

1959 EDSEL

The car that makes history by making sense



An exciting new kind of car that makes history by making sense!

Here, at last, is the car that had to happen-an exciting new breed of car that makes sense in every beautiful detail.

Now you can own a true quality automobile in styling, performance, workmanship—yet pay no more than you would for other cars in the low price range.

The 1959 Edsel gives you entirely new styling with the distinction that's rivaled only by cars costing thousands more. You get a full-sized, practical beauty that delivers exactly the power you want for the kind of driving you do.

And you get the solid, deep-down quality of a car that's built to last.

Only a car so young could bring you such a new kind of value-luxury driving everyone can afford.

Edsel for 1959. America's finest car in the low price range.



303 HP. W/WT P.S.

from the rear, you recognize an Edsel's flight deck lines at first glance. Inside, the Edsel Corsair combines rich luxury with quiet simplicity. And it

offers room to spare-for with Edsel's full 120-inch wheelbase, you enjoy extra size, extra comfort and extra smoothness of ride. Yet with all this quality, value and all-round elegance, an Edsel Corsair

still is priced with the most popular three!



Contour seat interiors in Cora special feature that will keep them looking trim and smooth. estry cloth inserts are bonded to

New Corsair Series: Edsel styling in its proudest form



Self-regulating electric clock is one of many luxury "extras" that on Edsel Corsair offers at no extra cost. Others included are steel full-wheel covers, wall-towall carpeting, and special in-



Self-adjusting brakes are a standvide full braking efficiency and



New dual-cluster taillights accent lights are mounted in these distinctively styled light clusters.



Edsel's Super Express V-8 with 303-hp performance is available as an extra-cost opspecial Corsair Convertible as standard equipment.

Corsair Series



So much more to be proud of -in beauty, elegance and engineering

meets the standards you would ordinarily apply to far more expensive cars. Certainly a luxury car's styling should reflect good taste. Edied styling has the clean simplicity that it basis in every fine design. And Corsai interior details show the careful attention to quality that marks a superior car. But where you feel Edsel quality and luxury most is in its solid Road-Poise Ride. An exclusive suppression system makes the difference. No car near an

One of the things you will like most about owning a Corsair is the way it

But where you feel Edsel quality and laxury most is in its solid Road-Poise Ride. An exclusive suspension system makes the difference. No car near an Edsel in price can match it for size of springs or shock-absorbing capacity. And whether you prefer the sedan or hardreg Corcain for your personal car, you'll find that both models give you the flair of hardrop styling and the spacionsense of sedan interiors-front and rear!





New longer, wider springs give you new smoothness and luxury in Edsel's big-ear ride. Engineering principle of leaf springs mounted outside the frame side rails plus angle-braced shock absorbers provide stability and road-holding quality moe differed in other suspension systems.



New high-crown windshield styling provides greater visibility for overhead traffic signals emphasizes Edsel's slim-line, steel-railed roof. You get the newest in styling withour usual wrap-over windshield distortion and plare.



Special Corsair luxury trim adds to your enjoyment of Edsel's interrior conflort. Front seatback of 2-door hardtops is split 16-36 for greater comfort of middle passenger, and for easier entry to and exist from the rear compartment. Soft, rich fabrics and soft carpets underfroot add to wom quiter relaxation of the Edsel ride.

Luxury comes alive in dozens of new ways

Early in your first drive you'll discover that an Edsel seems to provide a new sense of command at the wheel. The features below will show some of the reasons why.

The precise arrangement of Edsel's instruments and controls gives you greater control of your car. As a result, the motions of driving become easier and smoother to perform. Even the heating system can be operated simply with one easy turn of the dial.

This new command at the wheel is a very real part of Edsel luxury. And it makes the rich beauty of its interiors and the relaxing security of its ride all the more enjoyable—another reason it makes sense to own an Edsel.



This Ranger Series interior shows the new luxury you find in even the lowest



Imagine beauty so rich and tasteful in a low-priced car! Corsair contour seats, frost and rear, bring a new kind of comfort and support to automotive interiors —and they are included at no extra cost. Finely woven tapestry fabrics are used in seclans and hardtops, and all-vinvl fabrics in the Corsair Convertible.



priced Edoels. Quality details, like the silver piping bordering each fabric insert, add to the distinctive difference. And each interior is completely coordinated—roof linings and carpeting change with individual color schemes.





New comfort through engineering adds greatly to Edsel's rear compartment luxury for 1959. Extra-spacious interior dimensions afford additional headroom and legroom; rear seat passengers "sit up" comfortably, just as front passengers do. You see better and ride better in the rear seat of an Edsel.



