## Measurements

Wheelbase	113.0"
Length	205.3"
Width	77.0"
Height	52.5"
Legroom — front	43.4"
Legroom — rear	38.1"
Headroom — front	34.5"
Headroom — rear	33.3"
Cargo capacity (cu. ft.)	20.5
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Thunderbird 2-Door Hardtop, 4-p.	63A	\$3,696	+1.79%	3813	57,195	+59.95%
Thunderbird 2-Door Convertible, 4-p.	76A	\$3,979	+1.27%	3903	10,261	+380.83%
TOTALS	<i>Avg. price</i>	\$3,838	+1.52%	<i>Production</i>	67,456	+78.02%

# IMPERIAL

*“Imperial for Nineteen Fifty-Nine. America's most distinctive fine car.”*

For the third year, there was very little visible change in the Imperial line. Under the hood, though, there was a bigger, more powerful engine: A big 413 CID V8 developing 350 horsepower was the new standard engine in all but the Crown Imperial Limousine. A version of this new engine would eventually find its way into Plymouths and Dodges and rank among the most famous of racing engines.

A new grille, made up of a large center horizontal bar and five vertical bars, with thin horizontal strips as a background, characterized the updated front end. The headlights, mounted at each end of the horizontal bar, were inset into the fender more, exaggerating the hooded fender look, and foreshadowing the 1961 Imperial freestanding headlight styling.

At the back, a new lower rear quarter panel gravel shield was introduced, and bore the Imperial crest on LeBaron models. Three optional roof treatments were available for all Southampton models. The “Landau” had a simulated rear canopy treatment and cost \$31. The canopy portion was of a textured Scotch grain finish, which looked like leather, but was really durable enamel paint. The “Silvercrest,” for an extra \$140, featured a stainless steel covering on the front half of the roof. The “Silvercrest Landau” combined the two features. Finally, it should be mentioned that the base Imperial line was now labeled the Imperial Custom.



Crown 2-Door Convertible



Custom 4-Door Southampton Hardtop



LeBaron 4-Door Southampton Hardtop



LeBaron 4-Door Southampton Hardtop



LeBaron 4-Door Sedan

**Model year production:** 17,269, up 7.04% from 1958.  
**Domestic market share:** 0.31% (15th place).  
**Base price range:** \$4,910 to \$15,075.  
**Imperial average base price:** \$6,469, up 0.84%.  
**Introduction date:** October 24, 1958.  
**Assembly plant:** Detroit, MI (7).  
**Serial number identification:** Ten-digit code located on cowl under hood (on left front door hinge pillar on some cars).  
 First symbol designates model year (M = 1959); second

symbol designates Chrysler division (6 = Imperial); third symbol designates series (1 = Custom, 3 = Crown, 5 = LeBaron and Crown Imperial); fourth symbol designates assembly plant (7 = Detroit). The remaining six digits represent the vehicle identification number, with all beginning at 100001. Ending VIN as follows: Custom series: 107813. Crown series: 108353. LeBaron and Crown Imperial series: 101146.

### Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All but Crown Imperial</i>	<i>Crown Imperial</i>
392 CID, 4-bbl., V8	10.0:1	325	TorqueFlite automatic	-	S
413 CID, 4-bbl., V8	10.1:1	350	TorqueFlite automatic	S	-

### Major Options

	<i>Custom</i>	<i>Crown</i>	<i>LeBaron</i>	<i>Crown Imperial</i>
Heater and defroster	\$136	\$136	\$136	S
Air-Temp air conditioning	\$590	\$590	\$590	\$590
Solex tinted glass	\$54	\$54	\$54	\$54
Radio	\$169	\$169	\$169	S
Auto-Pilot speed control	\$97	\$97	\$97	\$97
Six-way power front seat	\$125	S	S	S
Power windows	\$125	S	S	S
Power door locks* (power windows req.)	\$47-\$72	\$47-\$72	\$72	S
Power steering	S	S	S	S
Power brakes	S	S	S	S

### Major Options (cont.)

	<i>Custom</i>	<i>Crown</i>	<i>LeBaron</i>	<i>Crown Imperial</i>
White sidewall tires	S	S	S	S

\*Lower price is for 2-Doors, higher price is for 4-Doors.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	<i>Code</i>		<i>Code</i>	
Formal Black	AAA	Radiant Red	RRR	<i>Two-tone combinations: First letter indicates upper color, second letter indicates lower color. If insert color used, it is the third letter. Examples: AB = A, Upper Color; B, Lower Color. ABA = A, Upper Color; B, Lower Color; A, Insert.</i>
Normandy Blue	BBB	Gray Rose Metallic	SSS	
Nocturne Blue Metallic	CCC	Fireglow Metallic (carryover Spring 1958 color)	SSS	
Empress Blue Metallic	DDD	Deep Ruby Metallic	TTT	
Ballad Green	EEE	Sandstone	UUU	
Highland Green Metallic	FFF	Bimini Blue (carryover Spring 1958 color)	VVV	
Sherwood Green Metallic	GGG	Cameo Tan Metallic	WWW	
Silverpine Metallic	HHH	Ivory White	XXX	
Tropic Turquoise	III	Yellow Mist	YYY	
Aqua Mist	JJJ	Frosty Tan Metallic (carryover Spring 1958 color)	YYY	
Turquoise Gray Metallic	KKK	Copper Spice Metallic	ZZZ	
Spanish Silver Metallic	LLL			
Oxford Gray Metallic	MMM			
Persian Pink	NNN			
Carousel Red	PPP			

## Custom

*"A new tradition begins ... by Imperial decree."*

**Nameplate year of origin:** 1959.

**Current bodystyle lifespan:** 1959.

**Percentage of division's sales volume:** 45.16%.

**Primary competition:** Lincoln Capri.

**Notable changes:** New grille, minor trim and detail changes.

**Major standard equipment:** Leather and broadcloth interior trim, 4-way power front seat adjustment, front and rear seat center pull-down armrest, full floor carpeting, full wheel covers, and 9.50 × 14 WSW tires.

### Measurements

Wheelbase	129.0"
Length	226.3"
Width	81.0"
Height	56.9"
Legroom — front	45.7"
Legroom — rear	43.5"
Headroom — front	35.1"
Headroom — rear	34.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

### Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Custom 2-Door Southampton Hardtop, 6-p.	612	\$4,910	+1.47%	4675	1,743	-3.22%
Custom 4-Door Sedan, 6-p.	613	\$5,016	+1.44%	4735	2,071	+7.53%
Custom 4-Door Southampton Hardtop, 6-p.	614	\$5,016	+1.44%	4745	3,984	+19.42%
TOTALS	<i>Avg. Price</i>	\$4,981	+1.45%	<i>Production</i>	7,798	+10.41%



## Crown

*"Elegance weds eagerness ... by Imperial decree."*

Nameplate year of origin: 1957.

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 48.25%.

Primary competition: Cadillac Series 62 and Lincoln Premier.

Notable changes: New grille, minor trim and detail changes.

Major standard equipment: Leather and broadcloth interior trim, 4-way power front seat adjustment, front and rear seat center pull-down armrest, full floor carpeting, power windows, safety accessory group, full wheel covers, and 9.50 × 14 WSW tires.

### Measurements

Wheelbase	129.0"
Length	226.3"
Width	81.0"
Height	56.9"
Legroom — front	45.7"
Legroom — rear	43.5"
Headroom — front	35.1"
Headroom — rear	34.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Crown 2-Door Southampton Hardtop, 6-p.	632	\$5,403	+0.28%	4810	1,728	-10.88%
Crown 2-Door Convertible, 6-p.	635	\$5,774	+0.26%	4850	555	-17.78%
Crown 4-Door Sedan, 6-p.	633	\$5,647	+0.27%	4830	1,335	+7.66%
Crown 4-Door Southampton Hardtop, 6-p.	634	\$5,647	+0.27%	4840	4,714	+13.70%
TOTALS	<i>Avg. Price</i>	\$5,618	+0.27%	<i>Production</i>	8,332	+4.15%

## LeBaron

*"Excellence without equal ... by Imperial decree."*

Nameplate year of origin: 1924 (as Chrysler sedan model designation); 1926 (as series).

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 6.56%.

Primary competition: Cadillac Series 60 Special.

Notable changes: New grille, minor trim and detail changes.

Major standard equipment: Leather and broadcloth interior trim, 4-way power front seat adjustment, front and rear seat center pull-down armrest, full floor carpeting, power windows, safety accessory group, custom accessory group, full wheel covers, and 9.50 × 14 WSW tires.

### Measurements

Wheelbase	129.0"
Length	226.3"
Width	81.0"
Height	56.9"
Legroom — front	45.7"
Legroom — rear	43.5"
Headroom — front	35.1"
Headroom — rear	34.4"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
LeBaron 4-Door Sedan, 6-p.	653	\$6,103	+2.24%	4865	510	+1.80%
LeBaron 4-Door Southampton Hardtop, 6-p.	654	\$6,103	+2.24%	4875	622	+15.61%
TOTALS	<i>Avg. Price</i>	\$6,103	+2.24%	<i>Production</i>	1,132	+8.95%

# Crown Imperial

*"Presenting the world's most magnificent limousine."*

**Nameplate year of origin:** 1940.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 0.04%.

**Primary competition:** Cadillac Series Fleetwood 75.

**Notable changes:** New grille, minor trim and detail changes.

**Major standard equipment:** Broadcloth interior trim, front and rear seat center pull-down armrest, two rear compartment jump seats, full floor carpeting, directional signals, heater and defroster, power windows, safety accessory group, custom accessory group, full wheel covers, and 9.50 × 14 WSW tires.

## Measurements

Wheelbase	149.5"
Length	246.8"
Width	81.0"
Height	NA
Legroom — front	45.7"
Legroom — rear	NA
Headroom — front	37.0"
Headroom — rear	NA
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	23.0

## Models Available

	<i>Model No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Crown Imperial 4-Door Limousine, 8-p.	NA	\$15,075	0.00%	5960	7	-77.42%
TOTALS	<i>Avg. Price</i>	\$15,075	0.00%	<i>Production</i>	7	-77.42%

# LINCOLN

*"Classic beauty ... unexcelled craftsmanship!"*

Few changes were seen for the 1959 Lincoln line. As with the Continental, the biggest styling change was to remove the fender line enclosure surrounding the canted headlights and place them within the grille area. The grille was of a finer texture, but still laid out in rows and columns. The front bumper was also changed, with the turn signal and parking lamps being moved to a round cigar shaped pod set into the "V" of the bumper ends. These pods also served as the new bumper guards. Also new was the name Lincoln spelled out in block letters across the front of the hood.

Along the bodysides, the rear quarter panel stainless trim was expanded into a molding that covered the entire lower quarter. Series designations were moved from the rear quarter panel to the front fender. At the rear, the grillework backing the taillamps was redesigned to resemble the new grille.

All series and models returned for a second year with no changes. However, it should be noted that this would be the last season for the Capri nameplate. Once the most popular series in the Lincoln line, accounting for 87 percent of Lincoln sales in 1955, it had fallen to barely 15 percent of the total for 1957 after assuming entry-level status in 1956. Capri production as a percent of total Lincoln volume improved greatly as Lincoln prices quickly climbed after 1957, but other plans were in the works to consolidate Lincoln and Continental into a single make, so the Capri name was dropped for 1960, and by 1961, the two-model Lincoln line would become the Lincoln Continental. The Capri name would reappear a decade later as a Mercury series, and it was also used on various Ford models around the world. But for Lincoln, 1959 would be the end of the line for the Capri.



Capri 2-Door Hardtop



Premiere 4-Door Hardtop



Premiere interior

**Model year production:** 15,780, down 7.90% from 1958.

**Domestic market share:** 0.28% (16th place).

**Base price range:** \$4,902 to \$5,594.

**Lincoln average base price:** \$5,270, up 1.49%.

**Introduction date:** November 1958.

**Assembly plants:** Wixom, MI (Y).

**Serial number identification:** Serial number consists of a ten digit code located on left front door pillar and/or on trunk

compartment lock flange, and read as follows: First digit indicates engine type (H = 430 CID V8); second digit indicates model year, (9 = 1959); third symbol designates assembly plant from code above; fourth symbol indicates series (Capri = A; Premiere = B). The fifth digit, "4," indicates Lincoln division, and the remaining digits are sequential production number beginning with 00001 and ending with 26906.

## Powertrains

<i>Engine</i>	<i>Compression Ratio</i>	<i>Gross HP</i>	<i>Transmission</i>	<i>All models</i>
430 CID, 4-bbl., OHV V8	10.0:1	350	Turbo-Drive automatic	S

## Major Options

	<i>Capri</i>	<i>Premiere</i>
Heater and defroster	\$129	\$129
Air conditioning	\$475	\$475
Travel-Tuner AM radio — manual antenna	\$141	\$141
FM radio tuner (requires Travel-Tuner radio)	\$129	\$129
Automatic headlight dimmer	\$56	\$56
Tinted glass	\$54	\$54
Power windows	\$123	S
Power vent windows	\$76	\$76
4-way power front seat	\$119	S
Power door locks (2-door/4-door)	\$40/\$64	\$40/\$64
Power steering	S	S
Power brakes	S	S
Pushbutton lubrication	\$47	\$47
Full wheel cover	S	S
Whitewall tires	\$58	\$58

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	<i>Code</i>
Presidential Black	01
Glacier White	07
Linden Green	15
Palm Green	16
Peacock Green Metallic	17
Crystal Blue	27
Pearl Blue Metallic	28
Midnight Blue Metallic	29
Claret Metallic	40
Bolero Red	45
Warwick Gray	50
Silver Metallic	55
Fawn	60
Sunstone	66
Deauville Yellow	75
Platinum	80
Copper Metallic	81, 82
Cameo Rose	83
Aquamarine	88
Burnished Gold Metallic	92
Sapphire Metallic	97

*Two-tone paint codes: First two numbers indicate upper body color; second two numbers indicate lower body color.*

# Capri

*"Capri offers all the power and comfort you expect in a big car!"*

**Nameplate year of origin:** 1952 (1950 as designation on Cosmopolitan coupe).

**Current bodystyle lifespan:** 1958 through 1960.

**Percentage of division's sales volume:** 50.25%.

**Primary competition:** Cadillac Series 62 and Imperial.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Fabric and leather upholstery, rear seat center armrest, full floor carpeting, chrome window surround moldings, bodyside stainless steel molding, power steering, power brakes, rear fender skirt, full wheel covers, and 9.00 × 14 BSW tires.

## Measurements

Wheelbase	131.0"
Length	227.1"
Width	80.1"
Height	56.5"
Legroom — front	44.4"
Legroom — rear	46.6"
Headroom — front	35.0"
Headroom — rear	33.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	22.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Capri 2-Door Hardtop Coupe, 6-p.	63A	\$4,902	+2.06%	4741	2,200	-15.09%
Capri 4-Door Sedan, 6-p.	53A	\$5,090	+2.81%	4823	1,312	+10.81%
Capri 4-Door Landau Hardtop Sedan, 6-p.	57A	\$5,090	+2.81%	4824	4,417	+43.22%
TOTALS	<i>Avg. price</i>	\$5,902	+2.56%	<i>Production</i>	7,929	+15.60%

# Premiere

*"Newest edition of the Lincoln look!  
A masterpiece at rest ... A miracle in motion."*

**Nameplate year of origin:** 1956.

**Current bodystyle lifespan:** 1958 through 1960.

**Percentage of division's sales volume:** 49.75%.

**Primary competition:** Cadillac de Ville and Imperial.

**Notable changes:** Restyled grille, trim and detail changes.

**Major standard equipment:** Fabric and leather upholstery, rear seat center armrest, full floor carpeting, power seat, power windows, chrome window surround moldings, bodyside stainless steel molding, lower rear quarter panel molding, power steering, power brakes, rear fender skirts, full wheel covers, and 9.00 × 14 BSW tires.

## Measurements

Wheelbase	131.0"
Length	227.1"
Width	80.1"
Height	56.5"
Legroom — front	44.4"
Legroom — rear	46.6"
Headroom — front	35.0"
Headroom — rear	33.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	22.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Premiere 2-Door Hardtop Coupe, 6-p.	63B	\$5,347	+0.55%	4798	1,963	-35.49%
Premiere 4-Door Sedan, 6-p.	53B	\$5,594	+0.52%	4887	1,282	-22.77%
Premiere 4-Door Landau Hardtop Sedan, 6-p.	57B	\$5,594	+0.52%	4880	4,606	-17.34%
TOTALS	<i>Avg. price</i>	\$5,512	+0.53%	<i>Production</i>	7,851	-23.59%

# MERCURY

*“America’s liveliest luxury car! Everything you want on wheels is yours in the exciting 20th Anniversary Mercury for 1959.”*

Mercury received a big makeover to celebrate its twentieth anniversary, and in the process tried to place itself in a better position to take on the segment of the market traditionally dominated by Buick and Oldsmobile. Buick seemed to be the more prominent target, as evidenced in the Park Lane series, with its plusher interiors and higher level of standard equipment. And the Park Lane again this year rode on a slightly longer wheelbase, with a slightly longer body, much as the Buick Electra was just a few inches larger than the LeSabre and Invicta. However, after the 1958 recession, it was the lower to mid-price range cars, such as Pontiac and Rambler, that were having the most success. Again, Ford Motor Company’s timing was just a bit off in the quest to capture the mid-price field.

More economical engine choices were introduced this year as a response to the recent rise in popularity of smaller cars. All three Mercury engines had their horsepower rating cut about 5 percent on average. Whether this was a true horsepower cut or just a marketing gimmick is not known. Engine choices were the same, with availability shuffled slightly; however, overdrive for the 3-speed manual transmission was no longer offered, as automatic transmissions were clearly becoming the popular choice.

Visually, the new Mercurys were very nice looking yet rather plain from the front, looking much like a Ford. The combined bumper and grille look of the past several years was gone, replaced by a basic grille made up of small cubes or rectangles. Chrome hood and fender bars surrounded the grille. The Mercury name in block letters sat between the dual headlamps, and a round Mercury hood ornament was used.

The biggest exterior change was to the rooflines, with all closed models gaining a rakish look. Windshields

wrapped into the roofline much as those of the now defunct Turnpike Cruisers had in 1957 and 1958. Roofs were slender and terminated with a C-pillar that slanted forward on 2- and 4-door sedans and rearward on hardtops. Hardtops featured a huge, wraparound rear window that gave much improved rearward visibility. Sedans and convertibles were more conventional in design, and station wagons continued in their popular hardtop configurations. Around back, another version of the projectile theme dominated the upper area of the quarter panels, with a smaller projectile sheet-metal shape again used within. The taillamps filled the “V” created as the moldings on the side treatment came to a point on the back end. Monterey and Park Lanes used a rocker panel molding, and the Park Lane had a rear quarter panel trim piece. Interior design, while new, tended to be more conservative and used less gadgetry than the past two seasons. Gadgets grabbed the consumers’ attention but had proved not to sell well.

As mentioned in the 1958 Mercury introduction, all station wagons were now listed as 6-passenger models. Nine-passenger seating was still available through an option adding a third row seat. At a time when most manufacturers were separating their station wagon models from the car lines in their marketing, via separate brochures, different magazine advertising, and other measures, Mercury would be the only manufacturer to take the idea one step further. This year, the new Country Cruisers series encompassed the full range of station wagons. Individual model names of Commuter, Voyager and Colony Park continued to be used, and they were still related to the series that each matched in trim and equipment. This separation seemed to be a wise decision, as the Country Cruiser series outsold the Montclair and the Park Lane series.



Commuter 2-Door Country  
Cruiser Station Wagon



Montclair 4-Door Sedan



Monterey 2-Door Cruiser Hardtop



Park Lane 4-Door Cruiser Hardtop

**Model year production:** 150,000, up 12.55% from 1958.  
**Domestic market share:** 2.69% (9th place).  
**Base price range:** \$2,768 to \$4,206.  
**Mercury average base price:** \$3,393, up 2.39%.  
**Introduction date:** October 1958.  
**Assembly plants:** Los Angeles, CA (J); Metuchen, NJ (T); St. Louis, MO (Z); and Wayne, MI (W).  
**Serial number identification:** Ten-digit number located on left front door hinge pillar and read as follows: First digit indicates engine installation, "P" for 312 CID V8; "N" for 383 CID, 2-bbl. V8; "M" for 383 CID, 4-bbl. V8; "L" for 430 CID V8. The second digit indicates model year: "9" = 1959. Third digit indicates assembly plant code from above. Fourth digit indicates the body type as follows: Monterey and Country Cruiser Commuter wagons (A); Montclair and Country Cruiser Colony Park wagon (B); Park Lane (C); Country Cruiser Voyager wagon (D). Fifth digit is 5, indicating Mercury division. Remaining digits are sequential with beginning number of 00001 and ending number as follows in the chart below.

