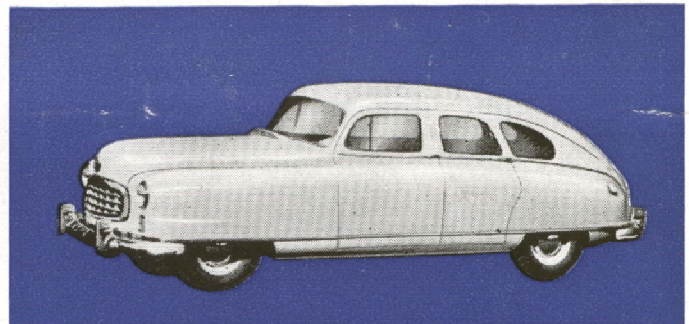
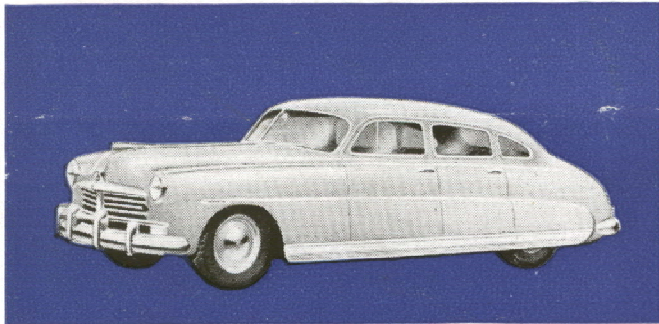


Sales FACTS

DON'T be confused by Nash's incomplete story on unit body-and-frame!



Only Hudson's exclusive "step-down" design (with its recessed floor) and all steel Monobilt body-and-frame* can give a full measure of all the advantages that are claimed by Nash for a unit body-and-frame.

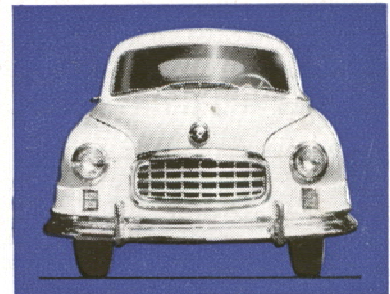
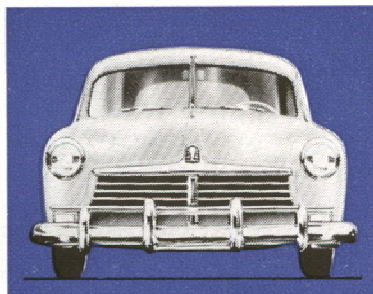
Nash advertising claims, solely as a result of unit body-and-frame construction, full measures of beauty—safety—roominess—road-worthiness—lower center of gravity—and road clearance for Nash cars.

It is difficult, if not impossible, to comprehend such advertising claims because they are not supported by any explanation of facts or figures.

Let's take a close and accurate look at the fundamental elements of auto-

mobile design and construction that actually do provide the greatest measures of these advantages:

*Trade-mark and patents pending.




CONFIDENTIAL: This bulletin will provide Hudson salesmen with exclusive information regarding Hudson advantages over competitive makes. It is not intended to be shown to prospects. This information has been secured from the most reliable sources but cannot be guaranteed. June 1, 1949.




Let's Compare Beauty...

Low-built design—a low silhouette—is the basis for beauty in a modern motor car.

Everyone knows that the lower a car can be built, (while providing for full road clearance, as Hudson does) the more graceful its lines can be made—the more beautiful it will be!

The logical way to achieve a low-built design is to lower the roof, seats *and* floor. Hudson has lowered all ; Nash has not.