Easier entry, easier exit.—Edsel's wideframe, wide-floor design gives you more footroom while riding, new room to spare for gracious entry and exit from both front and rear compartments. Thick, loop-pile wall-to-wall carpeting is standard in all Edsel Corsairs and Raneers.



New safety steering wheel with recessed hub is one of many Ford Motor Company safety - engineered features that are provided in the 1959 Edsel as standard equipment.



Dial-temp heating and ventilation* lets you create any climate you like

with a simple turn of the dial. Automatic controls actually make all the adjustments—operate optional Edsel air conditioning, too. Same control operates blower fan. New low-cost Lever-

ates blower Ian. New low-co temp* controls also available.





New Ranger Series: All the luxury of Edsel-at new low price

Best of all, every Ranger model gives you the satisfying distinction and work-Distinctive Ranger fabrics gain extra texture and richness through contrast with soft,

manship of a quality car. And it speaks exactly that way about you.





New low-cost Mile-O-Matic Drive is available in Rangers with any of the three engines offered in this series. You can enjoy the luxury of shift-free



New wider luggage space now conveniently at hand-affords more than 6 feet of wall-towall width overall. Rear flight deck is counterbalanced to open and close easily.



Thrifty to own-and built to last

EDSEL RANGER 4-DOOR HARDTOP shown in Jet Black

For example, with either Ranger V-8 or Economy Six, your Ranger will deliver peak performance without premium gasoline. Even the rear axle ratios have been engineered with an eye to further operating economy.

And Ranger thrift makes even better sense because it is gained where it counts, and not at the expense of style, comfort and luxury. Interiors have a beauty far beyond their price. Attractive quality fabrics are used—yet they are sturdy, long wearing and easy to keep clean.

Add it up. The Ranger is the most practical luxury car in the low price range.

Ranger Series

Measure the quality that the Ranger offers against cars costing far more it's clear to see why Edset's the finest car in its field! For example, this Ranger interior fabric is a nylon deep-weave chain cloth that offers outstanding



Hardtop styling in sedans brings new grace and beauty to both 2- and 4-door Edsel sodans. Slim, strong, box-beam pillars are neatly concealed by chrome window moldings.



New Edsel Economy Six is now available as an option at less cost than with standard V-8 for those Edsel Ranger buyers who want utmost economy of operation. Offered with either standard manual shift transmission or new Mile-O-Matic Drive.







VILLAGER 6-PASSENGER STATION WAGON shown in Moonrise Gray with Snow White

Villager Station Wagons: Edsel's allnew family and fun cars

Both Villagers are 4-door models, for the extra convenience and utility all station wagons ought to have. They're longer, wider, especially built for the greater safety you need in so versatile a family car.

For 1959, Edsel has raised double-duty station wagon design to a new level

of style and value in the low price range.

Six crossmembers are used in the roof; full-length side rails in the frame. Eight sturdy pillars weld roof and body together with a solidity you can't equal by any other construction. Even Edsel's exclusive Road-Poise Ride is especially engineered for a more luxurious station waron ride.

Yet for all their special wagon features, the Villagers give you all of Edsel's proud styling distinction, quality and performance. All at new low Edsel prices.

Colorful, carefree interiors of "breathing" woven nylon fabrics and solid vinyly rive you

durable beauty that's completely washable. Six chrome ceiling bars add a fresh styling



oners into the roof to provide





New third-seat design for 9-passenger Villagers now provides a seat frame built right into the rear floor panels. New simply slide into place to seat three. And there's increased load space even with all three



Now you can custom-blend your Edsel's performance from three advanced-design V-8's and an Economy Six. Pick the exact balance of power and economy you want for the kind of driving you do!



Eddsol Super Express V-8
Speal premises perfermance option for all Biade
models. Designed and engineered with high-lift camstarth, high-urbanece combustion design for greater
efficiency and economy—byteratic valve lifters for
smoother, quietre operation. You get the most usable
power you've ever known from the higgest engine in
consolute, quietre operation. You get the most usable
power you've ever known from the higgest engine in
consolute, quietre operation. You get holds.

16.1 co. in, displacement. Four-barrel carburetion,
9-61 compression.

Edsel Express V-8—New standard V-8 in Consists and Villager offers an excellent beliance of premium performance and high find economy. Low-speed piston travel is one of many advanced fortunes that improve dependability and reduce friction. Hydraulic valve lifters are one of many extra-quality features that are built in, too. 225 hp. 325 ft.-8bs. torque, 332 cu. in. displacement. Two-harrel carbarretos, 83-1 compression.





1959 EDSEL: Finest car in the low price range

EVERY EDSEL ENGINE is 1959-new in precision and economy

New economy carburetors meter fuel with improved efficiency, give you improved corretton in all ranges.