### Highest Serial Numbers by Assembly Plant

Assembly Plant	Ending No.
Los Angeles, CA (J)	17702
Metuchen, NJ (T)	33011
St. Louis, MO (Z)	43958
Wayne, MI (W)	54977

### Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Monterey	Montclair & Country Cruiser		
					Country Cruiser	Monterey & Voyager	Park Lane
312 CID Economy, 2-bbl., V8	8.75:1	210	3-speed manual	S	-	-	-
			Merc-O-Matic Drive	\$226	-	-	-
			Multi-Drive Merc-O-Matic	\$271	\$245	-	-
383 CID Marauder, 2-bbl., V8	10.0:1	280	3-speed manual	\$26	S	-	-
			Merc-O-Matic Drive	\$252	\$226	-	-
			Multi-Drive Merc-O-Matic	\$271	\$245	-	-
383 CID Marauder, 4-bbl., V8	10.0:1	322	Merc-O-Matic Drive	-	-	S	-
			Multi-Drive Merc-O-Matic	-	-	\$26	-
			Multi-Drive Merc-O-Matic	-	-	-	S

### Major Options

	Monterey and Country Cruisers Commuter & Voyager	Montclair & Country Cruiser Colony Park	Park Lane
Heater and defroster	\$91	\$91	\$91
Air conditioning	\$489	\$489	\$489
Electric clock	\$17*	S	S
Radio	\$87	\$87	\$87
Signal seeking radio	\$115	\$115	\$115
Tinted glass	\$44	\$44	\$44
4-way power front seat	\$77	\$77	\$77
Seat-O-Matic power front seat	\$104	\$104	\$104
Third row seat (wagons only)	\$115	\$115	-

### Paint Colors

	Code
Tuxedo Black	01
Marble White	07
Glacier White	08
Sagebrush Green Metallic	16
Sherwood Green Metallic	17
Satellite Blue	27
Blue Ice Metallic	28
Canton Red	45
Silver Sheen Metallic	55
Charcoal Metallic	56
Autumn Smoke	66



## Major Options (cont.)

	Monterey and Country Cruisers Commuter & Voyager	Montclair & Country Cruiser Colony Park	Park Lane
Power windows	\$108	\$108	\$108
Padded instrument panel	\$22*	S	S
Power steering	\$108	\$108	S
Power brakes	\$44	\$44	S
Dual exhausts	\$32	\$32	S
Full wheel covers	\$19	S	S
Whitewall tires	\$41	\$41	\$41

\*Standard on Voyager wagons.

Options common to most models. (— = Not Available; S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors (cont.)

	Code
Madeira Yellow	75
Bermuda Sand	83
Silver Beige Metallic	84
Twilight Turquoise	88
Golden Beige Metallic	92
Neptune Turquoise Metallic	97

Numerous two-tone combinations available with varying methods of identification.

## Monterey

“With a new gas-saving economy engine!”

Nameplate year of origin: 1952 (1950 as a top line coupe designation).

Current bodystyle lifespan: 1959 through 1960.

Percentage of division's sales volume: 59.52%.

Primary competition: Buick LeSabre, DeSoto Firesweep, Dodge Royal, Edsel Corsair, Oldsmobile 88, and Pontiac Star Chief.

Notable changes: Completely redesigned.

Major standard equipment: Cloth and vinyl upholstery, carpeting, chrome window surround moldings, full length bodyside stainless trim, and 8.00 × 14 BSW tires. Convertible adds: Vinyl upholstery and power top.

## Measurements

Wheelbase	126.0"
Length	217.8"
Width	80.7"
Height	55.8"
Legroom — front	46.2"
Legroom — rear	43.1"
Headroom — front	38.5"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	31.5
Fuel capacity (gals.)	20.0

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Monterey 2-Door Sedan, 6-p.	64A	\$2,768	+4.37%	3914	12,694	+20.60%
Monterey 2-Door Phaeton Hardtop Coupe, 6-p.	63A	\$2,854	+3.07%	3932	17,232	+25.85%
Monterey 2-Door Convertible, 6-p.	76A	\$3,150	+2.24%	4074	4,426	+93.11%
Monterey 4-Door Sedan, 6-p.	58A	\$2,832	+4.08%	3985	43,570	+50.80%
Monterey 4-Door Phaeton Hardtop Sedan, 6-p.	57A	\$2,918	+2.75%	4013	11,355	+64.35%
TOTALS	Avg. price	\$2,904	-0.72%	Production	89,277	+15.87%

## Montclair

“With lively new performance — quiet, effortless, economical!”

Nameplate year of origin: 1955.

Current bodystyle lifespan: 1959 through 1960.

Percentage of division's sales volume: 15.73%.

Primary competition: Buick Invicta, Chrysler Windsor, DeSoto Fire-dome, Oldsmobile Super 88, and Pontiac Bonneville.

## Measurements

Wheelbase	126.0"
Length	217.8"
Width	80.7"

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl upholstery, carpeting, electric clock, chrome window surround moldings, full length bodyside stainless trim, wheel opening and rocker panel molding, and 8.50 × 14 BSW tires.

### Measurements (cont.)

Height	56.1"
Legroom — front	46.2"
Legroom — rear	43.1"
Headroom — front	38.5"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	31.5
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Montclair 2-Door Phaeton Hardtop Coupe, 6-p.	63B	\$3,357	+2.22%	4146	7,375	+47.15%
Montclair 4-Door Sedan, 6-p.	58B	\$3,308	+2.22%	4205	9,514	+98.17%
Montclair 4-Door Phaeton Hardtop Sedan, 6-p.	57B	\$3,437	+2.14%	4234	6,713	+86.01%
TOTALS	<i>Avg. price</i>	\$3,367	-3.48%	<i>Production</i>	23,602	-0.67%

## Park Lane

*"Everything you'll find in the most expensive cars — except price!"*

**Nameplate year of origin:** 1957.

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 8.35%.

**Primary competition:** Buick Electra, Chrysler Saratoga, DeSoto Fireflite, and Oldsmobile 98.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and vinyl upholstery, carpeting, electric clock, chrome window surround moldings, full length bodyside stainless trim, wheel opening and rocker panel molding, lower rear quarter trim, power steering, power brakes, and 8.50 × 14 BSW tires. Convertible adds: Power top and 9.00 × 14 BSW tires.

### Measurements

Wheelbase	128.0"
Length	222.8"
Width	80.7"
Height	56.1"
Legroom — front	46.2"
Legroom — rear	43.1"
Headroom — front	38.5"
Headroom — rear	37.0"
Cargo capacity (cu. ft.)	34.5
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Park Lane 2-Door Hardtop, 6-p.	63C	\$3,955	+2.28%	4311	4,060	+28.56%
Park Lane 2-Door Convertible, 6-p.	76C	\$4,206	+2.14%	4455	1,257	+47.36%
Park Lane 4-Door Phaeton Hardtop Sedan, 6-p.	57C	\$4,031	+2.21%	4386	7,206	+37.49%
TOTALS	<i>Avg. price</i>	\$4,064	+3.80%	<i>Production</i>	12,523	-8.76%

## Country Cruiser

*"Newest ideas in station wagons!"*

**Nameplate year of origin:** 1959 (model names of Commuter, Voyager and Colony Park introduced in 1957).

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 16.40%.

### Measurements

Wheelbase	126.0"
Length	218.6"

**Primary competition:** See primary competition for Monterey (Commuter), and Montclair (Voyager) and (Colony Park).

**Notable changes:** New series consisting of all station wagon models. All are completely redesigned.

**Major standard equipment:** Commuter: Monterey standard equipment plus vinyl upholstery and 8.50 × 14 BSW tires. Voyager: Montclair standard equipment plus vinyl upholstery, rear side vent window, and 8.50 × 14 BSW tires. Colony Park: Montclair standard equipment plus vinyl upholstery, mahogany grain vinyl bodyside trim with plastic maple trim panels, and 8.50 × 14 BSW tires.

### Measurements (cont.)

Width	80.7"
Height	57.8"
Legroom — front	45.2"
Legroom — rear	45.1"
Headroom — front	39.7"
Headroom — rear	39.2"
Cargo capacity (cu. ft.)	105.1
Fuel capacity (gals.)	20.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Country Cruiser Commuter 2-Door Station Wagon, 6-p.	56A	\$3,145	+3.62%	4334	1,051	-45.03%
Country Cruiser Commuter 4-Door Station Wagon, 6-p.	77A	\$3,215	+3.54%	4405	15,122	+75.82%
Country Cruiser Voyager 4-Door Station Wagon, 6-p.	77D	\$3,793	+4.35%	4483	2,496	-0.95%
Country Cruiser Colony Park 4-Door Station Wagon, 6-p.	77B	\$3,932	+4.16%	4535	5,929	+32.52%
TOTALS	<i>Avg. price</i>	\$3,521	NEW	<i>Production</i>	24,598	NEW

# OLDSMOBILE

*"So typically NEW ... so typically OLDS!"*

In line with the revamp of the entire General Motors line except the Corvette, Oldsmobiles were longer, lower and wider than ever before, and came with an all-new "Linear Look." Oldsmobile's term was quite fitting, as the styling was linear with few curves to be found. Gone was the front end styling based on arched grille bars that had evolved into the oval bumper with Starfire styled grille opening. In its place was a strong horizontal grille theme, distinguished in its placement of the parking lamp between the dual headlights on each side. This was placed on a grid pattern grille with the Oldsmobile name spelled out across the center area. The grille was surrounded by chrome trim and set above the bumper, which had a narrow slit running across as an additional air inlet point.

A broad, flat hood and fender tops replaced the rounded lines of earlier years. Fender top ornaments continued in place of a traditional hood ornament, and on the top line 98 series, chrome trim extended the full length of the car from the fender ornament to the taillight bezel.

Side trim for the Super 88 and top line 98 included three vertical chrome strips at the front fender edge, then a horizontal strip running back to a point just short of the rear wheel opening. On the 98 the sweptback wheel openings were lined in moldings which connected with a rocker panel molding to form a continuous stream of chrome. The bumped out top ridge of the rear bumper provided the starting point for a side trim piece that ran forward to just above the back edge of the rear wheel opening. The Dynamic 88 carried only the front fender and door side molding.

Oval taillamps sat atop the low-level fins, which were the culmination of a body side crease that started at the front A-pillar. Atop the taillamp was a small fin; on the 98 series it was covered by stainless, the end of the trim that began at the front fender ornaments. About 6 inches above the bumper was an arched stainless trim piece enclosing a full-width panel that was covered in ribbed stainless on most models, with "Oldsmobile" spelled out across the cen-

ter. Its downward curving ends were the only styling link to the earlier postwar Oldsmobile grille theme. The rear bumper had a pod on each end with what appeared to be an exhaust pipe outlet, but was actually a backup light.

The greenhouse area styling was shared with all GM products, including the large wraparound windshields, "flat-top" 4-door hardtop roofs, and the large sloping rear window of sedans and 2-door hardtops. Station wagons

and 4-Door Sedans utilized the 6-window look with a small, tapered quarter window behind the rear door. Interiors featured a lot of chrome trim and a strong horizontal theme in the instrument panel. A horizontal pod was set on each side, the left containing instruments and gauges, and the right housing a clock. Optional radios, including the Trans-Portable removable radio, were mounted in the middle of the dash.



98 4-Door Hardtop Sport Sedan



Super 88 4-Door Hardtop Sport Sedan

**Model year production:** 382,864, up 29.18% from 1958.

**Domestic market share:** 6.85% (5th place).

**Base price range:** \$2,837 to \$4,366.

**Oldsmobile average base price:** \$3,471, up 1.94%.

**Introduction date:** October 1958.

**Assembly plants:** Atlanta, GA (A); Framingham, MA (B); Southgate (Los Angeles), CA (C); Fairfax (Kansas City), KS (K); Linden, NJ (L); Lansing, MI (M); Arlington, TX (T); and Wilmington, DE (W).

**Serial number identification:** Nine digit code located on left front door hinge pillar and read as follows: 1st two digits indicate year: 59. Third digit indicates series as follows: 7 = 88, 8 = Super 88, and 9 = 98. Fourth digit indicates assembly plant code from above, followed by sequential number by plant and series with beginning number of 01001, and ending number as follows in the chart below.

### Highest Serial Numbers by Assembly Plant and Series

Series	Atlanta	Framingham	Los Angeles	Kansas City	Linden	Lansing	Arlington	Wilmington
88	14514	10045	17224	21101	22989	83395	11216	17619
Super 88	10435	05588	11277	11921	13927	42341	08989	10582
98	07862	04612	07673	07577	11986	35344	06342	07562

### Powertrains

Engine	Compression		Gross HP	Transmission	Dynamic 88	Super 88	98
	Ratio						
371 CID Rocket, Econ-O-Way 2-bbl., OHV, V8	9.75:1	270	3-speed manual	S	-	-	
			Jetaway Hydra-Matic	\$231	-	-	
371 CID Rocket, 4-bbl., OHV, V8	9.75:1	300	3-speed manual	\$20	-	-	
			Jetaway Hydra-Matic	\$251	-	-	
394 CID Rocket, 4-bbl., OHV, V8	9.75:1	315	3-speed manual	-	S	-	
			Jetaway Hydra-Matic	-	\$231	S	

### Major Options

	Dynamic 88	Super 88	98
DeLuxe heater and defroster	\$102	\$102	\$102
Air conditioning	\$430	\$430	\$430
DeLuxe radio	\$102	\$102	\$102
Trans-Portable radio	\$145	\$145	\$145

### Paint Colors

	Code
Ebony Black	A
Silver Mist Metallic	B
Polaris White	C
Willow Mist Metallic	D

## Major Options (cont.)

	<i>Dynamic 88</i>	<i>Super 88</i>	<i>98</i>
Signal seeking radio	\$135	\$135	\$135
Autronic-Eye headlamp dimmer	\$50	\$50	\$50
Power windows	\$108	\$108	S*
6-way power front seat adjustment	\$102	\$102	\$73 <sup>†</sup>
Tinted glass	\$43	\$43	\$43
Safety padded instrument panel	\$16	S	S
Power steering	\$108	\$108	S
Power brakes	\$43	\$43	S
DeLuxe color wheel covers	\$37	\$37	\$25
Whitewall tires	\$45	\$50	\$50

\*\$108 extra on 4-Door Sedan. †\$102 extra on 4-Door Sedan.

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors (cont.)

	<i>Code</i>
Emerald Mist Metallic	E
Crystal Green	F
Sapphire Mist Metallic	H
Frost Blue	J
Aqua Mist Metallic	K
Cardinal Red	L
Russet Metallic	M
Burgundy Mist Metallic	N
Golden Mist Metallic	P
Bronze Mist Metallic	R
Indigo Metallic	S

*Two-tone combinations: First letter is lower body color, second letter is center or accent color, third letter is upper color and last letter is the wheel color.*

# Dynamic 88

*"The 'Linear Look' puts its best foot forward!"*

**Nameplate year of origin:** 1958 (88 series started 1949).

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 50.70%.

**Primary competition:** Buick LeSabre, DeSoto Firesweep, Dodge Royal, Edsel Corsair, Mercury Monterey, and Pontiac Star Chief.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Vinyl and nylon upholstery, full floor carpeting, arm rests, front and rear fender stainless trim, and 8.50 × 14 BSW tires. Fiesta Wagon adds: Vinyl rear compartment floor mat.

Convertible adds: Vinyl interior and power top.

## Measurements

	<i>Cars</i>	<i>Wagon</i>
Wheelbase	123.0"	123.0"
Length	218.4"	218.4"
Width	80.8"	80.8"
Height	56.0"	57.0"
Legroom — front	44.8"	44.8"
Legroom — rear	43.0"	NA
Headroom — front	35.2"	35.2"
Headroom — rear	33.9"	33.9"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

## Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Dynamic 88 2-Door Sedan, 6-p.	3211	\$2,837	+2.34%	4040	16,123	+36.25%
Dynamic 88 2-Door Hardtop Scenicoupe, 6-p.	3237	\$2,958	+2.25%	4085	38,488	+9.85%
Dynamic 88 2-Door Convertible, 6-p.	3267	\$3,286	+2.02%	4120	8,491	+90.55%
Dynamic 88 4-Door Celebrity Sedan, 6-p.	3219	\$2,902	+2.29%	4130	70,995	+17.48%
Dynamic 88 4-Door Holiday Hardtop Sport Sedan, 6-p.	3239	\$3,036	+2.19%	4165	48,707	+72.47%
Dynamic 88 4-Door Fiesta Station Wagon, 6-p.	3267	\$3,365	+2.47%	4465	11,298	+247.74%
TOTALS	<i>Avg. price</i>	\$3,064	+0.35%	<i>Production</i>	194,102	+32.43%

## Super 88

*"There's new figure and form. From every angle, it's easy on the eyes!"*

**Nameplate year of origin:** 1951 (88 series started 1949).

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 28.12%.

**Primary competition:** Buick Invicta, Chrysler Windsor, DeSoto Fire-dome, Dodge Custom Royal, Mercury Montclair, and Pontiac Bonneville.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Nylon and vinyl upholstery, full floor deep-pile carpeting, electric clock, front and rear fender stainless trim, and 9.00 × 14 BSW tires. Fiesta Wagon adds: Vinyl rear compartment floor. Convertible adds: Vinyl interior and power top.

### Measurements

	Cars	Wagon
Wheelbase	123.0"	123.0"
Length	218.4"	218.4"
Width	80.8"	80.8"
Height	56.0"	57.0"
Legroom — front	44.8"	44.8"
Legroom — rear	43.0"	NA
Headroom — front	35.2"	35.2"
Headroom — rear	33.9"	33.9"
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	20.0	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Super 88 2-Door Hardtop SceniCoupe, 6-p.	3537	\$3,328	+2.02%	4090	20,259	+8.61%
Super 88 2-Door Convertible, 6-p.	3567	\$3,595	+1.87%	4135	4,895	+28.85%
Super 88 4-Door Celebrity Sedan, 6-p.	3519	\$3,178	+2.12%	4135	37,024	+9.40%
Super 88 4-Door Holiday Hardtop Sport Sedan, 6-p.	3539	\$3,405	+1.98%	4185	38,467	+39.77%
Super 88 4-Door Fiesta Station Wagon, 6-p.	3535	\$3,669	+1.27%	4485	7,015	+35.56%
TOTALS	<i>Avg. price</i>	\$3,435	+1.84%	<i>Production</i>	107,660	+20.98%

## Ninety-Eight

*"Olds sets the pace in inner space!"*

**Nameplate year of origin:** 1941.

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division's sales volume:** 21.18%.

**Primary competition:** Buick Electra, Chrysler Saratoga, DeSoto Fire-flite, and Mercury Park Lane.

**Notable changes:** Completely redesigned.

**Major standard equipment:** Cloth and leather upholstery, full floor deep-pile carpeting, electric clock, power windows and 2-way front seat adjustment (except 4-Door Sedan), front and rear fender stainless trim, lined luggage compartment, and 9.00 × 14 BSW tires. Convertible adds: Leather interior and power top.

### Measurements

Wheelbase	126.3"
Length	223.0"
Width	80.8"
Height	56.0"
Legroom — front	44.8"
Legroom — rear	45.0"
Headroom — front	35.2"
Headroom — rear	33.9"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
98 2-Door Hardtop SceniCoupe, 6-p.	3837	\$4,086	+1.64%	4360	13,669	+24.13%
98 2-Door Convertible, 6-p.	3867	\$4,366	+1.53%	4360	7,514	+34.06%
98 4-Door Celebrity Sedan, 6-p.	3819	\$3,890	+1.73%	4390	23,106	+39.23%



	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
98 4-Door Holiday Hardtop Sport Sedan, 6-p.	3839	\$4,162	+1.61%	4450	36,813	+33.37%
TOTALS	<i>Avg. price</i>	\$4,126	+1.63%	<i>Production</i>	81,102	+33.36%

# PLYMOUTH

*“Young and proud and full of go ... '59 Plymouth! Star of the Forward Look.”*

The third iteration of the 1957 “Forward Look” was squarely targeting a younger buyer in the advertising themes for the year, and also touting the many luxury features available on one of America’s lowest priced automobiles. A realignment of series designations furthered catered to image-conscious shoppers. The entry-level Plaza model was dropped, causing each successive series to be bumped down a notch in status. The Savoy took the place of price leader, with the Belvedere moving to the mid-level Plymouth, and bringing with it the Convertible model. However, it should be noted that even Plymouth sales brochures concede the Belvedere was “identical with Plymouth’s top-of-the-line classic of previous years!” and therefore it is compared to Belvederes of the prior year herein. Replacing the Belvedere as the top-level line was an expanded Fury series. Adding two 4-Door models to the line, it was now Plymouth’s “luxury” car. While Suburban station wagons were still considered a separate line of their own, they were trimmed in line with the sedan counterparts: Savoy and Deluxe Suburban, Belvedere and Custom Suburban, Fury and Sport Suburban. To replace the sporting Fury was an aptly named Sport Fury consisting of a 2-Door Hardtop and new Convertible model.

The Golden Commando 395 V8 engine was the new high-performance Plymouth powerplant. It was rated at 305 horsepower at 4600 rpm, with the “395” in its name referring to its torque output of 395 lb.-ft. at only 3000 rpm. All other V8 engines received slight increases in power as could be expected. The long-running Powerflow Six was in its final season before being replaced by the equally durable, dependable and long-lasting Slant Six for 1960.

Exterior styling changes included a new egg-crate style grille, with a stylized “Forward Look” center emblem. The front fenders featured a custom “channeled” look, following the contours of the headlights. Parking lights were moved to a location between headlights and the bumper, sized to fit within the grille pattern, and wrapped around

the corner so that they were visible from the front and sides. The Plymouth name was written out in script on the driver’s side of both the hood and the deck lid. Both front and rear bumpers were of a more conventional design, with all but the Sport Fury’s front bumper abandoning the up-turned ends used on 1958 models.