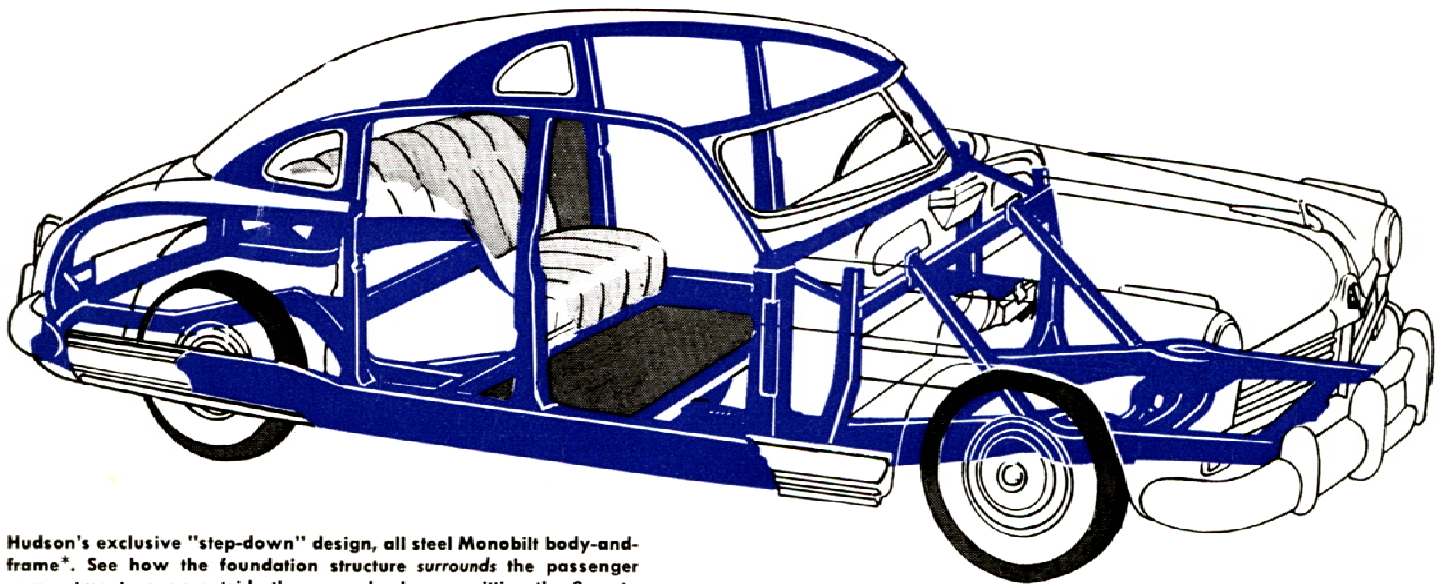
A  result of its exclusive "step-down" design, the floor of the New Hudson has been recessed down within the base frame, bringing the vital space between the foundation frame members into the car.

By putting this valuable space into the interior of the car, Hudson has been able to lower the roof and seats *without sacrifice of head room*—making the New Hudson the lowest car on the highway.

Nash does not have "step-down" design. In Nash the vital space between the frame members is still being wasted *under* the floor instead of being used inside the car—as in the New Hudson. Accordingly, roof, floor and seats are higher in Nash than in Hudson, and, of course, this makes Nash have a higher center of gravity.

To get some semblance of a low-built car, Nash has compromised with head room and seat height while Hudson has not. Seats in the New Hudson permit more leg room and more head room. (See actual dimensions under "Roominess".)

Hudson is only 60 $\frac{3}{8}$ inches from ground to top. The Nash Ambassador is 62 inches high and, because Nash floors are on top of the frame, several inches of this 62-inch height is wasted insofar as passenger accommodation is concerned.



Hudson's exclusive "step-down" design, all steel Monobilt body-and-frame*. See how the foundation structure surrounds the passenger compartment—even outside the rear wheels—permitting the floor to be recessed down within the base frame, creating the "step-down" zone. Space between the frame members—wasted in all other cars—is made available for passenger use in the New Hudson.



Let's Compare Safety...

Hudson passengers, thanks to "step-down" design, ride down within the foundation frame, protected by box-section steel girders on all sides, *even outside the rear wheels*. Nash passengers do not have this protection... this safety.

In the New Hudson all steel Monobilt body-and-frame*, the structural members—heavy box-section foundation girders, husky cross members, sturdy body pillars and formed roof rails—completely encircle the

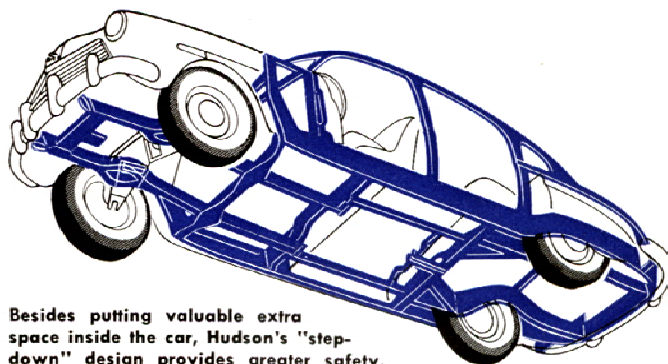
passenger area, with the rear seat entirely ahead of the rear wheels.

These integrated members form an all steel, bridge-like structure, and—along with the roof, floor, and body panels—are solidly welded into a single, rigid, Monobilt unit. It's the safest construction known today—*safe, strong, rattle-resistant!*

Hudson, with its exclusive "step-down" design,

*Trade-mark and patents pending.

has a lower center of gravity—provides box-section, steel-girder protection to all passengers—provides greater stability under all driving conditions—gives the safest, surest, most hug-the-road way of going. Nash, since it does not have “step-down” design, has a higher center of gravity—does not provide girder protection around the entire passenger compartment and outside the rear wheels—has less stability and less passenger space.



Besides putting valuable extra space inside the car, Hudson's "step-down" design provides greater safety.