Deep-block engineering provides great strength and durability for longer life.

Short-stroke pistons and "over-square" cylinder design reduce friction and piston travel—power loss is virtually eliminated.

New direct-flow manifolds provide fast, easy "breathing" for peak operating efficiency, Standard equipment on all V-8's. Wedre-shaped combustion chambers

swirl fuel-air mixture to high turbulence, give you maximum power from each gallon of gasoline.

Oversize valves allow free-flow "breathing" of fuel into combustion chambers, fast outlet of fumes into exhaust manifolds.

18-mm spark plues provide peak spark

efficiency in all ranges—are anti-fouling for longer life.

Exhaust system is aluminum coated for extra-long life.

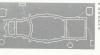
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Edsel Economy Six—A special new engine is now available in Rungers and Villagers that axwas your money when you buy and every mile you drive. Modern deep best in the property of the property

NEW CHOICE OF TRANSMISSIONS, TOO!	Corsair Series	Ranger Series		Wlager Series		
	Super Express V-8* Express V-8	Super Express V-6* Ranger V-5 E	coomy Six	Super Ixpress V-8*	apress V-8 Economy Six	
P R N D.O.L						
New Daal-Power Briss"—It's like two transmissions in one! New "D," range gives you liveller take- off and performance in all driving — without downshifting or full-throttle acceleration. Regu- lar "D," range gives you the smooth, genele power you want for normal driving.	•	•		•		
PRNOL						
New low-cost Mile-O-Matic Brine*—Edsel introduces a fully automatic drive that is available at new low price. Designed for efficient operation and smooth, dependable no-shift driving at a saving.	• •	• •	•	•	• •	



The luxury of Edsel begins with fundamental superiorities in chassis engineering and body design. Only Edsel in the low price range gives you the smoothriding advantages of a 120-inch wheelbase. The great strength of the Edsel frame is a basic reason for its outstanding stability and handling. And the quality that is built into every element is one of the least seen, but most noticed, distinctions of Edsel luxury-in-action on the road.



"Guard rail" frame design with full-length side rails affords important extra strength and protection in the passenprovide five sturdy crossmembers to resist the flexing action that causes squeaks and rattles.



Swept-back suspension arms greatly sorbers. Together with equal-length steering linkage, they provide easier, est roads.



16 body anchors sealed in rubber secure sedan and hardtop bedies to the and station wagons). Deep rubber cas-ings at each mounting point eliminate frame - another reason for Edsel's



Edsel bodies are designed for safety and quietness as well as style. Steelbeam reinforcements are welded to the heavy-gage-steel panels throughout; 5 special types of insulation are used to and weather.



Edsel self-adjusting brakes need no periodic mechanical adjustments be-cause they adjust themselves automatically. Whenever you apply the brakes while in reverse, they adjust for normal brake wear as needed—give you uni-formly smooth, easy stops.



Ball-joint front suspension climi- front wheel. The result is easier nates complicated suspension ele- steering, more rigid alignment and ments, accommodates both up-and- few lubrication points. Spring-

down and turning actions in one set of dual ball-and-socket joints at each compensate for wear.



Edsel Power Steering-One of the most popular power ontions because it eliminates effort from every mile you drive. Parking and sharp cornering at low speeds take no more effort than a wave of your hand - yet the important feel of





Edsel Power Seat-One switch positions Edsel Power Brakes-Vacuum power your seat in any direction—up, down. forward or back - to the best location for your driving comfort. An espepressure on the brake pedal. And they're cially practical luxury for families with easiest straight-line stops possible. Low pedal position makes braking faster, too.



Dial-temp Heating and Ventilation into a car. Lower cost Lever-temp also

Edsel Station-Seeking Radio-Here's a new kind of convenience and pleasure for those who travel, "Town" and "Country" selector bars automatically bring you to the best tuning for

audio circuits and wide reception range are standard features.



Dial-temp Air Conditioning - Educia factory-installed ing control with a single dial. All cooling elements are

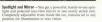


Edsel Spare Tire Carrier-You'll add a new flair to Edsel's distinctive styling with this specially designed accessory that affords new Handsome paint and chrome treatment is

located under the instrument panel and in the engine compartment-leaves luggage and passenger areas free. Filters, dehumidifies and cools air, Affords full climate



Inside Non-glare Rear-View Mirror-If you've owned one before, you'll surely want another in your new Edsel, Tiltcontrol button moves mirror to nighttime driving position that eliminates





Villager Roofton Carrier -Handsome, sturdy stainless steel construction and versatile use make this a popular station wagon acsides belo you carry careo



more securely.