The view from the back looked totally new, although in fact it was a clever restyle. The back end of the tailfins was closed in and capped with a vertical chrome piece, while taillights and backup lights were combined into a single oblong unit under the tailfin and centered between the wraparound bodyside trim and the rear bumper. Suburbans used a similar but smaller housing for the taillights, with the backup lights mounted on the rear bumper. Bodyside trim on Savoy models consisted of a single strip beginning just aft of the front wheel opening, running straight back and around the back of the car. The Belvedere series added a lower trim piece spaced just inches below the upper molding, beginning about 6 inches from the start of the top molding. The Fury line extended the trim forward with the upper piece beginning at the front edge of the fender, and the lower piece connecting in immediately as the front wheel opening turned down. Sport Furies used two stainless trim pieces that began at the front fender edge, with the lower piece following the line of the upper trim of other models, and the upper piece paralleling the tailfin. All series carried designations in script at the top end of the tailfin, except the Sport Fury, which carried a newly designed round ornament with the new Plymouth logo. The Fury name was located between the stainless trim pieces, and both the script and ornament logo were in gold anodized trim.

Standard on the Sport Fury, and optionally available for a mere \$28 on any other Plymouth (except Suburbans), was the “Sport Deck.” Basically amounting to the trim ring and hubcap as found on the “Continental” style spare tire carriers that were so popular through the late fifties, it was

mounted on the center of the rear deck. This feature was also widely used on Imperials of the period.

Interiors were also restyled, with the instrument cluster being most obvious. Styled in a V-shape design, it consisted of a horizontal speedometer with fuel and temperature gauges in separate pods below. On the left side of the

“V” was a vertical pod with pushbutton selectors for cars equipped with automatic transmission, and on the right were pushbutton heater and air conditioner controls. Optional radio tuners were centered in the dash, with electric clocks mounted in front of the passenger seat.



Sport Fury 2-Door Convertible



Fury 4-Door Sedan



Savoy 2-Door Business Coupe



Sport Suburban 4-Door,  
9-passenger Station Wagon

**Model year production:** 440,456, down 0.75% from 1958.  
**Domestic market share:** 7.88% (3rd place).  
**Base price range:** \$2,143 to \$3,131.  
**Plymouth average base price:** \$2,672, up 7.48%.  
**Introduction date:** October 1958.  
**Assembly plants:** Detroit, MI (6); Evansville, IN (3); Los Angeles, CA (4); and Newark, DE (5).  
**Data plate identification:** Ten digit code located on the cowl and under the hood, and read as follows: First letter designates model year: M = 1959. Second digit indicates engine type: 1 for 230 CID 6-cylinder, 2 for all V8 engines. Third digit indicates series designation: Savoy (3); Savoy Special taxi cab (8); Belvedere (5); Fury (6); Sport Fury (9); and Suburban (7). Fourth digit indicates assembly plant code from list above. The remaining digits are consecutive serial number beginning with 100001 and ending with number as follows in the chart below:

### Highest Serial Numbers by Assembly Plant and Series

Series Engine	Evansville		Los Angeles		Newark		Detroit	
	6	V8	6	V8	6	V8	6	V8
Savoy	114706	109903	106926	104088	120170	106635	137697	116057
Savoy Taxi	100221	100034	100477	100102	101251	100098	100619	100045
Belvedere	102636	120453	101031	108246	105939	116944	112660	137588
Fury	-	113312	-	106441	-	111065	101489	128230
Sport Fury	-	107064	-	103516	-	105221	-	108076
Suburban	103157	116597	102491	115363	107145	119284	111728	140693

### Powertrains

Engine	Compression		Transmission	Savoy*, Belvedere, Belvedere Convertible, Deluxe Suburban & Custom Suburban 4-Door, 6-p.		Belvedere Convertible, Custom Suburban & Fury (ex. 4-Dr. 6-p), Sport Fury	
	Ratio	Gross HP		Custom Suburban	Sport Fury		
230 CID PowerFlow,	8.0:1	132	3-speed manual	S	-	-	-

Engine	Compression		Transmission	Savoy*, Belvedere, Deluxe Suburban & 4-Door, 6-p. Custom Suburban	Belvedere Convertible, Custom Suburban (ex. 4-Dr. 6-p), & Fury	Sport Fury
	Ratio	Gross HP				
1-bbl., L-head, 6-cyl.			Overdrive	\$108	-	-
			PowerFlite automatic	\$189	-	-
318 CID Fury V-800, 2-bbl., V8	9.0:1	230	3-speed manual	\$119	S	-
			Overdrive	\$227	\$108	-
			TorqueFlite automatic	\$346	\$227	-
318 CID Fury V-800 Super-Pak, 4-bbl., V8	9.0:1	260	3-speed manual	\$158	\$39	S
			Overdrive	\$266	\$147	\$108
			TorqueFlite automatic	\$378	\$266	\$227
361 CID Golden Commando 395, 4-bbl., V8	10.0:1	305	TorqueFlite automatic	\$433	\$353	\$314

\*Savoy 2-Door Business Coupe only available with 6-cylinder engine.

### Major Options

	Savoy	Belvedere	Fury	Sport Fury
Heater and defroster	\$74	\$74	\$74	\$74
All Weather air conditioning	\$447	\$447	\$447	\$447
Pushbutton radio	\$73	\$73	\$73	\$73
Mirror-matic rear view mirror	\$16	\$16	\$16	\$16
Automatic headlight dimmer	\$49	\$49	\$49	\$49
Power windows	\$102	\$102	\$102	\$102
Solex tinted glass	\$43	\$43	\$43	\$43
Swivel front seat	-	\$67*	\$67*	S
Power front seat	\$48	\$48	\$48	\$48
Constant level suspension†	-	\$106	\$106	\$106
Power steering	\$77	\$77	\$77	\$77
Power brakes	\$43	\$43	\$43	\$43
Full wheel covers	\$19	\$19	\$19	S
White sidewall tires	\$33	\$33-\$42	\$33-\$42	\$33

\*Available only on Belvedere Convertible, Fury 2- & 4-Door Hardtops and Sport Suburban wagons. †Available only with V8 engine & TorqueFlite 3-speed automatic transmission.

Options common to most models. (— = Not Available, S = Standard equipment)  
Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

### Paint Colors

	Code
Jet Black	AA
Powder Blue	BB
Starlight Blue Metallic	CC
Caribbean Blue Metallic	DD
Mint Green	EE
Emerald Green Metallic	FF
Apple Green	GG
Turquoise	JJ
Pearl Gray	LL
Silver Gray Metallic	MM
Flame Red	NN
Sunset Beige	RR
Bronze Metallic	TT
Palomino Beige	UU
Bronze Metallic	VV
Gold Metallic	WW
Iceberg White	XX
Daffodil Yellow	YY
Bittersweet	ZZ

Two-tone combinations use three-letter codes. First letter indicates upper color, second and third letters indicate lower color.

## Savoy

"The high-fashion note in economy ... Savoy."

Nameplate year of origin: 1954 (1951 as a station wagon designation.)

Current bodystyle lifespan: 1957 through 1959.

Percentage of division's sales volume: 43.07%.

Primary competition: Chevrolet Biscayne, Ford Custom 300, and Rambler.

Notable changes: Restyled front and rear, trim and detail changes. Replaces 1958 Plaza series.

### Measurements

	Cars	Suburban
Wheelbase	118.0"	122.0"
Length	208.2"	214.0"
Width	78.2"	78.2"
Height	56.6"	58.6"
Legroom — front	45.5"	45.9"
Legroom — rear	41.5"	NA

**Major standard equipment:** Cloth and vinyl interior trim, full floor carpeting, dual sunvisors, stainless windshield and rear window surrounds, electric windshield wipers, and 7.50 × 14 BSW tires.

### Measurements (cont.)

	Cars	Suburban
Headroom — front	35.7"	35.7"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	35.6	NA
Fuel capacity (gals.)	20.0	22.0

### Models Available

	Model No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY*
Savoy 2-Door Business Coupe, 3-p.	22	\$2,143	+5.67%	3130	1,051	-28.60%
Savoy 2-Door Club Sedan, 6-p.	21	\$2,232	+5.38%	3240	46,979	+20.27%
Savoy 4-Door Sedan, 6-p.	41	\$2,283	+5.26%	3275	84,274	+55.50%
Deluxe Suburban 2-Door Station Wagon, 6-p.	25	\$2,574	+5.84%	3560	15,074	-3.53%
Deluxe Suburban 4-Door Station Wagon, 6-p.	45A	\$2,641	+6.23%	3625	35,086	+125.85%
TOTALS	<i>Avg. Price</i>	\$2,375	+5.70%	<i>Production</i>	182,464	+51.82%

\*Savoy price and production comparisons are made to the 1958 Plaza series.

## Belvedere

*"See how young a classic can be!"*

**Nameplate year of origin:** 1954 (1951 as a 2-Door hardtop designation).

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 40.10%.

**Primary competition:** Chevrolet Bel Air and Ford Fairlane 500.

**Notable changes:** Restyled front and rear, trim and detail changes. Replaces 1958 Savoy series.

**Major standard equipment:** Cloth and vinyl interior trim, full carpeting, dual sunvisors, electric windshield wipers, stainless windshield and rear window surround, vent window and bodyside trim, small hubcaps, and 7.50 × 14 BSW tires. Convertible adds: Vinyl interior trim and power top.

### Measurements

	Cars	Suburban
Wheelbase	118.0"	122.0"
Length	208.2"	214.0"
Width	78.2"	78.2"
Height	56.6"	58.6"
Legroom — front	45.5"	45.9"
Legroom — rear	41.5"	NA
Headroom — front	35.7"	35.7"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	35.6	NA
Fuel capacity (gals.)	20.0	22.0

### Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Belvedere 2-Door Club Sedan, 6-p.	21	\$2,389	0.00%	3225	13,816	+226.70%
Belvedere 2-Door Sport Coupe Hardtop, 6-p.	23	\$2,461	+0.16%	3230	23,469	-34.89%
Belvedere 2-Door Convertible, 6-p.	27	\$2,814	+1.88%	3580	5,063	-49.07%
Belvedere 4-Door Sedan, 6-p.	41	\$2,440	0.00%	3275	67,980	+38.38%
Belvedere 4-Door Sport Sedan Hardtop, 6-p.	43	\$2,525	-0.12%	3275	5,713	-68.60%
Custom Suburban 2-Door Station Wagon, 6-p.	25	\$2,814	+10.22%	3690	1,852	-68.74%
Custom Suburban 4-Door Station Wagon, 6-p.	45A	\$2,762	+5.95%	3625	35,024	-9.52%
Custom Suburban 4-Door Station Wagon, 9-p.	45B	\$2,991	+8.88%	3775	16,993	-0.96%
TOTALS	<i>Avg. Price</i>	\$2,650	+1.70%	<i>Production</i>	169,910	+20.76%

# Fury

*"Fury ... all the zip you can tame!"*

**Nameplate year of origin:** 1956.

**Current bodystyle lifespan:** 1957 through 1959.

**Percentage of division's sales volume:** 15.40%.

**Primary competition:** Chevrolet Impala and Ford Galaxie.

**Notable changes:** Restyled front and rear, trim and detail changes. Replaces 1958 Belvedere series.

**Major standard equipment:** Cloth and vinyl interior trim, full floor carpeting, electric clock, stainless steel windshield, side window and rear window surrounds, stainless steel full-length body moldings, small hubcaps, and 7.50 × 14 BSW tires.

## Measurements

	Cars	Suburban
Wheelbase	118.0"	122.0"
Length	208.2"	214.0"
Width	78.2"	78.2"
Height	56.6"	58.6"
Legroom — front	45.5"	45.9"
Legroom — rear	41.5"	NA
Headroom — front	35.7"	35.7"
Headroom — rear	34.2"	NA
Cargo capacity (cu. ft.)	35.6	NA
Fuel capacity (gals.)	20.0	22.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Fury 2-Door Sport Coupe Hardtop, 6-p.	23	\$2,714	-11.51%	3435	21,494	+305.32%
Fury 4-Door Sedan, 6-p.	41	\$2,691	NEW	3455	30,149	NEW
Fury 4-Door Sport Sedan Hardtop, 6-p.	43	\$2,771	NEW	3505	13,614	NEW
Sport Suburban 4-Door Station Wagon, 6-p.	45A	\$3,021	+9.46%	3760	7,224	-33.02%
Sport Suburban 4-Door Station Wagon, 9-p.	45B	\$3,131	+7.97%	3805	9,549	-22.90%
TOTALS	<i>Avg. Price</i>	\$2,866	-6.57%	<i>Production</i>	82,030	+188.10%

# Sport Fury

*"Look at pride's new name!"*

**Nameplate year of origin:** 1959.

**Current bodystyle lifespan:** 1959.

**Percentage of division's sales volume:** 1.37%.

**Primary competition:** None.

**Notable changes:** All-new model. Replaces 1958 Fury series.

**Major standard equipment:** Specific cloth and vinyl interior trim, full floor carpeting, electric clock, stainless steel windshield, side window and rear window surround and beltline moldings, specific full-length body moldings and trim, "Sport Deck" trim, full wheel covers, and 7.50 × 14 BSW tires. Convertible adds: Vinyl interior trim and power top.

## Measurements

Wheelbase	118.0"
Length	208.2"
Width	78.2"
Height	56.6"
Legroom — front	45.5"
Legroom — rear	41.5"
Headroom — front	35.7"
Headroom — rear	34.2"
Cargo capacity (cu. ft.)	35.6
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Sport Fury 2-Door Sport Coupe Hardtop, 6-p.	23	\$2,927	NEW	3475	2,927	NEW
Sport Fury 2-Door Convertible, 6-p.	27	\$3,125	NEW	3670	3,125	NEW
TOTALS	<i>Avg. Price</i>	\$3,026	NEW	<i>Production</i>	6,052	NEW



# PONTIAC

*“People going places are going Pontiac ’59! America’s No. 1 road car!”*

The totally redesigned 1959 Pontiacs marked a new era in Pontiac history, introducing the distinctive split-grille front styling, an even larger 389 cubic inch displacement V8 engine, and a new “Wide-Track” stance. Combined with the new GM corporate styling theme, the look was a total departure from any previous Pontiac. Topping off the changes was a new series, the Catalina, which replaced the Chieftain line.

Styling was the most obvious new feature in Pontiac showrooms. Designed around the GM corporate bodies, it featured a thin roofline and greatly increased glass area that set these cars apart from other manufacturers. What further distinguished Pontiac was its new frontal styling. A split mesh grille theme was a new design, not previously seen on any car. The flat front fender and hood line turned downward as it approached the center of the front end and then turned back to follow the bumper line back around the front fender to the wheel well opening. The hood curved over the front and down between the two grille sections, where it met a body-colored lower pan that came upwards between the grilles. Pontiac’s arrowhead-shaped “V” insignia was introduced as the new hood emblem, and chrome fender ornaments were also seen this year.

The lower portion of the front bumper angled backwards with large end caps acting as fender guards. This design was repeated at the back end, with the lower portion becoming rear bumper guards. Oval taillamps were inset within a full-width cove with “Pontiac” in block letters between the lights. Wagons and Catalina models used smaller lamps than did the Bonneville and Star Chief. The rear quarter panel had a new twin-tailfin design that began aft of the front door and culminated in a V-shaped fin, housing a round backup lamp on cars so equipped. The taillamp and cove area also marked the starting point of a small rounded jet shaped section running forward on the rear quarter panel to a point just below the starting point of the tailfin. On this area Star Chiefs were adorned with four small star emblems, and the Bonneville carried four horizontally mounted chrome hash marks. Trunk lids were large and flat, matching the hood and roof designs. Greenhouse areas were common with all GM cars for 1959, with the “flat-top” 4-Door Hardtop models being the most distinctive of the new cars.

Pontiac interiors were spruced up, with the Bonneville

receiving the most colorful interiors of any car make. All models had tri-tone upholstery, with seats generally designed around an assumed four-seating position layout. Each seating position started in a lighter color at left and right, then changed a mid-range color at the center. It was a highly luxurious look that Pontiac would use in its top line models for several years to come. All other models used a variation of the 1958 “off-the-shoulder” look. For 1959, it was a “V” pattern laid on its side. In the front seat the “V” began on the driver’s side and opened toward the passenger seat, with a Pontiac crest inset on the passenger seat back within the “V” opening. The rear seat was done similarly but in the opposite direction. The new interiors also had a new instrument panel that again was horizontal in design. This year a raised pod area in front of the driver contained three large round gauges that housed a round speedometer in the center, flanked by a clock on one side and other instruments on the opposite side.

Powertrains were upgraded for the fifth season in a row, and the engine was now at 389 cubic inches. This must have suited engineering as the perfect balance of power and economy, as the 389 would be the mainstay of the Pontiac line for the next eight years. While the troublesome fuel-injection system was discontinued, the popular “Tri-Power” intake system continued on as the powerhouse engine.

Missing from the initial new car announcements was any significant hype around the new “Wide-Track” marketing theme. Though it was mentioned from the beginning within sales literature and advertising, the initial strategy was centered on the new powertrain and styling before shifting to emphasize “Wide-Track.” “Wide-Track” was an actual product improvement, providing a 5 inch greater distance between wheels on each axle, providing for greater stability on the road, but the reality of its effect was sometimes a minuscule difference. However, it gave the buying public something specific to compare to other products, and that in turn gave Pontiac a competitive edge.

As mentioned previously, the Catalina, whose name had been used in prior years as a hardtop body style designation, was now a new series, replacing the Chieftain. This year the 2-Door Hardtops were known as Sport Coupes and the 4-Door Hardtops as Vista Sedans. The short-lived Super Chief series (1957–1958 only) was dropped and its



place taken by the Star Chief, which was bumped down in status by the expanded Bonneville series. The newly positioned Star Chief dropped the Super Chief's slowest selling model, the 2-Door Hardtop, and replaced it with a 2-

Door Sedan. The expanded Bonneville line took the place of the former Star Chief series, and brought along its sporty Convertible for the ride.



Bonneville 2-Door Convertible



Bonneville 4-Door Custom Safari Station Wagon



Catalina 2-Door Hardtop Sports Coupe



Star Chief 4-Door Vista Hardtop Sedan



Catalina 2-Door Convertible

**Model year production:** 382,940, up 76.48% from 1958.

**Domestic market share:** 6.85% (4th place).

**Base price range:** \$2,633 to \$3,532.

**Pontiac average base price:** \$2,942, down 0.20%.

**Introduction date:** October 1958.

**Assembly plants:** Atlanta, GA (A); Southgate (Los Angeles), CA (C); Framingham, MA (F); Fairfax (Kansas City), KS (K); Linden, NJ (L); Pontiac, MI (P); Arlington, TX (T); and Wilmington, DE (W).

**Serial number identification:** Eight to ten digit code located on left front door hinge pillar and read as follows: First digit indicates series: 1 for Series 21, 4 for Series 24, 7 for Series 27, and 8 for Series 28. The second and third digits indicate year code: 59 = 1959. Fourth digit indicates assembly plant code from above. Remaining digits are sequential with beginning number of 1001 and ending number as follows in the chart below. Style number is located on body tag on cowl under hood.

### Highest Serial Numbers by Assembly Plant and Series

Series	Atlanta	Los Angeles	Framingham	Kansas City	Linden	Pontiac	Arlington	Wilmington
21	22206	29902	10845	28427	28475	92476	12776	21334
24	8607	6688	3661	10044	7496	26794	6330	7099
27	1372	1918	1190	1647	1399	2553	1263	1331
28	1665	11128	3775	7857	12187	30671	5150	7838

### Powertrains

Engine	Compression		Transmission	Catalina	Star Chief	Bonneville
	Ratio	Gross HP				
389 CID Tempest 420E, 2-bbl., V8	8.6:1	215	Super Hydra-Matic	\$231	\$231	\$231
389 CID Tempest 420, 2-bbl., V8	8.6:1	245	3-speed manual	S	S	-
	10.0:1	280	Super Hydra-Matic	\$231	\$231	-

Engine	Compression		Transmission	Catalina	Star Chief	Bonneville
	Ratio	Gross HP				
389 CID Tempest 420, 4-bbl., V8	8.6:1	260	3-speed manual	\$24	\$24	S
	10.0:1	300	Super Hydra-Matic	\$255	\$255	\$231
389 CID Tempest 420, 3 × 2-bbl., V8	10.5:1	315	3-speed manual	\$143	\$143	\$133
			Super Hydra-Matic	\$331	\$331	\$321
389 CID Tempest 420 PK option, 4-bbl., V8*	10.5:1	330	3-speed manual	\$297	\$297	\$276
			Super Hydra-Matic	\$485	\$485	\$464
389 CID Tempest 420 PM option, 3 × 2-bbl., V8*	10.5:1	345	3-speed manual	\$374	\$374	\$363
			Super Hydra-Matic	\$561	\$561	\$551

\*Includes higher-lift camshaft, low restriction exhausts, and other performance items.

