



the story of the

Tucker '48

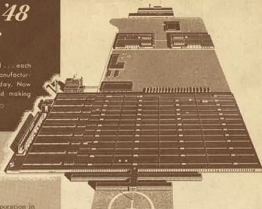
... THE SURPRISE CAR OF THE YEAR

completely new, yet with engineering principles completely proved in fifteen years of rigid tests.

TOP AUTOMOTIVE MEN ARE BUILDING THE *Tucker '48* IN THE *Largest Factory in the World!*

The men assisting Preston Tucker in building the new Tucker '48 are among the honored names of the automotive industry. Only the prospect of building a completely new car could bring together men of so much experience and talent from the leading automotive plants in America.

Each of these executives is a specialist in his field . . . each has left his imprint in the methods and systems of manufacturing and distribution of the leading motor cars of today. Now these men are working together as a team and making automotive history all over again.



The TUCKER EXECUTIVES . . .

HANSON AMES BROWN



HANSON AMES BROWN

Executive Vice President, formerly Vice President of General Motors Corporation in charge of all Canadian operations.

FRED ROCKELMAN

Vice President and Director of Sales, formerly President of the Plymouth Division of Chrysler Corporation and General Sales Manager of the Ford Motor Company.

LEE TREES

Vice President in Charge of Manufacturing, for many years production executive of the Ford Motor Company.

BEN PARSONS

Vice President and Chief Engineer, formerly one of America's foremost consulting engineers and an international authority on simplification and fuel injection.

K. E. LYMAN

Tucker Development Engineer, sponsor of the overdrive and nationally known engineering consultant with long experience in the Bendix and Borg-Warner organizations.

HERBERT MORLEY

Director of Materials, formerly plant manager of all Detroit manufacturing units for Norge Division, Borg-Warner Corporation.

FRED ROCKELMAN

LEE TREES

BEN PARSONS

K. E. LYMAN

HERBERT MORLEY

THE TUCKER PLANT

This super-plant is the largest and most modern automotive plant in the world, a plant so large it could swallow up the second largest automotive plant and fifteen football fields besides. It was one of the nation's top wartime industrial projects . . . laid out by automotive men for the most efficient mass production . . . equipped by the government with the latest and best machines, many specially designed, *regardless of cost.*

Only a plant as modern as this could produce a completely new car like the Tucker '48. Only a manufacturer starting from scratch, without heavy investments in prewar tools could afford to offer so many new engineering features in a car at moderate price.

Only the leadership of Preston Tucker in building a car that promises to revolutionize the motor car industry could attract so many top automotive executives to this plant and induce them to pool their experience and talents in building the Tucker '48.

TUCKER CORPORATION

7401 SOUTH CICERO AVENUE
CHICAGO 29, ILLINOIS

THE WORLD'S SAFEST CAR... Safer 12 Exclusive Ways Than Conventional Cars

Postwar traffic dangers are recognized as the nation's primary public problem.

Here, briefly, is why the functional design of the super-safe Tucker '48 provides built-in protection—safeguards no evident after the first ride that you will never again feel completely safe in any other car.

The Tucker suspension system combines mechanical forces within the car itself to keep wheels geared to the road. This means the driver has constant operating control. Skidding on wet or icy roads is virtually eliminated.

A lower center of gravity than any production car, made possible by the rear engine and locating the frame below the center line of the wheels, brings record stability. It is practically impossible to overturn the car, regardless of how it is driven on the highways.

The Tucker '48 has steering king pins and brakes in the center line of the wheels. This eliminates front wheel "wobble," absorbs road shocks equally within wheel bearings and affords hairline, precision steering. Control is complete even though tires blow out or front wheels strike curbs or other obstructions.



The Tucker '48 has precision balance. The unique design distributes weight to give maximum safety, maximum power transmission, and hairline steering and driving control.

STOPS 63% FASTER

Single disc, aluminum, air-cooled brakes stop the car in two-thirds the distance of conventional brakes; and stop it in a straight line regardless of road conditions. They further clamp the wheels to the road without chatter and create no unequal forces to react against steering control. Their smooth action prevents passengers pitching forward even in emergency stops.

Tucker '48 individual wheel suspension arms, absorbing road shocks at their source, prevent gyroscopic forces that often cause cars to weave and sway or veer with the wind. They are of equal length, unlike conventional springs which use a short upper arm and long lower arm. Thus the invisible rotating forces and stresses operating to push cars out of control are banished. So this new suspension system not only provides a highly pleasant new "ride," but also brings an ease and relaxation in driving that cannot be matched by any other car.