Let's Compare Roominess . . .

Nash Ambassador is $\frac{1}{16}$ " wider over-all than the New Hudson—but Hudson has *more* seat room, *more* head room, *more* elbow room, *more* leg room, *more* shoulder room . . . *more* usable interior room on every count!



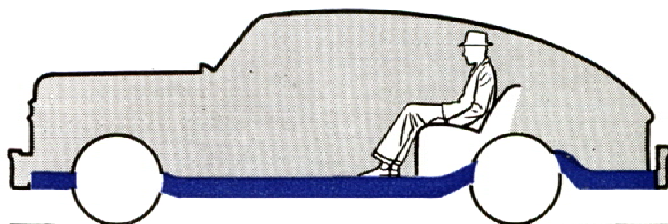
Here's where "step-down" design actually shows many of its advantages!

Take a look at these actual dimensions:

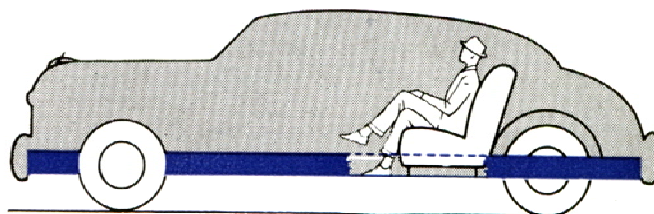
	NASH AMBASSADOR	NEW HUDSON
Width at front seat	63 inches	64 inches
Width of front seat cushion . . .	60½ inches	61¾ inches
Width of rear seat cushion . . .	52 inches	63 inches
Head room at front seat	36 inches	37¼ inches
Height of front seat cushion . . .	11½ inches	12¾ inches
Head room at rear seat	35 inches	37¼ inches
Leg room in front seat	42 inches	43¼ inches
Vertical distance between steering wheel and seat cushion . .	6 inches	6⅞ inches
Front seat elbow room	63 inches	66 inches

Hudson provides a front seat with $1\frac{1}{4}$ inches more seating room, and a rear seat with 11 inches—nearly a foot—more seating room than Nash Ambassador. Hudson's rear seat is usable over its entire width, because the rear seat is completely ahead of the rear wheels and there are no protruding rear-wheel housings to interfere with seating room. The Nash rear seat has a protruding arm rest at each end which substantially reduces the seating room—11" less when compared with Hudson.

As Hudson's front seat cushion is set farther off the floor, the driver is not only more comfortable but also has greater visibility—an important safety advantage for Hudson.



NASH—Without recessed floor, over-all height must be higher, destroying the possibility of a low silhouette—the mark of a modern motor car.



NEW HUDSON—Hudson floors are recessed down within the base frame, seats are lowered, so that even though it has a lower center of gravity, you get more than ample head room, full road clearance.

Score these advantages for Hudson—not just "more" room than in Nash, but the *most* interior room, the *most* efficient use of interior space in any mass-produced car built today!



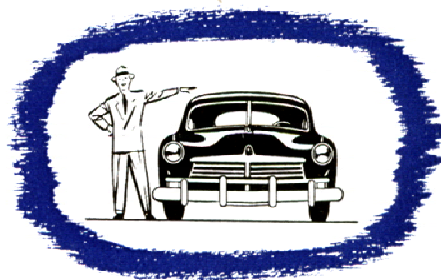
Let's Compare . . .

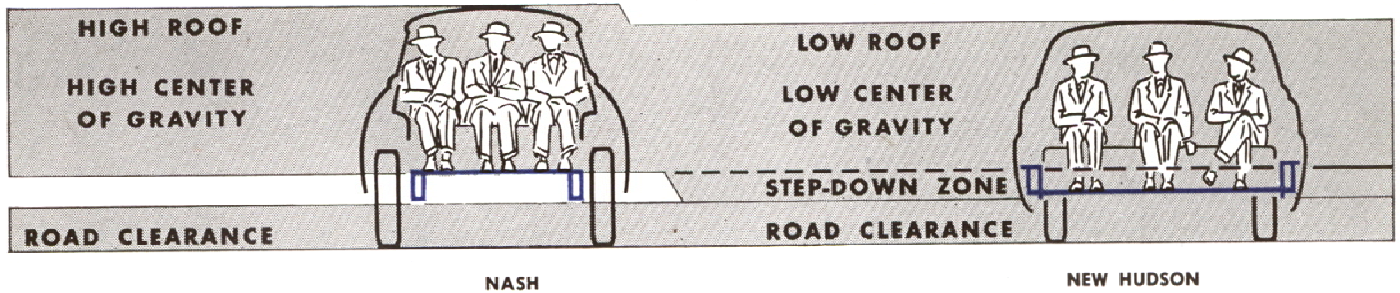
Roadability — Road Clearance — Center of Gravity

It stands to reason that the lower a car can be built, the lower will be its center of gravity and the greater will be its roadability or road-worthiness under all conditions.