### Major Options

	Catalina	Star Chief	Bonneville
Heater and defroster	\$102	\$102	\$102
Air conditioning (Hydra-Matic only)	\$430	\$430	\$430
DeLuxe radio	\$102	\$102	\$102
“Wonderbar” signal seeking radio	\$135	\$135	\$135
“Sportable” transistor radio	\$134	\$134	\$134
Electric clock	\$20	\$20	\$20
Bucket seats (convertible only)	-	-	\$102
6-way power front bench seat adjustment	\$102	\$102	\$102
Tinted glass	\$43	\$43	\$43
Power windows	\$108	\$108	\$108
Power steering	\$108	\$108	\$108
Power brakes	\$43	\$43	\$43
Hubcaps	S	-	-
Full wheel covers	\$18	S	S
Custom wheel covers	\$35	\$18	\$18
White sidewall tires	\$42	\$42	\$42

Options common to most models. (— = Not Available; S = Standard equipment)  
Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

### Paint Colors

	Code
Regent Black	AA
Silvermist Gray Metallic	BB
Cameo Ivory	CC
Palomar Yellow	CC*
Dundee Green Metallic	DD
Jademist Green Metallic	EE
Seaspray Green	FF
Vanguard Blue Metallic	HH
Frontier Beige	II*
Castle Blue	JJ
Gulfstream Blue Metallic	KK
Mandalay Red	LL
Sunset Glow Metallic	MM
Royal Amethyst Metallic	NN
Sunrise Coral	OO*
Shoreline Gold Metallic	PP
Canyon Copper Metallic	RR
Concord Blue Metallic	SS
Orchid	XX*

\*1958 Spring color carried into 1959. Two letter paint codes: Single-tone codes are AA, BB, etc. For two-tone combinations, first letter indicates lower body color and second letter indicates upper body color.

## Catalina

“The completely new Catalina series. Perfect balance of luxury and economy!”

**Nameplate year of origin:** 1959 (1950 as designation for hardtop models).

**Current bodystyle lifespan:** 1959 through 1960.

**Percentage of division’s sales volume:** 60.47%.

**Primary competition:** Dodge Coronet, Edsel Ranger, and Rambler Ambassador.

**Notable changes:** Completely redesigned. Replaces former Chieftain series.

**Major standard equipment:** Morrokide and nylon upholstery, full floor carpeting, stainless steel front and rear window trim, bodyside stainless molding, hubcaps, and 8.00 × 14 BSW tires. Convertible adds: Morrokide upholstery, and power top. Station wagons add: 8.50 × 14 BSW tires.

### Measurements

	Cars	Wagons
Wheelbase	122.0"	122.0"
Length	213.7"	214.3"
Width	80.0"	80.0"
Height	56.4"	56.3"
Legroom — front	44.9"	44.9"
Legroom — rear	41.8"	41.8"
Headroom — front	35.0"	35.0"
Headroom — rear	34.1"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	21.5	20.6*

\*20.2 gallons on 9-passenger wagons.

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Catalina 2-Door Sport Sedan, 6-p.	2111	\$2,633	+2.33%	3870	26,102	+50.06%
Catalina 2-Door Sport Hardtop Coupe, 6-p.	2137	\$2,768	+2.25%	3900	38,309	+47.33%
Catalina 2-Door Convertible, 5-p.	2167	\$3,080	+2.02%	3970	14,515	+97.24%
Catalina 4-Door Sedan, 6-p.	2119	\$2,704	+2.50%	3955	72,377	+60.84%
Catalina 4-Door Vista Hardtop Sedan, 6-p.	2139	\$2,844	+1.86%	4005	45,012	+150.82%
Catalina 4-Door Safari Station Wagon, 6-p.	2135	\$3,101	+2.72%	4345	21,162	+118.14%
Catalina 4-Door Safari Station Wagon, 9-p.	2145	\$3,209	+3.92%	4405	14,084	+160.00%
TOTALS	<i>Avg. price</i>	\$2,906	+2.54%	<i>Production</i>	231,561	+79.76%

## Star Chief

*"The glamorous Star Chief! Proud choice of people going places."*

Nameplate year of origin: 1954.

Current bodystyle lifespan: 1959 through 1960.

Percentage of division's sales volume: 17.97%.

Primary competition: Buick LeSabre, DeSoto Firesweep, Dodge Royal, Edsel Corsair, Mercury Monterey, and Oldsmobile Dynamic 88.

Notable changes: Completely redesigned. Replaces former Super Chief series.

Major standard equipment: Morrokide and nylon upholstery, full floor carpeting, DeLuxe steering wheel, bodyside stainless molding, beltline molding, full wheel covers, and 8.00 × 14 BSW tires.

### Measurements

Wheelbase	124.0"
Length	220.7"
Width	80.0"
Height	56.4"
Legroom — front	44.9"
Legroom — rear	41.8"
Headroom — front	35.0"
Headroom — rear	34.1"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	21.5

## Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Star Chief 2-Door Sport Sedan, 6-p.	2411	\$2,934	NEW	3930	10,254	NEW
Star Chief 4-Door Sedan, 6-p.	2419	\$3,005	-2.15%	4005	27,872	+164.26%
Star Chief 4-Door Vista Hardtop Sedan, 6-p.	2439	\$3,138	-2.24%	4055	30,689	+43.04%
TOTALS	<i>Avg. price</i>	\$3,026	-5.10%	<i>Production</i>	68,815	+41.03%

## Bonneville

*"The Magnificent Bonneville! Elegant showcase for America's most advanced engineering."*

Nameplate year of origin: 1957.

Current bodystyle lifespan: 1959 through 1960.

Percentage of division's sales volume: 21.56%.

Primary competition: Buick Invicta, Chrysler Windsor, DeSoto Fire-dome, Mercury Montclair, and Oldsmobile Super 88.

Notable changes: Completely redesigned. Combines former Star Chief and Bonneville series.

Major standard equipment: Morrokide vinyl and Jacquard cloth or all-Morrokide vinyl three-tone upholstery, full floor carpeting, DeLuxe steering wheel, bodyside stainless molding, beltline molding, full wheel

### Measurements

	Cars	Wagon
Wheelbase	124.0"	122.0"
Length	220.7"	214.3"
Width	80.0"	80.0"
Height	56.4"	56.3"
Legroom — front	44.9"	44.9"
Legroom — rear	41.8"	41.8"
Headroom — front	35.0"	35.0"

covers, and 8.00 × 14 BSW tires. Convertible adds: Leather and Morrokide vinyl three-tone interior and power top. Station wagon adds: Morrokide vinyl three-tone upholstery and 8.50 × 14 BSW tires.

### Measurements (cont.)

	Cars	Wagon
Headroom — rear	34.1"	NA
Cargo capacity (cu. ft.)	NA	NA
Fuel capacity (gals.)	21.5	20.6

### Models Available

	Style No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Bonneville 2-Door Hardtop Sport Coupe, 6-p.	2837	\$3,257	-6.43%	3985	27,769	+203.69%
Bonneville 2-Door Convertible Coupe, 5-p.	2867	\$3,478	-3.01%	4070	11,426	+269.06%
Bonneville 4-Door Vista Hardtop Sedan, 6-p.	2839	\$3,333	NEW	4085	38,696	NEW
Bonneville 4-Door Custom Safari Station Wagon, 6-p.	2735	\$3,532	NEW	4370	4,673	NEW
TOTALS		Aug. price \$3,400	-3.78%	Production	82,564	+574.54%

# RAMBLER

*"The compact car with the best of both — Big Car Room and Small Car Economy!"*

Nineteen-fifty-nine could be viewed as a rest period for the design and engineering teams at AMC, but a year of hard work for those in the assembly plant, as Rambler recorded an outstanding 140 percent model year production increase over 1958, with little more than mildly updated cars. American Motors had definitely hit on the right combination of style, economy and power that struck a chord with American drivers.

The small American series, based on the 1955 Rambler, gained two station wagon models in addition to the carryover 2-door sedans. Styling changes were basically limited to a slightly larger "R" medallion in the center of the grille. Powertrains and interior styling remained unchanged.

The larger Rambler and Rambler Rebel received a new full-width grille, continuing an eggcrate pattern three rows in height, but adding a section to each end with a round parking lamp inset. Bodyside trim changed slightly with the

Super having a front fender and door trim piece, and along the rear quarter panel a dual strip of trim that began on the rear door, separated, and followed the sides of the fin. The Rambler Custom had dual trim strips on the front end, which connected to the rear trim on the rear door. Other trim and nameplate placement changes were seen.

The "big" Ambassador line also received a new grille and revised trim. The new grille design used a single, large horizontal bar, with a round parking lamp mounted on each end. In the center was a V-shaped medallion. Bumpers were redesigned to appear as a three-section design, with a ribbed center section. This bumper design was also used on the Rambler and Rebel. Bodyside trim on the Ambassador saw a return of the lightning-bolt "Z" design on the upper trim molding, while the lower molding remained unchanged. Perhaps this was a nod to the Ambassador's Nash heritage. Powertrains continued unchanged in all series.



Ambassador Custom 4-Door  
Cross Country Hardtop Station Wagon



American Super 2-Door Station Wagon



Rambler Custom 4-Door  
Country Club Hardtop



Rambler Super 4-Door Sedan

**Model year production:** 374,234, up 142.37% from 1958.  
**Domestic market share:** 6.72% (6th place).  
**Base price range:** \$1,821 to \$3,116.  
**Rambler average base price:** \$2,442, down 0.23%.  
**Introduction date:** October 1958.

**Assembly plants:** Kenosha, WI.  
**Serial number identification:** Five to seven digit code on plate located on right side of cowl under hood. First digit indicates series code from chart below. Remaining digits are sequential serial numbers as follow in chart below.

### Serial Numbers by Series

Series	Series Code	Beginning	Ending
American	M	32001	123179
Rambler Six	D	516001	757853
Rambler Rebel V8	A	26101	42499
Ambassador V8	V	41501	65261

### Powertrains

Engine	Compression		Transmission	American	Rambler	Rambler	Ambassador
	Ratio	Gross HP			(5910 models)	Rebel (5920 models)	
195.6 CID Economy 6, 1-bbl., OHV, 6-cyl.	8.0:1	127	3-speed manual	S	S	-	-
			Overdrive	\$102	\$113	-	-
			Flash-O-Matic automatic	\$179	\$200	-	-
195.6 CID Power-Pack 6, 2-bbl., OHV, 6-cyl.	8.7:1	138	3-speed manual	-	\$20	-	-
			Overdrive	-	\$133	-	-
			Flash-O-Matic automatic	-	\$220	-	-
250 CID Rebel, 4-bbl., OHV, V8	8.7:1	215	3-speed manual	-	\$130	S	-
			Overdrive	-	\$246	\$113	-
			Flash-O-Matic automatic	-	\$350	\$220	-
327 CID Ambassador, 4-bbl., OHV, V8	9.7:1	270	3-speed manual	-	-	-	S
			Overdrive	-	-	-	\$115
			Flash-O-Matic automatic	-	-	-	\$230



## Major Options

	American	Rambler	Ambassador
Weather-Eye heater and defroster	\$72	\$76	\$84
All Season air conditioning	-	\$369	\$399
Radio and antenna	\$58	\$77	\$90
Air-liner reclining seats	\$15	\$26	\$26*
Electric clock	\$15	\$16*	\$18*
Power windows	-	\$100	\$100
Solex tinted glass	\$27	\$33	\$33
"Air Coil Ride" air suspension	-	\$99	\$99
Power steering (6-cyl./V8)	-	\$70/\$80	\$90
Power brakes	-	\$38	\$40
Full wheel covers	\$15	\$16*	\$17*
White sidewall tires	\$27	\$28	\$44

\*Standard on Custom models.

Options common to most models. (— = Not Available) Items may be standard equipment, optional at different pricing, or unavailable on certain body styles. This chart is only a guide.

## Paint Colors

	Code
Classic Black	P1
Alamo Beige	P4
Autumn Yellow	P5
Chatsworth Green	P8
Pine Ridge Green Metallic	P9
Placid Blue	P10
Nocturne Blue Metallic	P11
Aladdin Gray Metallic	P12
Oriental Red	P13
Caramel Copper Metallic	P14
Aqua Mist Metallic	P15
Cotillion Mauve	P16
Hibiscus Rose	P17
Frost White	P72
Frontenac Gray	P99

Two-tone combinations: First code is lower color and second code is upper color. Example: P1-72 = Frost White over Classic Black. Di-Noc wood-grain available for Custom Cross Country wagons at \$60 extra.

# American

*"Here by popular demand! First in Economy ... First in Handling Ease!"*

Nameplate year of origin: 1958.

Current bodystyle lifespan: 1958 through 1960 (based on revised 1950 through 1955 Rambler body).

Percentage of division's sales volume: 19.84%.

Primary competition: Studebaker Lark.

Notable changes: Minor trim and detail changes.

Major standard equipment: Nylon and vinyl interior trim, rubber floor covering, rubber front window surround, and 5.90 × 15 BSW tires.

DeLuxe adds: Left sunvisor, front armrests, directional signals, and one ashtray. Super adds: Foam front seat, front and rear armrests, cigar lighter, three ashtrays, stainless steel front window surround, and stainless steel beltline molding. Station wagons add: 6.40 × 15 BSW tires.

## Measurements

Wheelbase	100.0"
Length	178.3"
Width	73.5"
Height	59.0"
Legroom — front	44.0"
Legroom — rear	37.5"
Headroom — front	36.5"
Headroom — rear	35.5"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
American 2-Door Business Coupe, 3-p.	5902	\$1,821	+2.57%	2435	443	+140.76%
American DeLuxe 2-Door Sedan, 5-p.	5906	\$1,835	+2.59%	2476	29,954	+90.00%
American DeLuxe 2-Door Station Wagon, 5-p.	5904	\$2,060	NEW	2554	15,256	NEW
American Super 2-Door Sedan, 5-p.	5906-1	\$1,920	+2.45%	2492	28,449	+93.65%
American Super 2-Door Station Wagon, 5-p.	5904-1	\$2,145	NEW	2554	17,383	NEW
TOTALS	<i>Avg. Price</i>	\$1,956	+7.92%	<i>Production</i>	91,485	+198.58%



# Rambler

*"The Smart Compact Cars!"*

**Nameplate year of origin:** 1950.

**Current bodystyle lifespan:** 1958 through 1962 (originally 1956 to 1957 Nash Rambler body).

**Percentage of division's sales volume:** 69.20%.

**Primary competition:** Chevrolet Biscayne, Ford Fairlane, and Plymouth Savoy.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Vinyl interior trim, rubber floor covering with front carpeted inserts, stainless steel window surrounds, single headlights, and 6.40 × 15 BSW tires. Super adds: Foam seat cushions, door armrests, stainless steel one-piece full-length bodyside molding, dual headlights, and hubcaps. Custom adds: Nylon and vinyl upholstery, dome and courtesy lights, electric clock, stainless steel two-piece full-length bodyside molding, and full wheel covers. Cross Country station wagon adds: "Travel-Rack" rooftop luggage rack. Rebel V8 models add: 7.50 × 14 BSW tires.

## Measurements

	4-Doors	Wagons
Wheelbase	108.0"	108.0"
Length	191.1"	193.6"
Width	71.3"	71.3"
Height	58.0"	58.6"
Legroom — front	42.6"	42.6"
Legroom — rear	42.0"	42.0"
Headroom — front	36.0"	36.0"
Headroom — rear	35.0"	35.5"
Cargo capacity (cu. ft.)	22.5	80.0
Fuel capacity (gals.)	20.0	20.0

## Models Available

	Model No.	Base FADP	Change from LY	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Rambler DeLuxe 4-Door Sedan, 6-p.	5915*	\$2,098	+2.49%	2934	26,270	+106.12%
Rambler DeLuxe 4-Door Station Wagon, 6-p.	5918	\$2,427	+2.15%	3047	422	+441.03%
Rambler Super 4-Door Sedan, 6-p.	5915-1*	\$2,268	+2.53%	2951	76,065	+138.86%
Rambler Super 4-Door Country Club Hardtop, 6-p.	5919-1	\$2,343	+2.45%	2961	2,683	+172.94%
Rambler Super 4-Door Cross Country Station Wagon, 6-p.	5918-1*	\$2,562	+2.23%	3082	70,373	+149.25%
Rambler Custom 4-Door Sedan, 6-p.	5915-2*	\$2,383	+2.41%	2956	39,288	+102.05%
Rambler Custom 4-Door Country Club Hardtop, 6-p.	5929-2	\$2,588	+2.21%	3338	691	+68.54%
Rambler Custom 4-Door Cross Country Station Wagon, 6-p.	5918-2*	\$2,677	+2.14%	3097	43,188	+85.90%
TOTALS	<i>Avg. Price</i>	\$2,418	+2.32%	<i>Production</i>	258,980	+121.04%

\*The "591" in the model number becomes "592" when equipped with a V8 engine.

# Ambassador

*"The Modern Concept of a Luxury Car!"*

**Nameplate year of origin:** 1933.

**Current bodystyle lifespan:** 1958 through 1962.

**Percentage of division's sales volume:** 6.35%.

**Primary competition:** Dodge Coronet, Edsel Corsair, and Pontiac Catalina.

**Notable changes:** Trim and detail changes.

**Major standard equipment:** Nylon and vinyl upholstery, carpeting, dome and courtesy lights, wind-up clock, stainless steel window surrounds, stainless steel two-piece full-length bodyside molding, hubcaps, and 8.00 × 14 BSW tires. Custom adds: Electric clock, stainless

## Measurements

	4-Doors	Wagons
Wheelbase	117.0"	117.0"
Length	200.1"	202.6"
Width	71.3"	71.3"
Height	58.0"	58.6"
Legroom — front	42.6"	42.6"
Legroom — rear	42.0"	42.0"
Headroom — front	36.0"	36.0"

steel two-piece full-length bodyside molding, and full wheel covers. Cross Country station wagon adds: "Travel-Rack" rooftop luggage rack.

### Measurements

	4-Doors	Wagons
Headroom — rear	35.0"	35.5"
Cargo capacity (cu. ft.)	22.5	80.0
Fuel capacity (gals.)	20.0	20.0

### Models Available

	Model No.	Base FADP	Change from LY*	Shipping Wt. (lbs.)	Model Year Production	Change from LY
Ambassador Super 4-Door Sedan, 6-p.	5985-1	\$2,587	0.00%	3428	4,830	NA*
Ambassador Super 4-Door Cross Country Station Wagon, 6-p.	5988-1	\$2,881	0.00%	3546	1,782	NA*
Ambassador Custom 4-Door Sedan, 6-p.	5985-2	\$2,732	0.00%	3437	10,791	NA*
Ambassador Custom 4-Door Country Club Hardtop, 6-p.	5989-2	\$2,822	0.00%	3483	1,447	NA*
Ambassador Custom 4-Door Cross Country Station Wagon, 6-p.	5983-2	\$3,026	0.00%	3562	578	NA*
Ambassador Custom 4-Door Hardtop Cross Country Station Wagon, 6-p.	5988-2	\$3,116	0.00%	3591	4,341	+1376.53%
TOTALS	<i>Avg. Price</i>	\$2,861	0.00%	<i>Production</i>	6,794	+249.85%

\*Comparison to last year not available due to lack of production records by body style for 1958.

# STUDEBAKER

*"Where pride of Workmanship comes first!"*

The car that would save Studebaker, at least temporarily, arrived in showrooms for the 1959 season. The new Lark was the right car at the right time, and proof that Studebaker had the auto industry's best engineers when it came to designing on a budget. Almost unbelievably, parts of the main structure of the new "compact" Studebaker were taken right from the old 1953-1958 bodies, yet they were so well disguised as to make the cars appear entirely new. This is most evident in the greenhouse and cowl areas where the wraparound windshield and front door vent windows are recognizable. Of course a smaller car required an all-new chassis, yet here too Studebaker adapted many existing components.

Following the mild recession of 1958, buyers seemed to be gravitating more toward smaller cars, as attested by the rising popularity of small imported cars and the recent success of cars such as the Rambler American. The concept behind the Lark, Studebaker advertising claimed, was this: "The secret of the Lark's mastery of space lies in reduction

of overhang and no waste bulk. It is a full three feet shorter than the average U.S. car but has almost the same interior dimensions. Its proportions are ideally suited to today's motoring needs."

Styling for the Lark was simple, yet uniquely Studebaker. A front fascia panel created the basis for the entire front end styling and enabled stylists to make future changes to the front of the Lark without having to redesign the hood and fenders. For 1959, the Lark wore a grid-patterned grille, appearing quite similar to the style used on the popular Hawk series and carrying a Hawk logo on the bottom right corner. On each side of the grille, there was a single headlamp set on the outer edges of the front fascia and a small, almost square grille opening placed between the headlamp and the main grille. This small grille had five horizontal bars, and into the top section of this grille was placed the parking lamp. The hood was slightly domed in the center. No hood or fender ornaments appeared on the Lark, keeping a clean, smooth flow to the styling.

Body sides were similarly smooth with only a slight fender flare over each of the wheel openings to disturb the lines. At the back end of all but the wagons, a slight concave contour, combined with the beltline molding, gave the illusion of a small horizontal tailfin. Oval, horizontally mounted taillamps also added to the illusion of the car being lower and wider than it really was. Bumpers, both front and rear, were basic designs with optional bumper guards toward each end, but they were not of a wraparound design. The station wagon used similar styling, but the entire back end slanted forward slightly to accommodate the tailgate with a drop down door and liftgate style rear window.

Interiors were redesigned, with a simple, flat dash panel being the most noticeable of changes. Three oval pods housed the speedometer and other gauges in front of the driver, the radio speaker grille and clock on the passenger side, and the optional radio in the top center. The Silver Hawk used its prior instrument panel design with revisions, including an engine-turned aluminum facing across the length of the dashboard, and round gauges in front of the driver. Upholstery fabrics in all cars were mostly of durable nylons and vinyls, making the Lark and Silver Hawk easy to live with.