Power transmission from the Tucker '48 engine direct to the back wheels through twin torque converters applies constantly equalized power to the driving wheels both in acceleration and deceleration. Under no condition can the *flowing power* cause one wheel to spin while the other remains stationary. Its differential action however permits one wheel to run ahead of the other, as in rounding curves. It also banishes forces that create power skids and lack of control. These are all inherent new mechanical safeguards, surrounding your driving with automatic precautions.

GUARDS AGAINST "OTHER FELLOW"

Tucker engineering has also established many basic safety factors to guard against the other fellow.

The conventional metal instrument panel, always a hazard, is replaced by an attractive sponge-rubber "crash pad" cowl. All interior appointments have been designed for maximum safety.

The safety-glass windshield is rubber-fastened in its sturdy frame so that hard pressure from within will actually push the entire windshield out; but it cannot be pushed in. Tempered glass in the windows disintegrates under hard impact without cutting edges or slivers.

The rear engine and lower frame allows room under the padded cowl for a "safety chamber." In a collision, front seat passengers instinctively bend down and shield their faces. In the Tucker '48 they are saved as armored car and race cars do—by ducking into this safety chamber, safest place in the car, behind heavy steel bulkheads. In addition, the rugged steel frame entirely surrounds the passenger compartment, protecting it from front, rear and side impacts.

Driving instruments are further improved through colored light changes which instantly indicate operating conditions. To eliminate the "black-out" caused by re-focusing the eyes from the road to conventional instrument panel, the speedometer is located at eye level on the front of the hood and on a road line with the driver's vision.

The Tucker '48 is also better equipped for night driving. In addition to ordinary headlights, a central "Cyclops Eye" light turns with the wheels, lighting the way when rounding curves. All lights have special focused beams designed to penetrate fog and smoke effectively. They are supplied by a 24-volt super-battery to guarantee a life-long safety margin of electrical power.

All these safety features are so thoroughly practical, so easy to understand that once a motorist has been told about them and has driven the new Tucker '48 he will never again feel completely safe in any other car.

THE CREATOR OF THE FIRST COMPLETELY NEW CAR IN *fifty years*

...PRESTON THOMAS TUCKER



Preston Tucker's name is relatively new to the motoring public, but in the most exacting field of automotive engineering—the designing and building of special cars—he is known as one of the nation's top creative men, inventor of 19 prime improvements in automotive designs—patents on which have been issued or are pending.

Tucker's Career as an Engineer

Inspiration for the new Tucker '48 came to Mr. Tucker years ago when he first became associated with the late Harry Miller in building the famous Miller Special cars which won 11 out of 15 annual Indianapolis Speedway Classics. In this, Mr. Tucker ran true to form. For many of the famous men in automotive history—the men who developed leading cars of today—first worked out their ideas in special cars for use on the Speedway.

For years the features developed by Preston Tucker made the pit of the Miller Special at Indianapolis a center of interest for automotive engineers and manufacturers. But many of his engi-

neering developments could not then be produced in mass production factories of that day. So year after year, they were tested and refined on the Speedway. Year after year, they were the talk of automotive engineers, but they never became known to the public.

How Tucker's Ideas Went to War

When war came, Preston Tucker went to Washington. Peacetime automotive progress was forgotten, but from Mr. Tucker's storehouse of Speedway-tested designs came engineering principles for use in motorized vehicles and aircraft that helped win the war. His ideas went into bombers and pursuit planes . . . and into the motorized artillery that spearheaded Patton in France.

War brought great changes to American industry. To meet the demand for equipment, new techniques and machine tools were developed. New and more efficient factories were built. So Victory for our armies opened the way for America to have a completely new car.

This was the opportunity Mr. Tucker

had awaited for years. Mass production methods had at last caught up with engineering development. The Tucker '48 was ready to be produced! Since the war, Mr. Tucker has created this new car, found a plant ideally suited to its production—the largest and most modern automotive plant in the world—and has assembled an organization of top automotive executives.

A Completely New Car

Right now, distributor and dealer franchises for the new Tucker '48 are being awarded to men with automotive or other business experience and the necessary capital and ability in nearly every one of the 48 states. Later this very year, the Tucker '48 will be in dealer showrooms and on the road. Soon for all America there will be a new era in motoring. For the Tucker '48 is completely new . . . unequaled for performance, safety and comfort by any car on the road today . . . yet with engineering principles completely proved in fifteen years of rigid tests.