Hudson has recessed the floor and lowered the seats and roof to achieve a lower center of gravity. Nash has not.

Hudson, with its exclusive "step-down" design, has a recessed floor with seats and roof lowered proportionately. Thus, because its weight





has been brought closer to the ground, its center of gravity is lower—actually lower than in any other stock car. Nash, without “step-down” design and with floors still on top of frame, has a *higher* center of gravity.

Wheelbase is also a contributing factor to road-worthiness.

Hudson has a wheelbase of 124 inches—Nash Ambassador, only 121 inches and Nash model “600”, only 112 inches.

Hudson’s “big-car” wheelbase is scientifically engineered as the best possible dimension for the car design, width, weight and weight distribution of the New Hudson.

Even with a longer wheelbase, Hudson turns shorter. Hudson has a turning radius of only 20 feet, 5 inches—Nash, 21 feet, 4 inches.

Hudson handles easier, has a steering ratio of 20.4 to 1—Nash, only 18.2 to 1.

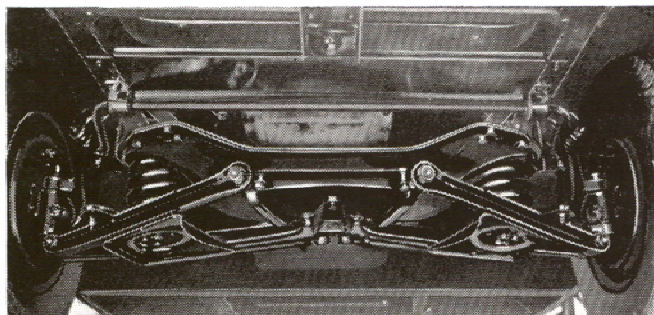
Hudson’s true, Center-Point Steering operates from the exact center of the car, affects both front wheels equally, is not affected by road variations. Nash has conventional offset steering.

Weight is also important for road-worthiness.

The New Hudson Super-Six sedan weighs 3,555 pounds and the Commodore Custom Six Sedan, 3,625 pounds. Part of this additional weight is in sturdy construction which is important to roadability and easier riding. Nash Ambassador weighs only 3,320 pounds—225 and 295 pounds less than the respective Hudson models.

As a result of scientific weight distribution between front and rear, the New Hudson will more readily hold a true course, and roadability is as good with a full load as it is when only the driver is in the car.

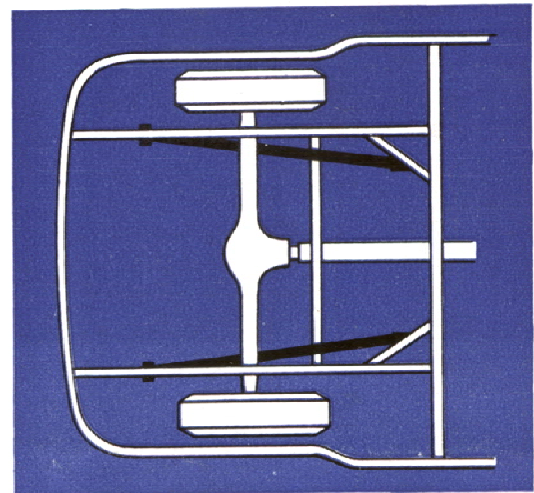
Spring suspension should also be considered.



Hudson’s front wheel suspension is of the gentle cushioning type found elsewhere only in far costlier cars.

Hudson has independent front wheel coil springing and long, leaf-type rear springs in splayed position—the best spring combination for stability and comfortable riding.

Nash Ambassador has coil springing on all four wheels. Coil springs absorb up and down motion only,



Hudson’s long, leaf-type rear springs are mounted in splayed position for greatest stability.

do not resist driving thrust, and have no effect in stabilizing the ride or holding the car on an even keel.

Road clearance in the New Hudson is $8\frac{1}{8}$ inches. Nash claims 8 inches of road clearance.

“Step-down” design is the engineering triumph that gives the New Hudson important advantages over all other cars, in beauty, safety, roominess, road-worthiness, all of which spring from its lower center of gravity.

Hudson, with exclusive “step-down” design and all steel Monobilt body-and-frame*, gives—not just “more”, but the *most* beauty—*most* roominess—*most* road-worthiness—*most* all-round performance.

Nash advertising will not confuse you when you fully realize that the unit body-and-frame they advertise (which is only part of the story, and not the most important part of the story at that) has no comparison with Hudson’s “step-down” design with its recessed floor in combination with the all steel Monobilt body-and-frame.*

*Trade-mark and patents pending.

HUDSON MOTOR CAR COMPANY

Detroit 14, Mich., U.S.A.