Powertrain choices for both the Lark and the Silver Hawk were limited to a new 169.6 CID 6-cylinder, and the

returning 259 CID V8. The new six-cylinder engine was slightly smaller yet more efficient than the engine it replaced, creating 90 horsepower @ 4000 rpm. The larger 289 CID V8 took a one-year hiatus, returning for 1960.

Larks were available in a range of traditional body styles, except for a convertible, 4-door station wagon, and 4-door hardtop. The first two would join the Lark range for 1960, but the latter was a body style that Studebaker would never produce in any series. Available for sale to the taxicab industry was a stretched version of the 4-door sedan, known as the Econ-O-Miler. This stretched sedan would be available to everyone in 1960 as the Lark Cruiser sedan. Larks came in two trim levels, the DeLuxe being available only with the 6-cylinder engine, and the Regal being available with a 6 or V8 engine. Engine installation was designated on the exterior of the car as the "Lark VI" or the "Lark VIII." DeLuxe models were basic with front and rear window stainless moldings and beltline moldings. Regal models added a chrome grille surround, chrome headlamp bezels, side window trim, and additional interior chrome trim.

Finally, the Supercharged Golden Hawk hardtop was gone, leaving only the Silver Hawk coupe to carry on a sporty image for Studebaker. Very few changes were seen for the Silver Hawk, except for new grille inserts being added into the lower side grilles.



Lark DeLuxe 2-Door Sedan



Lark DeLuxe 2-Door Sedan interior



Lark Regal 2-Door Hardtop



Lark Regal 4-Door Sedan



Silver Hawk 2-Door Coupe

**Model year production:** 138,863, up 165.96% from 1958.

**Domestic market share:** 2.49% (11th place).

**Base price range:** \$1,925 to \$2,495.

**Studebaker average base price:** \$2,299, down 3.19%.

**Introduction date:** October 1958.

**Assembly plants:** South Bend, IN.

**Serial number identification:** Seven to eight digit code located on left front door hinge pillar and read as follow: First two digits indicate year: 59 = 1959. Third digit indicates engine installation: S = 6-cylinder and V = V8. Serial numbers begin with 1001 and end with 96692 for 6-cylinders and 36817 for V8 engines.

## Powertrains

Engine	Compression Ratio	Gross HP	Transmission	Lark Regal & Silver Hawk	
				Lark DeLuxe	Silver Hawk
169.6 CID, 1-bbl., L-head, 6-cyl.	8.3:1	90	3-speed manual	S	S
			Overdrive	\$118	\$118
			Flight-O-Matic Drive	\$214	\$214
259 CID, 2-bbl., OHV, V8	8.8:1	180	3-speed manual	-	\$135
			Overdrive	-	\$253
			Flight-O-Matic Drive	-	\$349
259 CID, 4-bbl., OHV, V8	8.3:1	195	3-speed manual	-	\$180
			Overdrive	-	\$298
			Flight-O-Matic Drive	-	\$394

## Major Options

	Lark	Silver Hawk
Heater and defroster	\$71	S
Air conditioner	\$325	\$325
Electric clock	\$16	\$16
Radio	\$61	\$61
Pushbutton radio	\$80	\$80
Signal seeking radio	\$102	\$102
Reclining front seats	\$26-\$38	\$26
Tinted glass	\$32	\$32
Power steering	\$74	\$74
Power brakes	\$38	\$38
Hill-Holder	\$15	\$15
Full wheel covers	\$17	\$17
Whitewall tires	\$28	\$30

Options common to most models. (S = Standard equipment) Items may be standard equipment, optional at different pricing, or unavailable on certain models. This chart is only a guide.

## Paint Colors

	Code
Velvet Black	P-5910
White Sand	P-5911
Alaskan Blue	P-5912
Hawaiian Green	P-5913
Tahiti Coral	P-5914
Silvertone Gray	P-5915
Campfire Red	P-5916
Bahama Blue	P-5923
Bamboo Yellow	P-5924
Cameo Beige	P-5925
Seamist Green	P-5926

Two-tone paint combinations available at extra cost.

# Lark

*"The new dimension in motoring by Studebaker!"*

**Nameplate year of origin:** 1959.

**Current bodystyle lifespan:** 1959 through 1961.

**Percentage of division's sales volume:** 94.39%.

**Primary competition:** Rambler American.

**Notable changes:** All-new series.

**Major standard equipment:** Nylon and vinyl upholstery, full floor rubber mat, stainless steel front and rear window moldings, stainless steel beltline trim, and 5.90 × 15 BSW tires.

## Measurements

	Hardtop & Sedans	Wagon
Wheelbase	108.5"	113.0"
Length	175.0"	184.5"
Width	71.4"	71.4"
Height	57.5"	58.8"
Legroom — front	44.0"	44.0"

Regal adds: Padded dash, deluxe steering wheel, air foam front seat cushions, dual horns, trim accessory kit (chrome grille surround, interior hardware, etc.), and electric wipers.

### Measurements (cont.)

	<i>Hardtop &amp; Sedans</i>	<i>Wagon</i>
Legroom — rear	41.0"	41.0"
Headroom — front	36.0"	36.0"
Headroom — rear	35.0"	35.3"
Cargo capacity (cu. ft.)	16.5	93.1
Fuel capacity (gals.)	18.0	18.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Lark DeLuxe 2-Door Sedan, 6-p.	59S-F4	\$1,925	NEW	2577	33,809	NEW
Lark DeLuxe 4-Door Sedan, 6-p.	59S-W4	\$1,995	NEW	2605	27,933	NEW
Lark DeLuxe 2-Door Wagon, 6-p.	59S-D4	\$2,295	NEW	2805	13,605	NEW
Lark Regal 2-Door Hardtop, 6-p.	59S-J6	\$2,275	NEW	2710	15,071	NEW
Lark Regal 4-Door Sedan, 6-p.	59S-W6	\$2,175	NEW	2600	27,553*	NEW
Lark Regal 2-Door Wagon, 6-p.	59S-D6	\$2,455	NEW	2815	13,104	NEW
TOTALS	<i>Avg. price</i>	\$2,270	NEW	<i>Production</i>	131,075	NEW

\*Production of 1,125 Econ-O-Miler sedans, body style 59S-Y1, is included in this amount.

## Silver Hawk

*"There's no car quite like the Silver Hawk!"*

**Nameplate year of origin:** 1957 (Hawk designation began 1956).

**Current bodystyle lifespan:** 1953 through 1961.

**Percentage of division's sales volume:** 5.61%.

**Primary competition:** None.

**Notable changes:** Minor trim and detail changes.

**Major standard equipment:** Nylon and vinyl upholstery, color-keyed rubber carpeting, door and rear seat center armrests, dual sunvisors, stainless steel front and rear window moldings, bodyside stainless steel molding, and 6.40 × 15 BSW tires.

### Measurements

Wheelbase	120.5"
Length	203.9"
Width	71.3"
Height	55.5"
Legroom — front	44.0"
Legroom — rear	36.0"
Headroom — front	35.5"
Headroom — rear	33.8"
Cargo capacity (cu. ft.)	NA
Fuel capacity (gals.)	18.0

### Models Available

	<i>Style No.</i>	<i>Base FADP</i>	<i>Change from LY</i>	<i>Shipping Wt. (lbs.)</i>	<i>Model Year Production</i>	<i>Change from LY</i>
Silver Hawk 2-Door Coupe, 5-p.	59S-C6*	\$2,360	-7.26%	2795	7,788*	+2.06%
TOTALS	<i>Avg. price</i>	\$2,360	-7.26%	<i>Production</i>	7,788	-5.35%†

\*Silver Hawk "6" Model 59S production, 2,417; Silver Hawk V8 Model 59V production, 5,371. †Production change as compared to entire 1958 Hawk series

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# Appendices

## I. MINOR MAKES FROM THE IMMEDIATE POSTWAR PERIOD

This appendix highlights automobiles that did not qualify for complete coverage in this book. These low-volume marques lacked extensive dealer networks and marketing campaigns, but they were definitely a part of the immediate postwar era, when many companies would leave their mark on the automobile industry. Among the cars included here are those whose annual production was under 500 units per year, such as the Tucker and King Midget. Also included are those vehicles that were truck-based, such as the Willys-Overland station wagon and Jeepster.

### *King Midget (1947–1970)*

The King Midget was a mini-car produced by the Midget Motors Corporation between 1947 and 1970. Founders Claud Dry and Dale Orcutt first sold the King Midget as part of their Midget Motors Supply company in Athens, Ohio. The original King Midget was a one-passenger, one-cylinder car that was available in kit form only. The \$270 kit included an assembly book and the frame, axles, springs, steering mechanism, and dimensioned patterns for the sheetmetal. Any one-cylinder engine could be installed. From the late 1940s through 1951, the King Midget was also available in assembled form, powered by a Wisconsin 6-horsepower engine and a single forward speed transmission.

The second generation King Midget was introduced in 1951. With a 72 inch wheelbase and 102 inch overall length, it was slightly larger and would accommodate two passengers. The small convertible was again available either



1959 King Midget

fully assembled or as a kit, now powered by a 7.5 horsepower, 23 CID, L-head, one-cylinder Wisconsin engine. The second generation would continue through 1957 and remained a very basic car, light, strong, and priced under \$550. This made it perfect for those who were on a budget and didn't need a larger car.

The third generation King Midget was released in 1958, and would continue with various running changes through the end of production. It was modestly restyled and marginally larger, with a 76.5 inch wheelbase, and 117 inch overall length. It featured improvements such as four-wheel hydraulic brakes. The third generation was powered by a 9.25 horsepower version of the previous Wisconsin engine. By 1958, the price was approaching \$900, but it was still a



1959 King Midget

bargain considering the average price of a typical new car was around \$3,000. King Midget production would continue through the 1960s, but eventually emissions and safety regulations would put an end to production in 1970. In all, nearly 5,000 King Midgets were sold over the course of its 24-year life, making it one of the more successful postwar startups, in terms of production duration.

### *Metropolitan (1955–1962)*

The compact, 2-passenger Metropolitan is covered in more detail under the 1955 Nash section. Designed for Nash by William J. Flajole and built mostly by Austin in England, with a Nash designed powerplant, the Metropolitan is technically considered an imported car, or as termed in the 1970s and 1980s a captive import. The Metropolitan was sold through both Nash and Hudson dealers in 1955, and later through AMC/Rambler dealerships. The



1959 American Motors Metropolitan 2-Door Hardtop



1955 Nash Metropolitan 2-Door Hardtop

car changed little on the outside through its lifespan and was quite popular considering the type of car it was. It is included as a Minor Make only because of its origins, not because of low sales/production.

### *Playboy (1947–1950)*

When most auto aficionados think of the name Playboy in relation to a car nameplate, they think of the popular Jordan Playboy of the late 1910s through early 1930s. But there is a less well-known Playboy car, built in Buffalo, New York, from 1947 to 1951 by the Playboy Motor Car Corporation. The company struggled for survival and enjoyed nowhere near the sales success of the Jordan Playboy. The Playboy was a small, sporty, three-passenger convertible (a wagon was planned, but never built). Its most interesting feature was a fold-down steel top that was hinged in the middle, the seam being sealed with a rubber gasket. It was manually operated and could be raised and lowered from the driver's seat. When folded, the top formed part of the rear deck. Apart from the folding steel top, the rest of the Playboy was very conventional. It was powered by a 40-hp, Continental four-cylinder, side-valve engine with a three-speed manual transmission driving the rear wheels. The Playboy was a small car for its time, on par with the Crosley, and priced at just \$985. It had a 90 inch wheelbase and an overall length of just 156 inches. It weighed just less than one ton. The body and



1948 Playboy 2-Door

frame were welded together resembling a unit-body type construction.

The Playboy was an “assembled” car. Major components, such as the engine and transmission, came from outside sources. The company tried to capitalize on this by advertising that “all standard automotive parts are used, thus facilitating servicing.” The suspension utilized conventional independent A-arms with coil springs in front and a solid axle and leaf springs at the rear. Top speed was advertised at 75 mph, with a 35 mile per gallon fuel economy rating. The Playboy, like other domestic postwar upstarts, didn’t make it. The usual under-capitalization precluded proper development and marketing. In the meantime, established car manufacturers were preparing their more appealing and larger new models. As well, the sellers market was quickly turning around. The company struggled for four years during which an estimated 97 Playboy cars were built. Bankruptcy came in 1951.

### *Tucker (1948)*

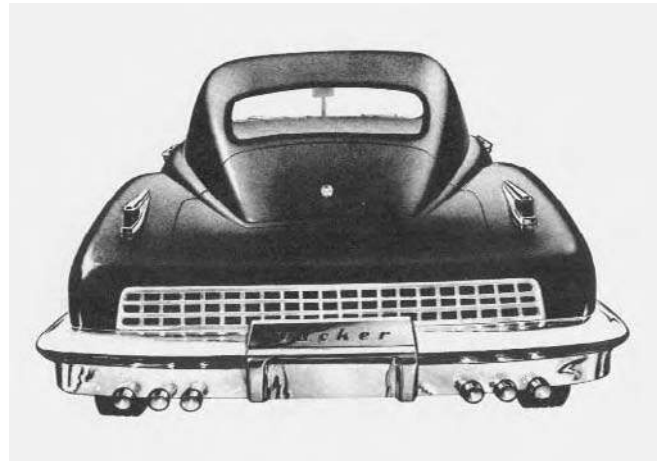
The Tucker, advertised as “The First Completely New Car in Fifty Years,” was conceived as a luxurious, medium-priced automobile that would be among the safest and best-engineered automobiles in the world. In many ways, the goals of Preston Tucker were met. Unfortunately, his company did not get the chance to prove itself and the car would ultimately see production of only 51 units.

Features of the \$2,450 Tucker 4-Door sedan included:

- 334.1 CID, L-Head, 166-horsepower, horizontally opposed, water-cooled aluminum block, rear-mounted 6-cylinder engine.
- Four-speed manual transmission.
- Four-wheel independent suspension
- Frame set lower than the centerline of the wheels, providing greater stability.
- Wheelbase, 128"; overall length, 219"; overall height, 60".



1948 Tucker 48 4-Door Sedan



Top: 1948 Tucker 48 4-Door Sedan — front view. Above: Rear view.

Safety features, a big part of Preston Tucker’s vision, included a pop-out laminated windshield, a “Safety-Steel” bulkhead in front of the passenger compartment, a “Cyclops Eye” center mounted headlamp that turned with the steering wheel, and a sponge rubber “Crash board” cowl with a safety chamber for the front seat passenger to drop into in a collision. Convenience and luxury features of the Tucker included a flat floored interior, wrap-over “Roof Top” doors that opened into the roofline aiding entry and exit, a door-mounted glove compartment, and broadcloth upholstery.

Following is a brief history of the Tucker automobile\*:

The Tucker 48, brainchild of Preston Tucker and designed by renowned stylist Alex Tremulis, represents one of the last attempts by an independent U.S. car maker to break into the high-volume car business. Ultimately, Detroit’s Big Three would come to dominate the market during the postwar period. Preston Tucker is a highly recognized figure of the late 1940s, as controversial and enigmatic as his namesake automobile. His car was hailed as “the first completely new car in

\*Condensed from “The Henry Ford Museum, Showroom of Automotive History: 1948 Tucker” website at <http://www.bfmgv.org/exhibits/showroom/1948/tucker.html>. Reprinted by permission.



fifty years.” Indeed, the advertising promised that it was “the car you have been waiting for.” Yet many less complimentary critics saw the car as a fraud and a pipe dream. The Tucker’s many innovations were and continue to be surrounded by controversy. Failing before it had a chance to succeed, it died amid bad press and financial scandal after only fifty-one units were assembled.

Much of the appeal of the Tucker automobile was the man behind it. Six feet tall and always well dressed, Preston Tucker had an almost manic enthusiasm for the automobile. Born September 21, 1903 in Capac, Michigan, Preston Thomas Tucker spent his childhood around mechanics’ garages and used car lots. He worked as an office boy at Cadillac, a policeman in Lincoln Park, and even worked for a time at Ford Motor Company. After attending Cass Technical School in Detroit, Tucker turned to salesmanship, first for Studebaker, then Stutz, Chrysler, and finally as regional manager for Pierce-Arrow. As a salesman, Tucker crossed paths at the Indianapolis speedway with the great engine designer Harry A. Miller, and in 1935 they formed Miller-Tucker, Inc. Their first contract was to build racecars for Henry Ford. The company delivered ten Miller-Ford Indy racecars, but they proved inadequate for Ford and he pulled out of the project.

During World War II, automobile companies’ operations were dedicated to the war effort. Denied new car models for four years, by the war’s end Americans were anxious for a new automobile, any new automobile. The time was right for Tucker to begin his dream. In 1946, he formed Tucker Corporation for the manufacture of automobiles. He set his sites on the old Dodge plant in Cicero, Illinois (south Chicago). Spanning over 475 acres, the plant built B29 engines during World War II, and its main building, covering 93 acres, was at the time the world’s largest under one roof. The War Assets Administration (WAA) leased Tucker the plant provided he could have \$15 million capital by March 1 of the following year. In July, Tucker moved in and used any available space to build his prototype while the WAA inventoried the plant and its equipment. The fledgling company needed immediate money, and Tucker soon discovered that support from businessmen who could underwrite such a venture meant sacrificing some, if not all, control of his company. To Tucker, this was not an option, so he conceived of a clever alternative. He began selling dealer franchises and soon raised \$6 million to be held in escrow until his car was delivered. The franchises attracted the attention of the Securities and Exchange Commission (SEC), and in September of 1946 it began an investigation, the first of a series that would last for the next three years. The agreements were rewritten to SEC satisfaction and the franchise sales proceeded. In October, Tucker began another proposal, a \$20 million stock issue contingent upon a completed prototype and clearance by the SEC. That same month, Tucker met his first serious obstacle. Wilson Wyatt, head of the National Housing Agency, ordered the WAA to cancel Tucker’s lease and turn the plant over to the Lustron Corporation to build pre-fab houses. Tucker may have been an unfortunate pawn in a bureaucratic war between the housing agency and the WAA, but the battle continued until January of 1947. Franchise sales fell, stock issues were delayed, and Tucker’s reputation was severely damaged. In the end, he kept his plant, but the episode made him some real enemies in Washington, including Michigan Senator Homer Ferguson. But Tucker did find

some allies. The WAA extended Tucker’s \$15 million cash deadline to July 1 and Senator George Malone of Nevada began his own investigation of the SEC.

Meanwhile, Tucker still had a prototype to build. During Christmas 1946, he commissioned Alex Tremulis to design his car and ordered the prototype ready in 100 days. The time frame was unheard of, but necessary. Unable to obtain clay for a mock-up, engineers, many from the racecar industry, began beating out sheet iron, a ridiculous way to build a car but a phenomenal achievement. The first car, completely hand-made, was affectionately dubbed the “Tin Goose.” The Tucker ’48 premiered June 19, 1947 in the Tucker plant before the press, dealers, distributors and brokers. Tucker later discarded many of the Tin Goose features, such as 24-volt electrical system starters to turn over the massive 589-cubic-inch engine. For the premier, workers substituted two 12-volt truck batteries weighing over 150 pounds that caused the Tucker’s suspension arms to snap. Speeches dragged on as workers behind the curtain tried feverishly to get the Tin Goose up and running. Finally, before the crowd of 5000, the curtains parted and the Tucker automobile rolled down the ramp from the stage and to its viewing area where it remained for the rest of the evening.

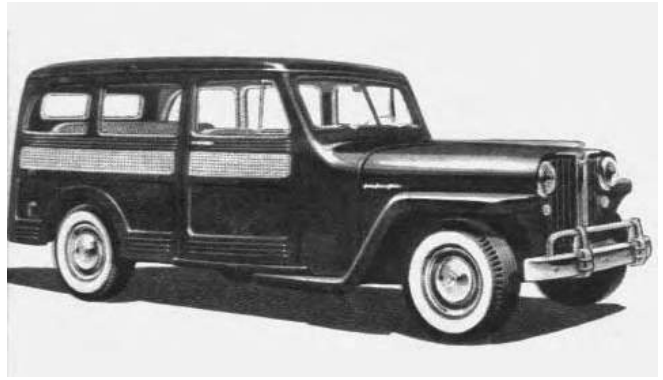
Stock finally cleared for sale on July 15. By the spring of 1948, Tucker had a pilot production line set up but his stock issue had been \$5 million short and he again needed immediate money. He began a pre-purchase plan for Tucker automobile accessories such as radios and seat covers. Although he raised \$2 million, advanced payment on accessories to a car not yet in production was the final straw for the SEC. On May 28, 1948, the SEC and the Justice Department launched a full-scale investigation. Investigators swarmed the plant and Tucker was forced to stop production and lay-off 1600 workers. Receivership and bankruptcy suits piled up, creditors bolted and stock plunged. The SEC’s case had to show that the Tucker car could not be built, or if built, would not perform as advertised. But Tucker was building cars. Seven Tuckers performed beautifully at speed trials in Indianapolis that November, consistently making 90 mph lap speed. However after Thanksgiving, a skeletal crew of workers assembled the remaining 50 cars the company would ever produce. In January 1949, the plant closed and the company was put under trusteeship. “Gigantic Tucker Fraud Charged in SEC Report” ran the *Detroit News* headline in March. The article related an SEC report recommending conspiracy and fraud charges to Tucker. Incensed, Tucker demanded to know how the newspaper had seen the report even before him. SEC Commissioner John McDonald later admitted he delivered the report to the paper in direct violation of the law. Feeling tried and convicted by the press, Tucker wrote an open letter to many newspapers around the country. On June 10, Tucker and seven of his associates faced a Grand Jury indictment on 31 counts — 25 for mail fraud, 5 for SEC regulation violations, and one on conspiracy to defraud. The trial opened on October 5, 1949 and from the beginning the prosecution based its entire case on the “Tin Goose” prototype. It refused to recognize the 50 production cars and called witness after witness who, under cross-examination, ended up hurting the government’s case. In the end, Tucker’s defense team merely stated that the government had failed to prove any offense so there was nothing to defend. On January 22, the jury found the defendants innocent of any attempt to defraud, but the verdict was a small triumph.