Edsel Side-View Mirror -Here's a safety accessory that adds new highlights to Edsel styling, too, Handsome chrome hood adds mize glare.

your dealer will be hanny

to give you a complete list

of Edsel-designed accessories

TRANSMISSIONS AND REAR AXI F

Super Express V-8: Premium-performance engine cylinder 90° V-type block; displacement, 361 cu. in. 390 ft.-lbs. 60 2800 r.p.m. Compression ratio, 9.6:1. Express V-8: Standard engine for Corsair and Vil-

r.p.m. Maximum torque, 325 ft.-lbs. 60 2800 r.n.m. Ranger V-8: Standard engine for Ranger models. 292 cu. in. Horsepower, 200 @ 4500 r.p.m. Maxi-Economy Six: Special economy-performance engine

General: Deep-block, short-stroke design. Full-skirt.

Valve Train: Free-rotating, large-diameter overhead Labrication System: Controlled full-pressure Interior.

Full-flow oil filter. Total oil capacities, with filter Cooling System: Full-length water jackets around all

Fuel System: Carburetion-Super Express V-8, fourtype replaceable-filter air cleaner. Fuel filters located in fuel tank and fuel pump. Tank caracity.

Exhaust System: Free-flow manifolds. Single reverse-Convertible. Optional at extra cost on all other Electrical System: 12-volt, 66-plate buttery. High-Aguition System: Centrifugal vacuum-type smark-

Dual-Power Drive: Combines sincle-stace torque converter with compound 3-speed planetary gear train. Park lever positions. Torque multiplication through tive to automatic shifts in D₁ range: 2.4:1, 1.47:1, and 1.0:1; in D₂ range: 1.47:1, 1.0:1; in Low, 2.4:1;

in Reverse, 2.0:1. Oil capacity, 22.4 pints. Dual-Parking Brake: Independent mechanical, operating on Mile-G-Mattie Drive: Combines single-stage torque Wheels and Tires: Stammed steel disc I.4. in dism.

Torque multiplication through torque converter. with Express V-8. Oil capacity, 22 pints, Mile-O-Express V-8, Ranger V-8 and Economy Six in Standard Manual Shift Transmission: Selective gear

Straddle-mounted pinion, tapered roller bearings,

Frame: Extra-strong ladder-type design. Full-length box-section side rails are flared outward in the

passenger area for greater interior room. Five crossmembers. Special frame X-bracing added for

| Front Suspension: Independent ball-and-socket joint

wear. Rubber bushings in upper suspension points

omy as well as peak performance.

Corsair Convertible.

shock absorbers.

sairs and Villagers-First, 2.32:1; Second, 1.48:1; Wheelbase: Corsair and Ranger models, 120.0 inches-Villager station wagon, 118.0 inches. verse, 2.86:1. Oil capacity, 3.25 pints. Over-all Length: Corsair and Ranger, 210.90 inches-Villager station wagon, 210.10 inches, Clatels: Provided with standard manual shift trans-

mission only. Semi-centrifugal, single dry plate type. Over-all Width: All mostels: T9 80 inches Over-all Height: Consair models, 56.2 inches: Ranger in.; Rangers, 10.0 in.; 9.6 in. with Economy Six. models, 56.0 inches; Villager station wagon, 57.8 Rear Asia: Semi-floating type with hypoid search

Tread, freet: All models, 59.0 inches. Tread Rear: All models 56.4 inches

Standard Equipment At No Extra Cost: Air cleaner: rubber front seat cushion; turn signals; stainless steel full-wheel covers : self-regulating electric clock : cigarette lighter: wall-to-wall carpet, from

Steering: Recirculating ball-and-nut type sear, Equal-

Brakes: Hydraulic internal-expanding type, self-

with standard manual shift transmission or Econ-

*Except Villager Station Wagon Optional Equipment (At Extra Cost): Super Express V-8 Power Drive: Mile-O-Matic Drive: white sidewall Edsel safety-plus option; electric windshield wipers;

Optional Equipment at Reduced Cost: Edsel Economy Six-available in Ranger and Villager models.

Specifications kerein were in effect at the time this condop was represent for pointing. Edul Division of Fard Mosso-Computer reverse right to discontinue models at any time, Computer reverse right to discontinue models and exis-ons travering obligation. Some whom were the and with-out travering obligation. Some of the property of the replant to use optimised or extra cost. For the action of the

Rear Suspension: New big leaf-type rear springs are mounted outside the frame for greater stability and control. Hotchkiss Drive transmits year wheel thrust to the car. Direct-acting, angle-mounted

Edsel options for personalized luxury

ENGINES

Now, we invite you to drive

America's finest car in the low price rangethe completely new 1959 Edsel