The Tucker '48...The Car You Have Been Waiting For

You've waited long years for a really new car. *Here it is . . .* completely new, yet with engineering principles completely proved in 15 years of rigid tests.

Yes, and you've waited for a car that would give you as much for your money as before the war. The Tucker '48 does that *and more*. It's finer, more luxurious than the most expensive cars of today, yet priced in the medium field. It has a 128" wheelbase, is 5' high from road to roof, and

delivers 30 to 35 miles per gallon at moderate driving speed.

Later this very year, this exciting new car will be ready to drive . . . ready to give you the motoring thrill of your life. Be among the first to give it a workout. You owe it to yourself to get acquainted with a car so completely new in line and design . . . so completely proved in engineering principles . . . that it will still be a leader many years and thousands upon thousands of miles from now.

TUCKER ENGINEERING FEATURES... *Completely New Yet Completely Proved!*

The Tucker '48 is years ahead in automotive design because it represents an entirely new approach to motoring. It is not simply an improvement on conventional cars. It is a *completely new car* based on engineering principles tested for many years, but never before used in mass production automobiles.

Advantage of Rear Engine

The rear engine, for example, has long been advocated as a vast improvement over the conventional front engine. With the engine in the rear, heat, fumes and noise do not reach the passenger compartment. Moreover, many parts necessary in the conventional car are eliminated. So in designing his new car, Preston Tucker first of all developed a rear engine.

The Tucker drive is a flat-opposed six-cylinder engine timed to give over-

lapping impulses that match the smoothness of 12 cylinders. It's a slow speed engine with a higher ratio of power to car weight than any volume production automotive engine ever built. This gives it longer life, for it can loaf along without strain while driving the car at high speed. The latest form of electronic high-frequency ignition is incorporated in this engine and measured fuel injection takes the place of the conventional carburetor.

This rear engine made possible many of the other changes in design that give the Tucker '48 unequalled performance, safety and economy. Here's how:

How Flowing Power Works

With a rear engine, it is possible for the first time to develop *Flowing Power* which moves direct from engine to wheels through hydraulic torque converters. This eliminates conventional clutch,

transmission and differential, and smooths out the power in a way motorists have never experienced.

Likewise, a rear engine makes possible precision balance, for years the goal of automotive engineers. This is because, with the engine in the rear, weight is distributed more efficiently, the frame can be lowered, and the steering kingpin can be placed in the center front instead of at the side of the engine as in conventional cars. These changes make a vast difference in driving ease and performance. The Tucker '48 has hairline steering and control. It won't skid. It responds to acceleration and deceleration more rapidly without weaving or swaying, even on icy roads.

The new aluminum, air-cooled single disc brakes also contribute to the precision balance of the Tucker '48. Years ago, brakes of this type were found to be the only safe brakes for use on the Speedway. These new brakes are 63%

more effective than ordinary brakes and are good for the life of the car.

The Tucker individual wheel suspension comes from the Speedway and military cars, too. Each wheel is cushioned by its own resilient action arm, actually eliminating shock instead of softening it.

Over 800 Less Parts Than Conventional Cars

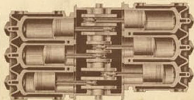
These new features, plus many others, not only give the Tucker the finest performance of any car ever made, but also make it possible to price this large luxurious car in competition with the medium price field. For the rear engine drive and other basic designs actually eliminate over 800 parts found in conventional cars.

The savings in eliminating these parts make it possible to give much more car for the money than American motorists have ever seen. It makes it possible, too, to use aluminum alloys in many parts and to bring down gross weight without in any way affecting ruggedness.

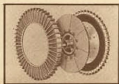
All this makes the Tucker '48 a car beyond comparison in American motoring... more luxurious, more eye-winning than even the highest priced cars, more economical to operate than even the lowest priced cars, and with performance, comfort and safety that is matched by no car at any price today.



Individual Action-Arm Wheel Suspension. Absorbs road shocks at their source.



Bird's-eye, Cutaway View, Flat-Opposed 6-Cylinder Engine. 150-plus horsepower... 30 to 35 mpg at moderate driving speed.



Major Operating Parts of Single Disc Brake. 2½ times the braking area of ordinary brakes.