The company was already lost. The remaining assets, including the Tucker automobiles, were sold for 18 cents on the dollar. And incredibly, Preston Tucker began again. In 1951, he went to Brazil to seek backing for another new car. With the new project almost underway, he was diagnosed with lung cancer. He died December 26, 1956.

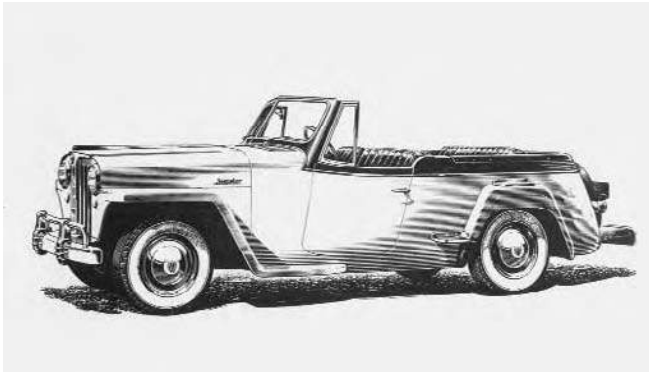
### *Willys-Overland Station Wagon (1946–1962)*

Toledo, Ohio–based Willys-Overland had a long and successful history in the automotive business. The company's roots began with the Overland Motor Company in 1903, and the Willys name was first used on a car in 1914. Through the late 1930s and early 1940s, the Willys Americar became popular among those who preferred a slightly smaller, more economical car. The company's most famous product came about during World War II in the form of the Jeep. The rugged four-wheel-drive all-purpose vehicle would prove itself useful in civilian life after the war and has continued to thrive through various iterations and many different manufacturers through the present day.

Willys-Overland's immediate problem after World War II was that it did not have a suitable, modern automobile ready for the market. With financial success coming from the Jeep, it was decided to expand that line with



*Top:* 1948 Willys Series 663 2-Door Station Wagon. *Above:* 1955 Willys Series 685 2-Door Station Wagon.



*Top:* 1948 Willys Jeepster. *Above:* 1948 Willys Series 463 2-Door Station Wagon

some truck-based, car-like vehicles. The result was the Willys Station Wagon, sometimes referred to as the original SUV (sport utility vehicle). Based on a 104-inch wheelbase version of the Jeep platform and running gear, it had an enclosed all-steel body, 176.3 inches in length, with 5-passenger capacity. The exterior was fashioned with wood-grain vinyl trim, creating the look of a contemporary station wagon. While the accommodations were austere and the ride was not car-like in smoothness, the station wagon did offer go-anywhere capability and plenty of cargo space. Some industry sources of the time viewed it as an automotive, station wagon body style.

By 1948, two more models were added, an all-steel station sedan, similar in concept to the station wagon without the wood-like trim, and a sporty Jeepster phaeton. The Jeepster was a 4-passenger open touring car with a mechanically operated convertible top, built on the station wagon's 104 inch wheelbase and measuring 174.8 inches in total length. It was marketed as an American-built alternative to the MG and Austin, which returning veterans had grown to like in Europe. In truth, it looked sporty, but being based on a truck, it did not live up to the handling and performance standards of smaller European cars. Still, the Jeepster was popular and remained in production through the 1950 model year, with a few leftover 1950s sold as 1951 models. Beginning in 1956, the station sedan and station wagons became formally considered truck models.

The station sedan and station wagon would be in production in various forms through the early 1960s.

In 1952, Willys-Overland finally returned to the car market with the compact Aero, a very modern design that was well equipped to do battle with the most popular compact of the day, the Nash Rambler. Since the Aero was designed as a true car, it is featured herein for the four years it was built, 1952 through 1955.

### Willys-Overland Basic Data

#### *Production*

- 1946 — 6,533
- 1947 — 33,214
- 1948 — 22,309 (Jeepster 10,326)
- 1949 — 29,290 (Jeepster 3,638)
- 1950 — 32,218 (Jeepster 5,834)
- 1951 — 25,316
- 1952 — 17,482
- 1953 — 5,417
- 1954 — 10,941
- 1955 — Not available

#### *Engines*

- 134.2 CID 4-cylinder (Std. 1946–1953 4-cylinder station wagons and 1948–1951 Jeepster 4-cylinder models)
- 148.4 CID 6-cylinder (Std. 1948–1950 6-cylinder station wagon and Jeepster models)
- 161 CID 6-cylinder (Std. 1950–1955 6-cylinder station wagon models)

#### Pricing

#### *Base Station Wagon 4-Cylinder*

- 1946 — \$1,608
- 1947 & 1948 — \$1,734
- 1949 — \$1,708
- 1950 — \$1,605
- 1951 & 1952 — \$1,783
- 1953 — \$1,862
- 1954 & 1955 — \$1,997

- Jeepster Phaeton 4-cylinder*
- 1948 — \$1,886
- 1949 & 1950 — \$1,603

- Jeepster Phaeton 6-cylinder*
- 1949 & 1950 — \$1,640

### Others

There were other attempts at introducing viable cars that never quite made it to mass production. Many were only ideas, some advanced to the stage of prototypes and experimentals, while others actually built a few cars in a season. Some of the better-known cars of this type in order of model year introduced include the following:

- Bobbi-Kar, 1945–1947
- Beechcraft, 1946
- Brogan, 1946–1950
- Comet, 1946–1951
- Darrin, 1946, 1955–1958
- Davis, 1947–1949
- Boardman, 1948
- Keller, 1948–1950
- Airway, 1949–1950
- Kurtis, 1949–1955
- Electricar, 1950–1966
- Glasspar, 1950
- Muntz, 1950–1954
- Cunningham, 1951–1955
- BMC, 1952
- Skorpion, 1952–1954
- Woodhill, 1952–1956
- Arnolt, 1953–1954
- Studillac, 1953–1955
- Edwards, 1954–1955
- Powell, 1955–1956
- Dual-Ghia, 1956–1958
- El Morocco, 1956–1957

This is by no means a complete list, but is intended to show the numerous attempts at “making it big” in the post-World War II car market. Some, like the King Midget, succeeded in their marketing efforts and would sell on average 150 to 250 units per year.

## II. TRANSMISSION TYPES

The following is an explanation of various automatic and semi-automatic transmissions that came into existence in the early post-World War II years. For some of the more popular early automatic transmissions, detailed analysis is provided. The transmissions of each manufacturer appear in chronological order.

### *American Motors*

**Flash-O-Matic**— Introduced in 1957 for Hudson and Nash large cars. Fully automatic, with torque converter plus 3-speed planetary gear set.



## *Chrysler Corporation*

**Fluid Drive**—Introduced in 1940. In place of a conventional flywheel, Fluid Drive utilized a fluid-coupling torque converter which performed all the same functions except providing a contact surface for the clutch plate. A separate clutch was mounted behind the coupling. The coupling consisted of a cylindrical, mineral oil filled drum mated to a “runner” with a set of vanes running freely inside a cover, providing smooth, shiftless operation. Fluid Drive had two gear positions. Low controlled first and second gears and was designed for extra pulling power. High controlled third and fourth gears, and was used for most normal driving. Fluid Drive eliminated about 95 percent of shifting as compared to a conventional manual transmission.

**Hy-Drive**—Introduced for DeSoto and Chrysler in August 1940, for Dodge in January 1949, and for Plymouth in 1953, this was a semi-automatic transmission using a standard clutch and transmission and adding a torque converter. Requiring some shifting and clutch pedal use, it represented a compromise between manual shifting and a fully automatic transmission. Known as the Hy-Drive in Plymouths, the Gyro-Matic in Dodge installations, the Tip-Toe Shift in DeSoto, and the Prestomatic in Chrysler models.

**PowerFlite Automatic**—Introduced in 1955 for all Chrysler Corporation cars. Fully automatic torque converter with two-speed planetary gear set.

**TorqueFlite Automatic**—Introduced in 1956 for the Chrysler 300B. Fully automatic, torque converter with three-speed planetary gear set.

**Gyro-Matic** *see* Hy-Drive

**Prestomatic** *see* Hy-Drive

**Tip-Toe Shift** *see* Hy-Drive

## *Ford Motor Company*

**Ford-O-Matic** and **Merc-O-Matic**—Introduced for Mercury in October 1950 and for Ford in November 1950, Ford-O-Matic was the first automatic transmission from Ford Motor Company. The Ford-O-Matic was a torque converter plus 2-speed planetary gear set. It was also installed in Mercurys as the Merc-O-Matic. By 1959, it was called Mile-O-Matic in Edsel installations. Also that year, the Merc-O-Matic used a 3-speed gearset. Interestingly a variation of the transmission was later built by Borg-Warner’s Warner Gear Division and used in Studebakers as the Flight-O-Matic.

**Cruise-O-Matic**—The Ford-O-Matic evolved into the Cruise-O-Matic by 1958. The new unit used a torque converter plus 3-speed planetary gearset. In 1959, it went by the name of **Dual-Power** in Edsel V8s, **Multi-Drive** in Mercurys, and **Turbo-Drive** in Lincolns.

**TeleTouch Drive**—This Edsel exclusive transmission for 1958 was essentially a Ford Cruise-O-Matic, also new for 1958, and was a three-speed, fully automatic transmission with a hydraulic torque converter. What made this transmission unique was its pushbutton gear selection mounted in the center of the steering wheel. A touch of the button for the chosen gear activated an electric motor to select the range and engage the transmission. This feature was standard equipment on all Citation and Corsair models, and available on the Ranger and Pacer.

**Dual-Power** *see* Cruise-O-Matic

**Multi-Drive** *see* Cruise-O-Matic

**Turbo-Drive** *see* Cruise-O-Matic

## *General Motors*

**Powerglide**—Introduced for Chevrolets in January 1950, Powerglide was a torque converter with two-speed planetary gear set.

**Dynaflow**—Introduced for Buicks in December 1947 for the 1948 model year, Dynaflow used a five-element torque converter (with two turbines and two stators, and a planetary gearset), providing two forward speeds plus reverse. In normal driving, Dynaflow started in high gear (direct drive), using the converter for torque multiplication. Low gear could be manually engaged and held up to approximately 60 mph (96 km/h), improving acceleration, but the transmission would not automatically upshift to high gear.

Despite its smooth shifting capability, Dynaflow developed a reputation for being slow when compared to Oldsmobile’s Hydramatic and Chrysler’s TorqueFlite. Dynaflow was also an inefficient transmission by virtue of its initial design. In 1953 Buick redesigned Dynaflow as the Twin Turbine Dynaflow, incorporating two turbines but only a single stator, which resulted in a higher level of performance and greater efficiency of transmitted energy. Buick also incorporated variable-pitch stators in 1955 for improved flexibility.

**Flight-Pitch Dynaflow** *see* Triple-Turbine Dynaflow

**Triple-Turbine Dynaflow**—Also known as Flight-Pitch Dynaflow, this transmission featured a triple-turbine, infinitely variable-pitch, torque converter integral with a 3-speed planetary gearset.

**Hydra-Matic**—Introduced for Oldsmobile in August 1939, Cadillac in October 1940, and for Pontiac in January 1948, the Hydra-Matic used a two-element fluid coupling (not a torque converter, which has at least three elements, the pump, turbine and stator) and three planetary gearsets, providing four forward speeds plus reverse. Standard ratios for the original Hydra-Matic were 3.82:1, 2.63:1, 1.45:1 and

1.00:1. In first gear, power flow was through the forward planetary gear assembly (either 1.45:1 or 1.55:1 reduction, depending on the model), then the fluid coupling, followed by the rear gear assembly (2.63:1 reduction) and through the reverse gear assembly (normally locked) to the output shaft. That is, the input torus of the fluid coupling ran at a lower speed than the engine, due to the reduction of the forward gear assembly. This produced an exceptionally smooth startup because of the relatively large amount of slippage initially produced in the fluid coupling. This slippage quickly diminished as engine rpm increased.

When the transmission upshifted to second gear, the forward gear assembly locked and the input torus now ran at engine speed. This had the desirable effect of “tightening” the coupling and reducing slippage, but unfortunately also produced a somewhat abrupt shift. It wasn’t at all uncommon for the vehicle to lurch forward during the 1–2 shift, especially when the throttle was wide open.

Upon shifting to third, the forward gear assembly went back into reduction and the rear gear assembly locked. Due to the manner in which the rear gear assembly was arranged, the coupling went from handling 100 percent of the engine torque to about 40 percent, with the balance being handled solely by the gear train. This greatly reduced slippage, a difference made audible by the substantial reduction that occurred in engine rpm.

The shift from third to fourth gear locked the forward gear assembly, producing 1.00:1 transmission. The fluid coupling only handled now about 25 percent of the engine torque, reducing slippage to a negligible amount. The result was a remarkably efficient level of power transfer at highway speeds, something that torque converter equipped automatics could not achieve without the benefit of a converter clutch.

The Hydramatic underwent several revisions through 1955, before being replaced by the substantially redesigned Controlled Coupling Hydramatic (also called Jetaway and Strato-Flight) in 1956. The new transmission incorporated a secondary fluid coupling and a pair of sprag clutches in place of the former friction clutch and brake bands, shifting in part by alternately draining and filling the secondary coupling. It allowed the driver to hold the transmission in low or in third gear until the maximum allowable upshift points, for improved performance in traffic or in mountain driving, and incorporated a separate Park position.

The following is a list of other manufacturers who utilized the Hydra-Matic through the 1946–1959 period: 1950–1956 Hudson, 1950–1956 Nash, 1951 Frazer, 1951–1954 Kaiser, 1954–1955 Willys, 1950–1954 Lincoln, 1952–1967 Bentley (produced under license).

**Jetaway** *see* **Hydra-Matic**

**Strato-Flight** *see* **Hydra-Matic**

**Turboglide**—Introduced in 1957, Turboglide was

Chevrolet’s first offering of a turbine transmission. The Turboglide was a triple-turbine, variable-pitch torque converter, integral with a three-speed planetary gear set. However, most automatic transmissions buyers shunned the Turboglide in favor of the two-speed Powerglide.

## *Hudson*

**Super-Matic**—Introduced in November 1949, this transmission was unique in that a button on the instrument panel controlled whether the transmission was being used in automatic shift mode or in a conventional, manual shift mode. It also offered a manually engaged overdrive control to improve fuel economy.

## *Studebaker*

**Automatic Drive**—This was the trade name for Studebaker Corporation’s first automatic transmission, designed in conjunction with Borg-Warner’s Detroit Gear division. Studebaker was one of two independent American auto manufacturers to invest in the development and tooling for automatic transmissions, the other being Packard and its Ultramatic product.

Automatic Drive, which combined a three-speed planetary gearset and a lock-up torque converter, debuted in early 1950 as a \$201 option on all Studebaker models. Ford, which was without an automatic transmission in 1950, approached Studebaker about buying Automatic Drive units; however, Studebaker’s management refused and therefore lost out on what could have been a significant income source.

**Flight-O-Matic**—By 1955, Studebaker was forced to abandon Automatic Drive because of high production costs. Studebaker replaced Automatic Drive with a less expensive Borg-Warner unit built by the Warner Gear Division, ironically based on Ford’s Ford-O-Matic. Borg-Warner continued to build Studebaker’s Automatic Drive and market the unit overseas. It was used by such British firms as Jaguar, Daimler, Humber and Ford (in the Zephyr/Zodiac).

## *Packard*

**Ultramatic**—Introduced in May 1949, the Ultramatic was a hydraulic torque converter automatic transmission with a two-speed plus reverse epicyclic geartrain and torque converter lockup, called Direct Drive by Packard. The unit was hydraulically controlled with a “valve body,” like most automatic transmissions before the advent of electronic con-

trol.

The original Ultramatic did not switch automatically between high and low gearing ratios; the driver selected high or low ratio through the column shift lever. The intention was that in normal driving, the high (1:1) ratio would be selected at all times, and the two stage, dual turbine torque converter (actually a total of four turbines were employed) used to reduce gearing for starting off. At a speed between 15 and 56 mph (depending on rear axle ratio which affected the rate of governor pressure rise), governor pressure eventually overcame the opposing throttle pressure, as determined by carburetor linkage position, causing the Direct Shift Valve to apply the direct drive clutch. This “locked” the torque converter, giving direct mechanical drive from the engine to the rear wheels and thus eliminating the power-robbing slippage of the torque converter at cruising speeds. The Ultramatic delivered the same economy and power as a manual transmission. With the lone exception of Borg-Warner, major automotive manufacturers did not generally employ a locking torque converter until nearly thirty years later.

The low ratio, meanwhile, was available for climbing and descending hills. Using low ratio, the torque converter lockup happened at a slightly lower speed as a result of reduction in the rate of the opposing throttle advancement, eliminating the problem of torque converter overheating that plagued early automatic transmissions in such conditions.

Ratio selection was through a column shift, with a lighted selector quadrant on the steering column showing the range. The positions available were Parking, Neutral, High, Low and Reverse (PNHLR).

After its initial year, the Ultramatic Drive became available on all Packard models, and was immediately popular. It continued with a Packard program of modifications to improve reliability until 1954, when it underwent a major upgrade to both the power transfer and hydraulic control components reconfigured to give low gear starts automatically in the added Drive range. Many Packard owners had complained of lackluster acceleration, and had discovered that starting off in Low ratio and switching to High while on the move gave a much brisker pickup, but the Ultramatic handled the manually shifted transition from low to high poorly. By 1954 both the Borg Warner and Chevrolet Powerglide, in addition to the aforementioned Hydramatic, performed ratio switches automatically while Buick's Dynaflo continued using high gear starts until its demise after the 1963 model year.

**Gear-Start Ultramatic Drive**—Packard's new Ultramatic model introduced in the middle of the 1954 model year offered a new selector sequence on the column shift: “D,” for Drive, placed in between High, now represented with a simple dot, and Low (PN•DLR). In this new Drive

range, it would use the low ratio and torque converter to start off, switching to the high ratio and ultimately to direct drive as the car accelerated, effectively automating what many Packard drivers had been doing manually with the older Ultramatic Drive.

**Twin-Ultramatic Drive**—In 1955, Packard switched to a new V8 engine from its traditional straight-8, and launched a new evolution of its automatic transmission at the same time. The engineering leader, his assistant John DeLorean, and their team, not satisfied with the improved pickup of the Gear-Start Ultramatic, modified the angle of the converter “pump” to allow a higher stall speed thus increasing the torque multiplication to suit the torque curve of the new V8 engines. In addition a slightly higher stall converter was produced for the sportier Caribbean model because of its use of two four-barrel carburetors. The Gear-Start's ability to start in low range and switch to high automatically was retained, but the selector quadrant indicator was altered and PN•DLR became PN'D'LR to better reflect the dual drive range capability of this transmission, all the better to compete with Hydramatic. Functionality was the same; the first Drive position, to left of the “D,” equated to High on the Gear-Start Ultramatic, while the second, situated to the right of “D,” was equivalent to the Drive position on the Gear-Start, giving the driver the option of starting in either High or Low with automatic upshifts, ending with Direct Drive engagement of the torque converter; the “Twin”—designation referred to this dual Drive capability.

The Twin-Ultramatic suffered many “teething problems” when introduced, which did significant damage to Packard's reputation for quality and reliability. However, over the years it has become clear that Packard's initial Twin-Ultramatic problems weren't out of line with any other new contemporary designs and the engineering department's program of running changes and updates greatly increased its functionality, excepting driver abuse through excessive application of the higher torque V8's power potential. Lower-powered models in the Packard range and those sold to American Motors suffered fewer problems. Exacerbating the difficulties, Packard was hemorrhaging experienced dealerships, which meant that many 1955 Packards were not being maintained to the previous high standards.

**Ultramatic Drive**—The year 1956 saw a further development of the Ultramatic transmission in a major redesign of most components, including recalibration of the shift pattern producing an improvement of shift control, and a reversion to the Ultramatic Drive name. This year also saw the selector quadrant undergo yet another change to become PNHDLR in order to further clarify the two drive ranges and accommodate the soon to be released pushbutton control pod. In addition General Motors

threatened lawsuits regarding dual “Drive” ranges, because of their “Dual-Range Hydra-Matic Drive” of 1953.

In addition to the numerous upgrades, small but important changes to shift linkages, better build quality, and stricter tolerances restored Packard levels of reliability to the 1956 transmission. Also new that year was an aluminum transmission casing, making the Ultramatic 90 pounds (41 kg) lighter than its competition. Future transmissions from all manufacturers were to follow Packard’s lead.

Packard decided to offer a “Pushbutton Transmission Control” for the 1956 series called “Touch Button Ultramatic.” This was standard on the 1956 Caribbean and a \$52 option on all Clipper and other Packard models. The mechanism was built by Auto-Lite, a major Packard distributor. A thick arm off the side of the steering column extended to the driver’s right about 6 inches (150 mm), replacing the regular shift lever, with a rectangular pod with six buttons for selection. The bottom row of buttons offered Park, Reverse and Drive, while the top row contained the Neutral, Low and High buttons.

The system was electrically actuated, unlike Chrysler’s mechanical pushbuttons, and was troublesome from the beginning. The electric shift motor proved insufficient to move the car out of Park on a steep hill, and would pop the circuit breaker; electrical contact problems, wiring problems and other issues were prevalent even when new, and worsened with age. When the contract was cancelled after Packard production ceased, Auto-Lite destroyed the tooling, making spare parts for the system unobtainable.

Although true Packard production ceased after the 1956 model year, the Studebaker Corporation continued to have service obligations to Packard owners, and the 1955 Twin-Ultramatic and the 1956 Touchbutton Ultramatic were a recurring problem.

The Ultramatic also appeared in the following cars of other manufacturers: 1955–1956 Hudson Hornet V8, 1955–1956 Nash Ambassador V8, and 1956 Studebaker Golden Hawk.

### *Miscellaneous*

The transmission a manufacturer announced for its cars at the beginning of a particular model year may not always be what was actually sold. A most prominent example was during the 1953 model year, when a fire at GM’s Livonia, Michigan, Hydra-Matic transmission assembly plant on August 12, 1953, disrupted the Hydra-Matic supply. The lack of available automatic units required some Oldsmobiles to use Buick Dynaflo transmissions and Pontiacs to be fitted with Chevrolet Powerglide transmissions between September 8 and the end of the 1953 model production in November, to prevent loss of sales and production. Another example is the discrepancies in historical records for Hudson: one source lists the Hydra-Matic as the sole automatic transmission offering during 1954, while another source lists a Borg-Warner three-speed automatic with torque converter as the available automatic transmis-

## III. ENGINE TYPES

The following is a brief explanation of the most common engine head designs produced through the 1946–1959 period.

**F-Head:** The intake manifold and the intake valves are located in the cylinder head and are operated by push rods, but the exhaust manifold and its valves are located beside the cylinders in the block. The exhaust valves are parallel to the pistons and are operated by the camshaft.

**Hemispherical head:** Also known as the “Hemi” in Chrysler Corporation vehicles. The cylinder head’s combustion chamber is of a hemispherical shape. This design

places the intake and exhaust valves in line with each other, rather than side by side, thereby increasing the airflow.

**L-Head:** Also known as the flathead or side-valve engine. This type of head refers to the valves being placed in the engine block beside the piston, instead of in the cylinder head. This design was most common on early engines.

**OHV (Overhead valve):** Also termed the valve-in-head by Buick. A design in which the intake and exhaust valves and ports are contained within the cylinder head. It uses pushrods to activate the valves. By the late 1950s, this was the most common engine head and valve design.



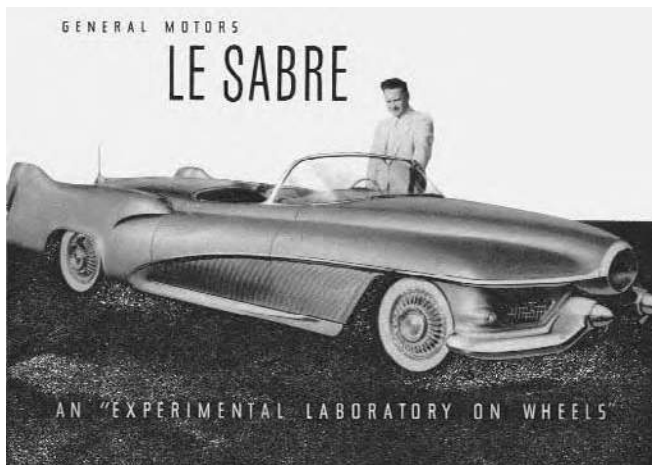
## IV. 1950s DREAM CARS

Any review of the 1950s automotive scene is incomplete without a mention of the show cars that inspired the production vehicles. General Motors is most widely recognized as the leader in building experimental and show cars, having sponsored the “Parade of Progress” touring shows of the 1930s and 1940s. In the 1950s, they began a series of “GM Motorama” shows, featuring a stream of tantalizing concept cars. Many of these GM cars are familiar to auto enthusiasts; what is not so well known is that nearly every manufacturer of any size built at least a few of these attention getters in the 1950s.

The following is a chronological sampling of the experimental and show cars built during the 1950s, noting the key features of each and the production models, if any, that it inspired.

### *1951 General Motors LeSabre*

Usually assumed to be a Buick due to the LeSabre name, this was actually a pet project of Harley Earl, chief GM stylist, an even grander successor to his 1938 Buick Y-Job. Engineering features of the LeSabre included a supercharged 215 CID aluminum block V8 engine that could run on gasoline or methanol, mated originally to a rear-mounted Dynaflo transmission. It was later updated with a 4-speed Hydra-matic transmission. The LeSabre boasted many features and gadgets unheard of on American production cars of the day, including 12-volt electrical system, heated seats, electrically powered retractable headlights, an electrically powered water-activated convertible top, and electric jacks built into the frame to raise the car.



1951 General Motors LeSabre

The GM LeSabre was the inspiration for the naming of the 1959 Buick LeSabre series that replaced the long-running Special series. Then, in 1961 Buick re-introduced the Special series as a compact car, powered by a small aluminum block V8 engine modeled after that of the LeSabre. A couple of years later, a larger version of the aluminum block V8 engine appeared in the full-size Buick LeSabre. The LeSabre also led the way to 12-volt electrical systems in GM automobiles beginning in 1954. And finally, the front engine/rear transmission layout of the LeSabre was put into production on the 1961 Pontiac Tempest.

### *1952 Chrysler Special*

The original premiered at the 1952 Paris Salon as a three-place fastback built on a cut-down New Yorker chassis (119-inch wheelbase). As a follow-up to the prior year's K310, it sported similar “elements of Continental styling” — long-hood/short-deck profile, big wire wheels within full cutouts — but differed most everywhere else. Fender lines were squared-off, knife-blade types, holding slim vertical bumperettes; headlights lived in prominent pods, and the grille was an inverted trapezoid with horizontal bars, and a small bumper crossing the lower portion. Also, bodysides curved less and combined with a low roofline for a husky “masculine” air. Though handsome, the first Chrysler Special would remain one-of-a-kind, and few, if any, features made their way to production cars.



1952 Chrysler Special



1952 Packard Pan-American

### *1952 Packard Pan-American*

The Packard Pan American was a sporty two-seater. After numerous proposals from the styling team, Packard president Hugh Ferry enlisted the Henney Body Company, the firm's longtime supplier of hearse and ambulance bodies, to create a two-seat Packard. In those days, anybody who was anybody in Detroit had to have a sports car, if only for show. Packard was probably the firm least likely to build a production sports car, but it did turn out as many as six Pan Americans, apparently with the idea of limited series production.

Designed by Henney, the first Pan American was hurriedly cobbled up from a stock 1951 Series 250 convertible for New York's International Motor Sports Show in March 1952. Chopped and channeled, it dealt once and for all with the "high pockets" slab sides, was elegantly trimmed throughout, and wore a variation of Packard's traditional "ox-yoke" grille.

Henney spent just under \$10,000 building the Pan American. Later, it tried unsuccessfully to develop a market for the car. Of course, Packard management couldn't foresee any kind of demand at the \$18,000 or more they would have to charge, so the Pan American never materialized in production form. However, it did lead to a sporty, 6-passenger production model, the Caribbean, in 1953.

### *1953 Buick Wildcat*

For the 1953 GM Motorama, all five car divisions had a showstopper "dream car" and Buick's was the Wildcat — a two-passenger convertible that Buick referred to as a "Trial flight in Fiberglass and steel," and a "Prototype of future cars."

A promotional brochure handed out at the Motorama explained the design philosophy behind the Wildcat: "Buick by-passes time and tradition to bring your 'dream car' closer. Buick's progressive search for finer styling and better cars for America's motorists enters a new era with the presentation of the revolutionary new sports convertible — the Wildcat — featuring a Fiberglass body. Adoption of eas-



1953 Buick Wildcat

ily molded Fiberglass for the bodies of Buick experimental models shortens the time between new styling ideas and their incorporation in cars that can be tried and tested. And presentation of these futuristic models for public view — as in the case of the Wildcat and XP-300 — affords an opportunity to 'pre-test' the motorists' reaction to various styling features incorporated in those cars."

Many styling features of the Wildcat appeared on the 1954 and 1955 Buick production cars. The Wildcat nameplate would be applied to most big Buick V8 engines through the sixties and would also be used on a successful series of full-sized, sporty cars from 1962 through 1970.

### *1953 Cadillac LeMans*

The Cadillac LeMans was a two-passenger "sports prototype" convertible, built on a 115-inch wheelbase. It featured fiberglass construction and carried styling that previewed the production 1954 Cadillac models.



1953 Cadillac LeMans

### *1953 Chevrolet Corvette*

Probably the best known among the GM Motorama cars shown in 1953 was the fiberglass-bodied two-seater Chevrolet Corvette. It made such a hit with the crowds that it was in production (in small numbers, and with dif-



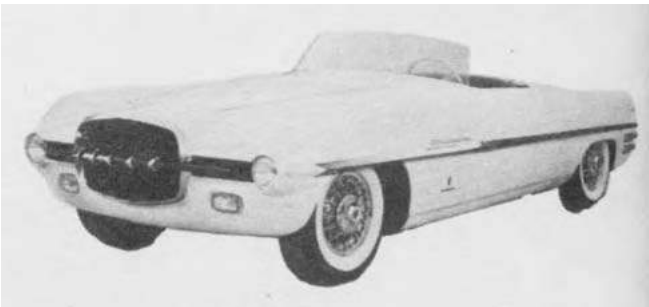


1953 Chevrolet Corvette

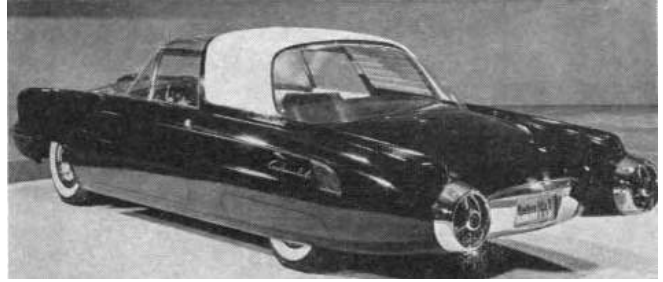
fering trim) by July 1 in Chevrolet's Flint, Michigan, plant. See the 1953 Chevrolet section for additional details.

### *1953 Dodge Firearrow*

Chrysler show cars were generally built on stock or near-stock chassis, meaning they could be driven on the road like any workaday car; GM, by contrast, hand-built nearly all of their show cars, and many were "pushers" that had no engine. The Firearrow styling seemed to be a combination of other companies' show car features. And as everyone in Detroit knew each other, ideas were shared. For example, the concept of a massive bumper/grille combination may have originated at the Kaiser-Frazer studios in the late 1940s, while the Firearrow's chrome exterior tailpipes were seen in almost the same position on the Hudson Italia, the first of which was built in mid-1953. On the Italia, these pipes merely housed taillights, but on the Firearrow they were fully functional tailpipes. Unusual features included the bumper being painted metallic gray rather than chromed. As with the 1952 Chrysler Special, few of the Firearrow's features would see production.



1953 Dodge Firearrow



1953 Ford Continental 1950X

### *1953 Ford Continental 1950X*

The idea for the Continental 1950X came out of the quest to return the prestigious Continental to the Ford line of cars. A clay model from Ford design studios around 1949 may have influenced the experimental Continental, first shown in early 1952. A running prototype with aluminum bodywork on a 123-inch wheelbase, this five-passenger, two-door hardtop bore futuristic lines created by Ford staff designers Elwood Engel and Joe Oros.

Among the show car's many novel features was a "rain-cell" roof over the driver's compartment, a panel that would slide closed automatically at the first sign of moisture. As the first of Dearborn's 1950s dream cars, it was a real pace-setter, and was subsequently renamed Lincoln XL-100 and, later, Ford X-100, with slight variations and upgrades for each version. The 1961–1963 Ford Thunderbird bears obvious signs of the design's influence, and the clear sliding top was a precursor of the "glass-top" 1954–1956 Ford Crown Victoria and Mercury Sun Valley hardtops.

Just as significant, the Continental 1950X prompted a new two-pronged corporate styling program. One path led to the firm's more radical production designs of the late 1950s, such as the 1957 Mercury. The second path led to work on a new Continental, intentionally planned to contradict current styling trends by reviving "classic era" themes. This second path led to the birth of the Lincoln Continental Mark II.

### *1953 Oldsmobile Starfire*

Also seen at the 1953 GM Motorama was the Oldsmobile Starfire, a sleek four-passenger convertible that was to lend its name to production Oldsmobiles beginning in 1954. More importantly, many of its styling features predicted those to be found on the 1954 and 1955 production models.



1953 Oldsmobile Starfire

### 1954 Cadillac La Espada

The La Espada was a small, two-passenger sporty car, which carried many design elements that would appear in production for the 1956–1958 Cadillacs, most notably the rear quarter panel bulge and the tailfin.



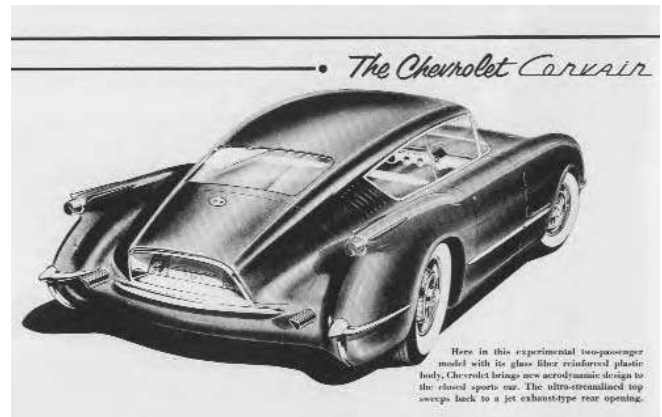
1954 Cadillac La Espada

### 1954 Chevrolet Corvair

Carrying a name created from combining Corvette and BelAir, the Corvair was a sleek fastback version of the 1953 production Corvette. The Corvair was one of three show cars based on the new Corvette being shown at the 1954 Motorama, the other two being the Corvette Hardtop and the Nomad.

### 1954 Chevrolet Nomad

The Nomad styling began with Harley Earl, as did nearly all GM cars of the period. In this case, it was a dream car based on the 1953 Corvette. The Corvette itself was the

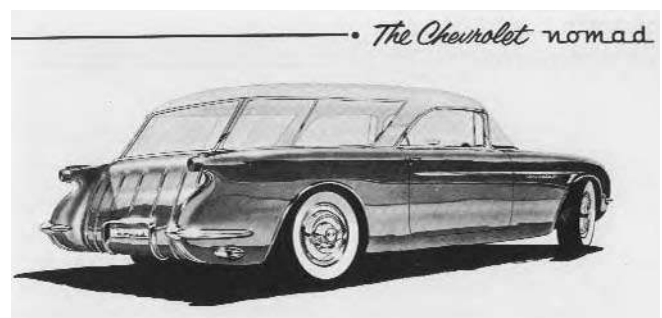


1954 Chevrolet Corvair

first General Motors dream car to go into production substantially unaltered, just five months after it debuted at the January 1953 Motorama at the Waldorf-Astoria Hotel in New York City.

As preparations were made for the 1954 Motorama, Earl encouraged stylists to come up with an encore to the Corvette. At this point, work was begun on the 1954 Motorama Nomad, a station wagon version of the Corvette. Harley Earl always brought ideas into the Chevrolet styling studios from other areas. A stylist working in a special GM studio had come up with a sketch for a station wagon roof that caught Earl's eye. Earl then asked that a station wagon version be designed as one of the Corvette idea cars for the 1954 Motorama.

The original Corvette Nomad was built on a 1953 Chevrolet station wagon chassis and had Corvette-like front and rear styling, tastefully combining two very popular body styles — hardtop and station wagon — which together at the time made up one-third of the automotive market. The Nomad heralded a generation of stylish, luxurious station wagons to follow. Noticeable were its hardtop front door glass framing, wide B-pillar and forward-sloping rear quarters, wraparound rear side glass, fully open rear-wheel housings, and fluted roof. The result went directly to production in the form of the 1955–1957 Chevrolet BelAir Nomad and Pontiac Star Chief Custom Safari wagons.



1954 Chevrolet Nomad

Other stylish wagons inspired by the Nomad were the Ford Parklane, Buick Caballero, and Oldsmobile Fiesta wagons.

### *1954 Hudson Italia*

The Italia grew out of an idea to create a fast, sporty car based on the NASCAR-winning Hudson Hornet. A few Italias were eventually produced (including the prototype), but they were based on the Jet chassis, rather than on the full-sized Hornet. High labor costs prevented Hudson from building even a few of these cars in the United States, so the company looked abroad. At Italy's Carrozzeria Touring, labor was cheap and the overhead was low. With a small investment, limited numbers of Italias could be hammered out by hand. So an agreement was reached whereby a prototype would be built in Milan. The design was based upon sketches done within Hudson and developed by Touring under Hudson's supervision. Thanks in part to its recessed floors, which had been a feature of Hudson's original 1948 Step-Down design, the 1954 Hudson Italia stood nearly nine inches lower than the Hudson Jet from which it was derived.

Styling features of the Italia included a one-piece, wraparound windshield with vertical "A" pillars and "Jet stacks," which were three faux exhaust pipes exiting from each rear fender side and housing the tail, stop, and backup lights. Doors were cut deeply into the roof in the interest of easy entry and egress. Other exterior features of the Italia included the familiar Hudson triangle, appearing this time in inverted form on the front bumper, and air scoops above the headlamps which directed cooling air to the front brake drums. Rear brake drums received a similar treatment, by way of intakes built into the leading edge of the rear fenders. The Italia was painted in Italian Cream, and chrome wire wheels provided the finishing touches.



1954 Hudson Italia

Inside flow-through ventilation, later to be widely touted as a GM production feature, provided occupants with a constant supply of fresh air, entering through a cowl vent and exiting via dual slots above the rear window. The interior used a non-reflecting dash finished in red. Bright red Italian deep-pile carpeting covered the floor, while individual "anatomical" seats for the driver and passenger were upholstered in red and white leather. Even seatbelts were standard issue.

Mechanically, the Italia was pure Hudson Jet. The engine was a flathead six, with an unusual 1.58:1 stroke/bore ratio. The long stroke design enabled Hudson to use a higher compression ratio than would otherwise have been feasible with the L-head layout. Equipped with "Twin H-Power"—a high-compression (8.0:1) cylinder head and two single-barrel downdraft carburetors—the engine was rated at 114 horsepower. This actually provided the Italia with a slightly better power-to-weight ratio than the fabled Hudson Hornet. The prototype's transmission was a three-speed, column-mounted manual with overdrive. The Italia actually went into an extremely limited production run, with 25 cars built for sale. Additional information can be found in the 1954 Hudson introduction.

### *1954 Packard Panther-Daytona*

The 1954 Panther Daytona was designed to replace the Packard Pan American show car. It was originally to have been called Grey Wolf II, in honor of the first Grey Wolf racing car of the early 1900s, but some at Packard didn't like that name, so it was changed to Panther. Then, after speed runs at Daytona, that name was added. Unlike its predecessors, this new series of two-seat Packards employed bodywork of fiberglass. Few people realize that Packard was developing the use of fiberglass as early as October 1941, long before GM chose it for use in the Corvette.

Packard announced the Panther at a round of 1954 auto shows and with a special brochure, much like those that GM issued on its Motorama specials. The front end was a jumble of design ideas, but the bodysides were smooth



1954 Packard Panther-Daytona



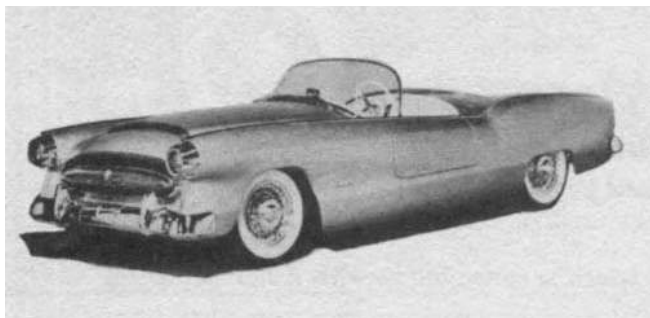
and clean. Taillights from the production 1954 Clipper were blended in. According to the brochure, “The traditional, classic Packard grille has been modified to afford maximum cooling. The high guideline fenders hood the headlights. The sloping clamshell hood provides unobstructed visibility.”

To further establish the sporting credentials, Packard installed the biggest engine it had: a 359-cubic-inch straight eight. On the first two examples, this was jacked up to 275 horsepower via a McCulloch supercharger. With no modifications other than a racing windscreen, a Panther flashed through the measured mile on the sands of Daytona Beach at the highest speed ever attained by a car in its class: 131.1 mph. It was quite an achievement. Indeed, none of its rivals at the time, including Corvette, could match it.

### *1954 Plymouth Belmont*

The Belmont was a two-passenger, V8-powered, convertible sports car, which Plymouth dealers hoped would bring customers into their showrooms and become a competitor to the new Ford Thunderbird and the Chevrolet Corvette. Alas, it was not to be. The Belmont was made for the 1954 Chicago Auto Show. Briggs Manufacturing, which Chrysler had just purchased from Packard, built the prototype, which was designed in the Advanced Styling Studio under the supervision of head stylist Virgil Exner. Underneath the curved lines was a chassis shared by Plymouth and Dodge, with a 114 inch wheelbase. The V8 engine was a Dodge Red Ram squeezing 150 horsepower out of its 241 cubic inches. The transmission was the corporate semi-automatic, sold by Plymouth as the Hy-Drive.

The Belmont was long for a Plymouth, or a sports car, at 191.5 inches, and low, standing only 49 inches tall. It was originally painted a light metallic blue with a few turbine styling cues, which is not surprising given that Chrysler was seriously intending to release a turbine engine at the time. The roof itself was a soft top hidden behind the seats, with a hard cover. The wheels were stock Chrysler options, and tail lights were from the prior year’s Chryslers. Other



1954 Plymouth Belmont

assorted pieces were taken from existing Chrysler Corporation lines. The windshield itself was made of Plexiglass. Very little from the Belmont carried over to future production models, although the hood and grille styling looks very much like the production 1956 Nash Ambassador.

### *1955 Cadillac LaSalle II*

GM designers and some executives still had visions of the LaSalle’s eventual return as a specialized Cadillac. Prime among them was Harley Earl, who created two 1955 Cadillac LaSalle Series II concept cars for the 1955 edition of GM’s traveling Motorama show. Both wore vertical-slot grilles echoing the final 1941 LaSalle, flanked by vertical bumpers bearing big Cadillac “bullet” guards. There were



1955 Cadillac LaSalle II

also “LaS” emblems as used in the LaSalle’s last years of production.

Still, these two concepts were dissimilar to each other. One was a flashy two-seat roadster along the lines of the Corvette, with elliptical, concave bodyside features like those that appeared on the production 1956 Corvette. Stubby rear fenders were abruptly cut off to leave the wheels exposed, and exhaust pipes were mounted on the chassis side rails.

The other 1955 LaSalle II was a hardtop sedan with rear-hinged back doors, one of the few 1930s touches used. These would appear in production on the 1957 Cadillac Eldorado Brougham. This LaSalle II rode on a compact 108-inch wheelbase, with an overall length of just 180 inches and height of only 50 inches. That lowness was partly achieved with 13-inch tires. These dimensions are very similar to the upcoming 1960 Chevrolet Corvair production car. Features that would eventually see production included unit-body construction, a compound-curve windshield similar to the 1959 production design, and an experimental small-block aluminum V-6 that GM was contemplating at the time. Concave bodyside ellipses, again finished in a darker hue, were shared with the roadster, as was the V-6 power, but rear wheels were only semi-exposed in “jet tube” fenders.

GM Motorama brochures described the LaSalle II hardtop as “a new concept of passenger sedan styling directed to recapture the distinctive exclusiveness and high quality of craftsmanship of the original LaSalle.” However, it also looked quite similar to other recent GM “dream cars” including several Cadillac concepts, the 1955 Chevy Biscayne, and the 1956 Impala Sport Coupe. The LaSalle II roadster wasn’t really fresh either, having been foreshadowed by the 1954 Buick Wildcat II, Olds F-88, and Cadillac La Espada and El Camino. But then, both LaSalle II’s were strictly for show and never intended for showrooms.

### *1956 Ford Mystere*

Ford’s 1957 styling originated in the Mystere show car, a space-age design typical of the decade. The Mystere was a full-size car with an electrically operated canopy and a fully trimmed interior, but it was not powered, being only a static fiberglass display model. It was built specifically for the 1955 Detroit Auto Show. The Mystere influenced the bodyside molding of the 1957 Fairlane 500 and the fin development on the quarter panel and taillights of all Ford models. As much of its styling was destined for 1957 production cars, the Mystere was quickly pulled from the 1955 Detroit Show, and was not publicly shown until 1956, just ahead of the 1957 Ford introductions.



1956 Ford Mystere

### *1956 General Motors Firebird II*

The first GM Firebird was built in 1954. By the time GM’s Harley Earl turned his attention to the next Firebird project, design engineer Bill Turunen and his staff had come up with an improved gas turbine engine, the GT-304, for the GM Motorama Firebird II. Unlike the engine of the Firebird I, this engine utilized two rotating heat exchangers that recycled some of the combustion exhaust energy that had previously gone out the exhaust pipe. Recycling this heat made the GT-304 more fuel-efficient and responsive. Although the GM Firebirds generally relied on kerosene, a gas turbine engine will run on nearly anything that burns.

Earl again turned to Bob McLean’s studio to design and engineer the Firebird II. This time, though, Earl



1956 General Motors Firebird II

wanted to impress Motorama show goers with the “Family Sedan of the Future.” He realized that people had a hard time relating to the jet-like Firebird I, but had no problem accepting a stock Plymouth or Dodge with a gas-turbine engine. Earl asked McLean to use titanium body skins, a Plexiglas greenhouse, aircraft-style instruments and steering wheel, and four thin-section individual seats. He also ordered the car to be set up with an electronic guidance system that would follow wires buried in automated roadways.

The Firebird II was full of technical innovations. The use of titanium had to be the fabricators’ most interesting challenge. There were actually two Firebird II’s built, one with a fiberglass body, the other with titanium skins. GM Styling had never worked with titanium before, but Earl wanted to try it. Titanium weighs half as much as steel, cannot rust, and is extremely tough and unbending—which makes it extraordinarily hard to work with, as the parts fabrication crew immediately found out. When hammered, the surface picks up impurities that lead to cracking. The material is so armor-like that edges could not be contoured, and cuts required special tools. A panel that would have taken 30 minutes to form in steel took 24 hours in titanium. Welds tended to discolor the metal, which Earl wanted to leave unpainted. After many frustrating attempts to work with the titanium, it was decided to abandon hand shaping and dies were ordered to be made for the major body sections. At the eleventh hour, to replace multiple welds, GM Research developed an epoxy resin to bond the titanium hull to the GM Motorama Firebird II’s steel framing. As a final effect, Earl asked that the titanium be burnished, much like the stainless-steel surface of the latter-day DeLorean car. Because handprints smudged the titanium, the final surface got several coats of clear lacquer.

Yet another innovation was the Firebird II’s air/oil suspension. Developed by GM’s Delco Division, this system resembled Citroen’s in that conventional springs were replaced by four interconnected hydro-pneumatic canisters,

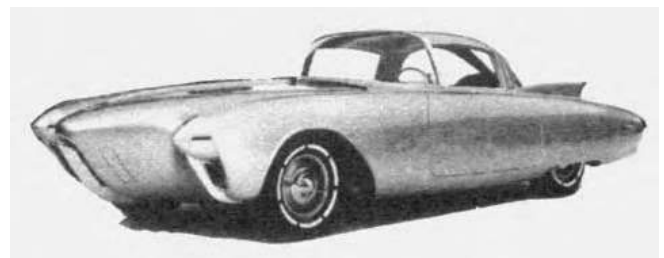
two up front and two at the rear. An electric pump and accumulator forced oil into the canisters at pressures determined by sensors at each of the car’s corners. Oil thus compressed the air, which set the vehicle’s ride height and also acted as the suspension and shock-damping medium. Because the car was set up to run over smooth roads only, suspension travel was minimal. Also, ride height at speed was lower than at rest.

Two GM engineers drove the fiberglass Firebird II from Detroit to Atlanta and back for an SAE meeting and reported flawless performance with no mechanical problems of any sort. They did say, though, that the Plexiglas greenhouse made the interior uncomfortable in hot weather, despite excellent air conditioning. The titanium Firebird II, which was strictly a non-powered show piece, not only had an aircraft-type instrument panel but an airplane-style cut-down steering wheel. During each Motorama performance, General Motors would show a brief, wide-screen movie in which the Firebird II came cruising down an automated roadway, the driver oblivious to traffic as he chatted with his family and they all enjoyed the passing scenery. When the film ended, the screen lifted and the titanium-bodied car came rolling down a ramp toward the audience. At the foot of the ramp, the same family of four climbed out and started explaining the car’s many wondrous features.

The Firebird II lent its suspension concept to the “Air suspension” offered unsuccessfully in 1958 GM production cars. Many of its features, whether real, as in the turbine engine, or imagined, aka the “drive by wire,” continued to be deemed a possibility for the future. Most famously, the GM Firebird I, II and III would lend their name to the Pontiac Firebird “pony car,” produced from 1967 through 2002.

### *1956 Oldsmobile Golden Rocket*

The Golden Rocket has never garnered much attention, as it blended a lot of ideas from other 1950s dream cars into an odd-looking, two-passenger sport coupe. The front end used bullet-tipped fender and hood lines, reminiscent of the 1949–1951 Studebakers, while the back end used a



1956 Oldsmobile Golden Rocket



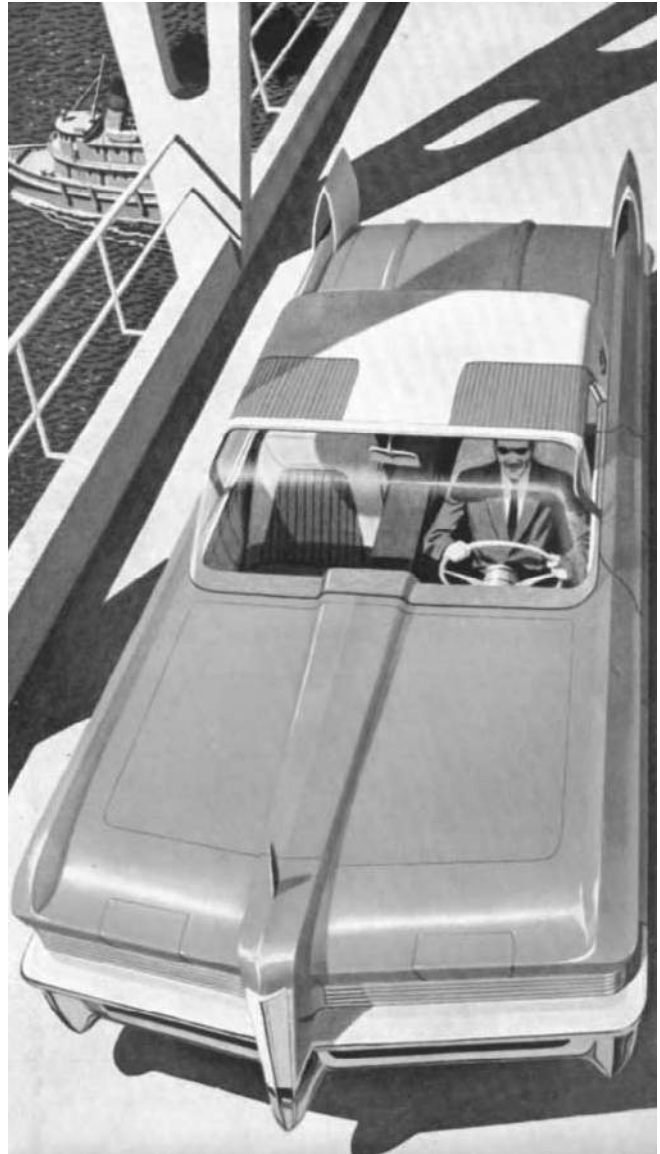
shark-fin tail similar to GM's own Firebird II. Bodysides seemed to be fashioned after the Ford Continental 1950X. In the end, the only lasting influence of the Golden Rocket was the application of its name as a subtitle to both the 88 and Super 88 series in 1957, marking Oldsmobile's 60th anniversary.

### *1956 Packard Predictor*

The 1956 Packard Predictor concept show car was better known as a true "dream car," given the financial status of the Studebaker-Packard Corporation. It toured the show circuit earlier in 1956, and was a great influence on future Packard concept cars, which continued to be created up through 1957. Built by Ghia of Turin, the Predictor was executed under Packard design chief Bill Schmidt, but strongly reflected Studebaker-Packard stylist Richard Teague's thinking.

Advanced features included a windshield that wrapped up as well as around (a feature seen on both 1958 Chrysler and 1959 GM products), quad headlights hidden behind clamshell doors, fenders level with the hood and rear deck, and a square, chiseled shape. Also on hand were several ideas from recent Teague-styled Packard concept cars, such as reverse-slant retractable backlight (a feature found on the 1958 Continental Mark III), shapely "cathedral" taillights, and ribbed bodyside moldings that ran from the doors right around to the front. The ribbed trim ended abruptly to frame a slim vertical nose with Packard's traditional "ox-yoke" radiator shape, which Packard president Nance had lately been trying to resurrect as a sales-booster. "Rolltop" roof panels slid away to ease entry and exit in what was a very low car; but they could also be left open for ventilation. This could be considered the earliest known version of a "T-top." However, being electrically powered, they resemble GM's unsuccessful attempt at the same concept on the 1977 Oldsmobile Toronado XSR.

Inside, the Predictor was all about convenience, with electronic pushbutton Ultramatic transmission; electric servos for decklid roof panels, and windows; and individual contoured seats with reversible cushions—leather on one side, fabric on the other, as on Packard's 1956 Caribbeans. Roof sail panels wore portholes like those adorning contemporary Thunderbirds, plus courtesy lights and a jeweled escutcheon. The decklid was adorned with a large "circle-V" emblem created by Teague with hopes of establishing another "timeless" automotive symbol akin to the Mercedes-Benz tri-star.



1956 Packard Predictor

Powered by a 300-horsepower Packard V-8, the Predictor was fully drivable. The Predictor outlined a whole range of cars to be built from just three basic platforms: a 130-inch wheelbase for Packard and Packard Executive (the latter basically a de-trimmed Patrician), 125 inches for Clipper and Studebaker President, and 120 inches for Studebaker Commander and Champion. Though hardly original, this plan was a great cost-saver, and would have allowed the three makes to look quite different from each other despite a common inner shell and some shared exterior panels. It was a grand strategy as Studebaker-Packard's last attempt to cast itself as a full-line producer.

## V. MILESTONES

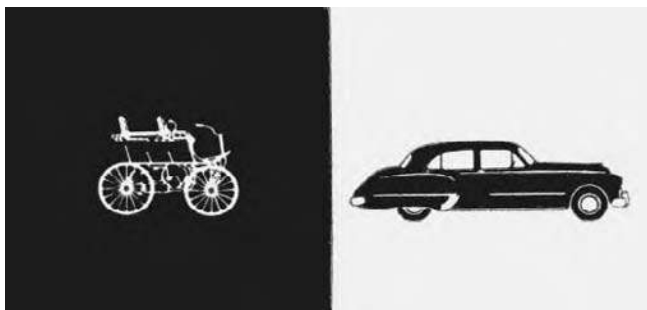
The first part of this appendix covers manufacturers that celebrated significant milestone anniversaries between 1946 and 1959. The second portion of this appendix is a list of American automobiles from this period recognized as Classic cars by the Classic Car Club of America, or CCCA, and is presented for informational purposes only.

### *Anniversaries*

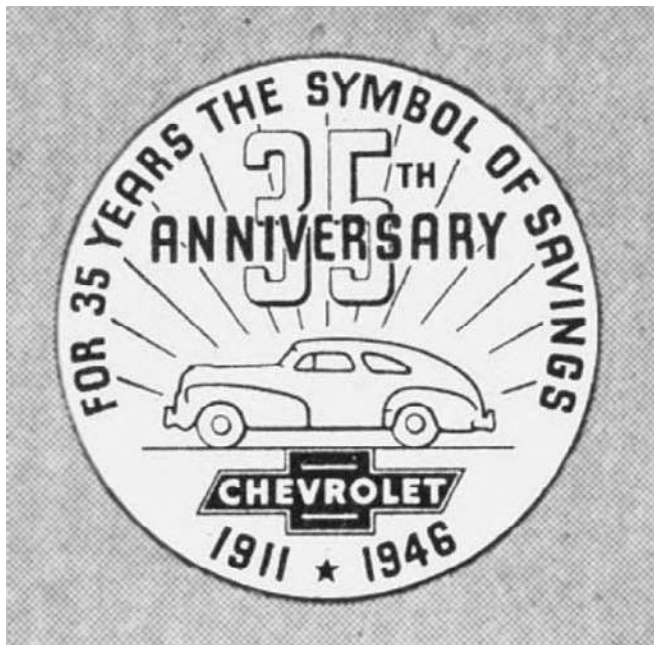
With the advent of the automobile roughly coinciding with the turn of the 20th century, it stands to reason that by mid-century, various manufacturers would be celebrating significant milestones in their history. Of course, of the hundreds of nameplates existing during the early years, only the strongest had survived the “war to end all wars,” the Great Depression, and then a second world war that halted automotive production for more than three years. The few that were lucky enough to make it through all this turmoil had truly earned their right to celebrate. Following is a list of significant anniversaries achieved in order of anniversary year.

- 1946 — Chevrolet, 30th anniversary
- 1947 — Oldsmobile, 50th anniversary
- 1949 — Packard, 50th anniversary
- 1949 — Chrysler, 25th anniversary

- 1951 — Pontiac, 25th anniversary
- 1952 — Studebaker, 100th anniversary\*
- 1952 — Cadillac, 50th anniversary
- 1952 — Nash, 50th anniversary
- 1953 — Buick, 50th anniversary
- 1953 — Ford, 50th anniversary
- 1953 — Willys, 50th anniversary
- 1953 — Plymouth, 25th anniversary
- 1954 — DeSoto, 25th anniversary<sup>†</sup>
- 1958 — General Motors, 50th anniversary
- 1959 — DeSoto, 30th anniversary<sup>†</sup>



1948 Oldsmobile 50th anniversary logo



1946 Chevrolet 35th anniversary logo



1949 Chrysler 25th anniversary logo





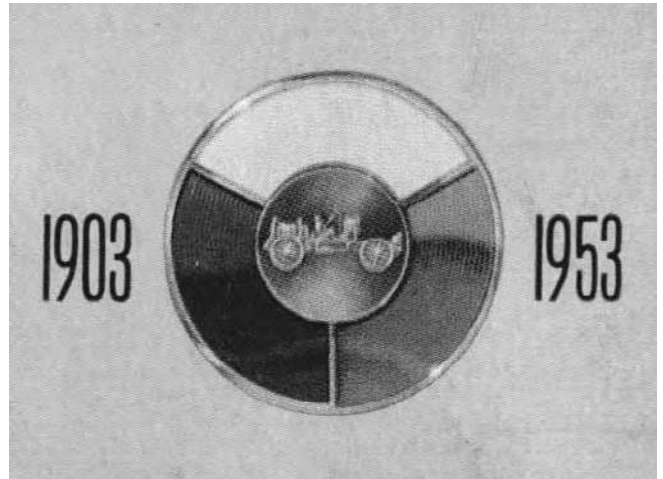
1951 Pontiac 25th anniversary logo



1952 Studebaker 100th anniversary logo



1952 Nash 50th anniversary logo



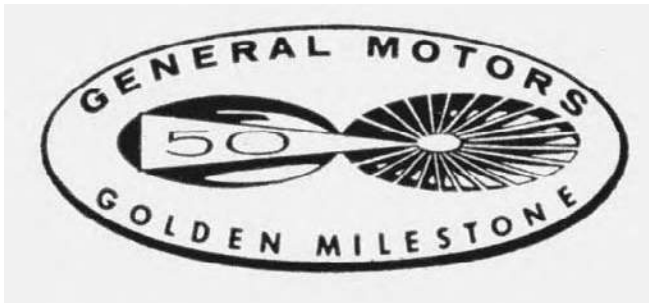
1953 Buick 50th anniversary logo



1953 Ford 50th anniversary logo



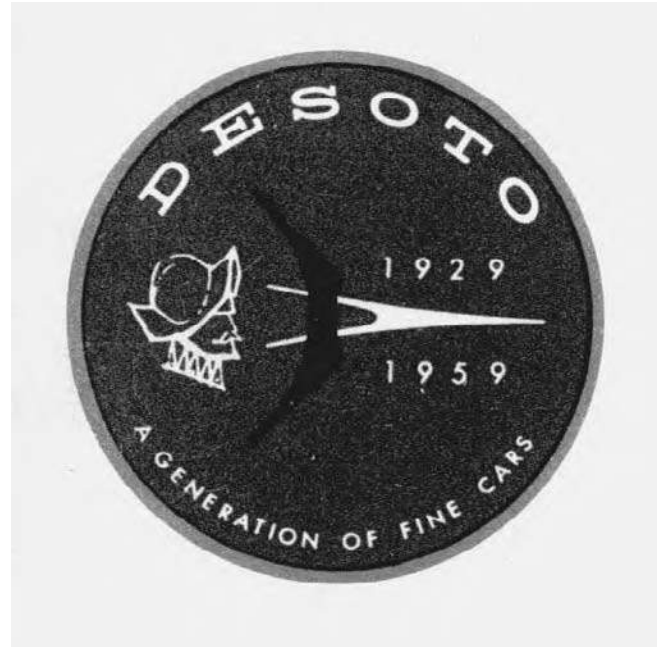
1953 Willys-Overland 50th anniversary logo



1958 General Motors 50th anniversary logo



1958 General Motors 50th anniversary logo (alternate version)



1959 DeSoto 30th anniversary logo

### *Classic Cars*

This list contains all American brand cars of 1946–1959 officially recognized as Classic cars by the Classic Car Club of America, or CCCA.

- Cadillac—1946–1948 Series 75 Fleetwood, 1946–1947 Series 62 and 60 Special.
- Chrysler—1946–1948 Crown Imperial.
- Lincoln—1946–1948 Continental.
- Packard—1946–1947 Super Clipper and Custom Super Clipper.

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