



Mash

PRESENTS PININ FARINA'S
LATEST AND GREATEST

The 1954 Airflytes

IN BRILLIANT NEW AMBASSADOR
AND STATESMAN MODELS

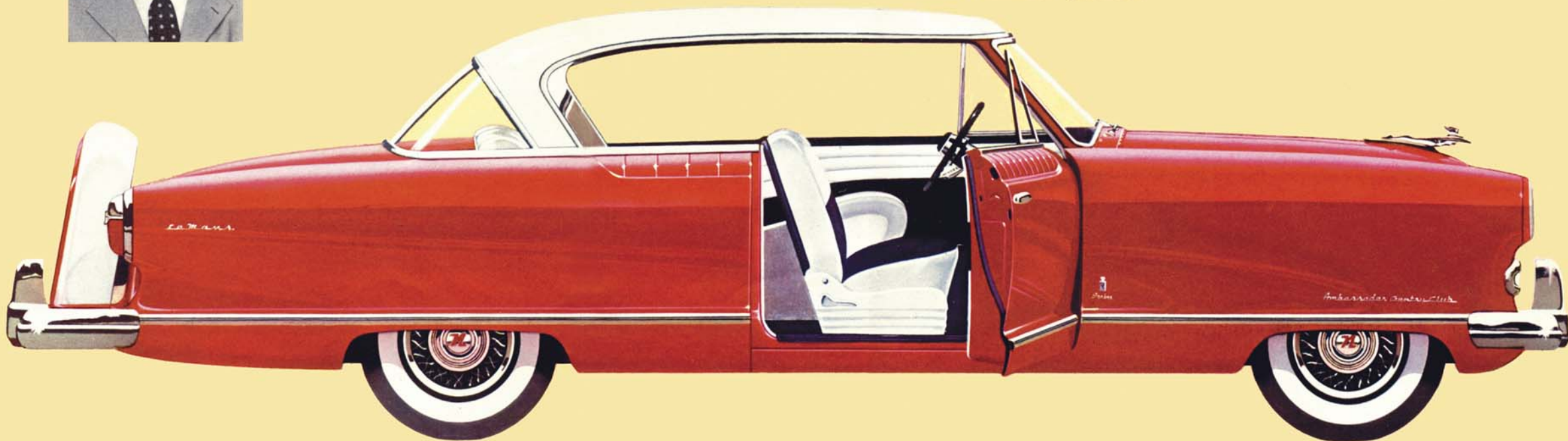
The **World's** Leading Custom **Stylist** Scores **Again!**



Two short years ago Nash introduced a new concept of American automotive design as it presented the styling genius of Pinin Farina.

Today that genius finds new, advanced expression as Nash proudly presents its 1954 masterpieces bearing the crest of the man who puts "tomorrow on wheels". Never have you seen such beauty . . . such spaciousness . . . such sweep of visibility. And all this is combined with Nash engineering achievements in Power Steering, Power Braking and other features for your motoring enjoyment.

Eight new Nash Ambassador and Statesman models await your inspection today. See them, drive them, for the greatest experience you ever had at the wheel of an automobile.



- Continental tire mount adds distinctive note—increases luggage space.
- Continental sloping hood gives best forward vision of any car.

- Narrow front pillars eliminate blind areas.
- Reverse angle of rear pillars gives back-seat passengers greater visibility.
- Streamlined touch-type door handles.

- "Road-Guide" fenders simplify parking and passing.
- Widest windshield of any car.

- Widest rear window of any car.
- New massive grille is die-cast, stronger, won't rattle.

- Weather Eye fresh air intake, across the hood, is integral part of body.
- Vacation-size luggage compartment holds suitcases for six.

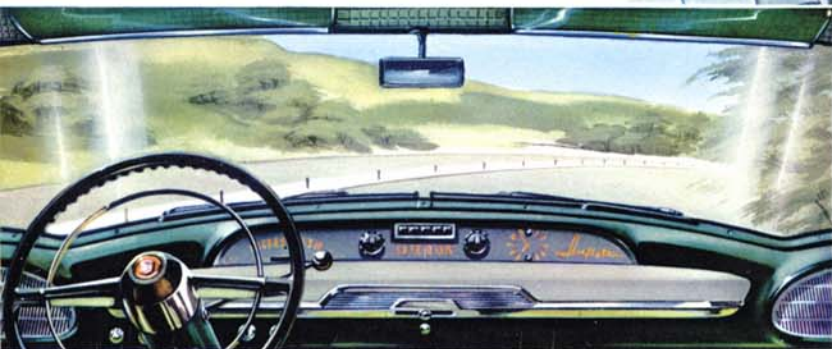
- Wide, square-cut doors for easy entrance.
- Enclosed fenders give aerodynamic stability.

- Counterbalanced hood with sound-absorbent insulation.
- Airflyte-built body-and-frame are one solid, welded unit.

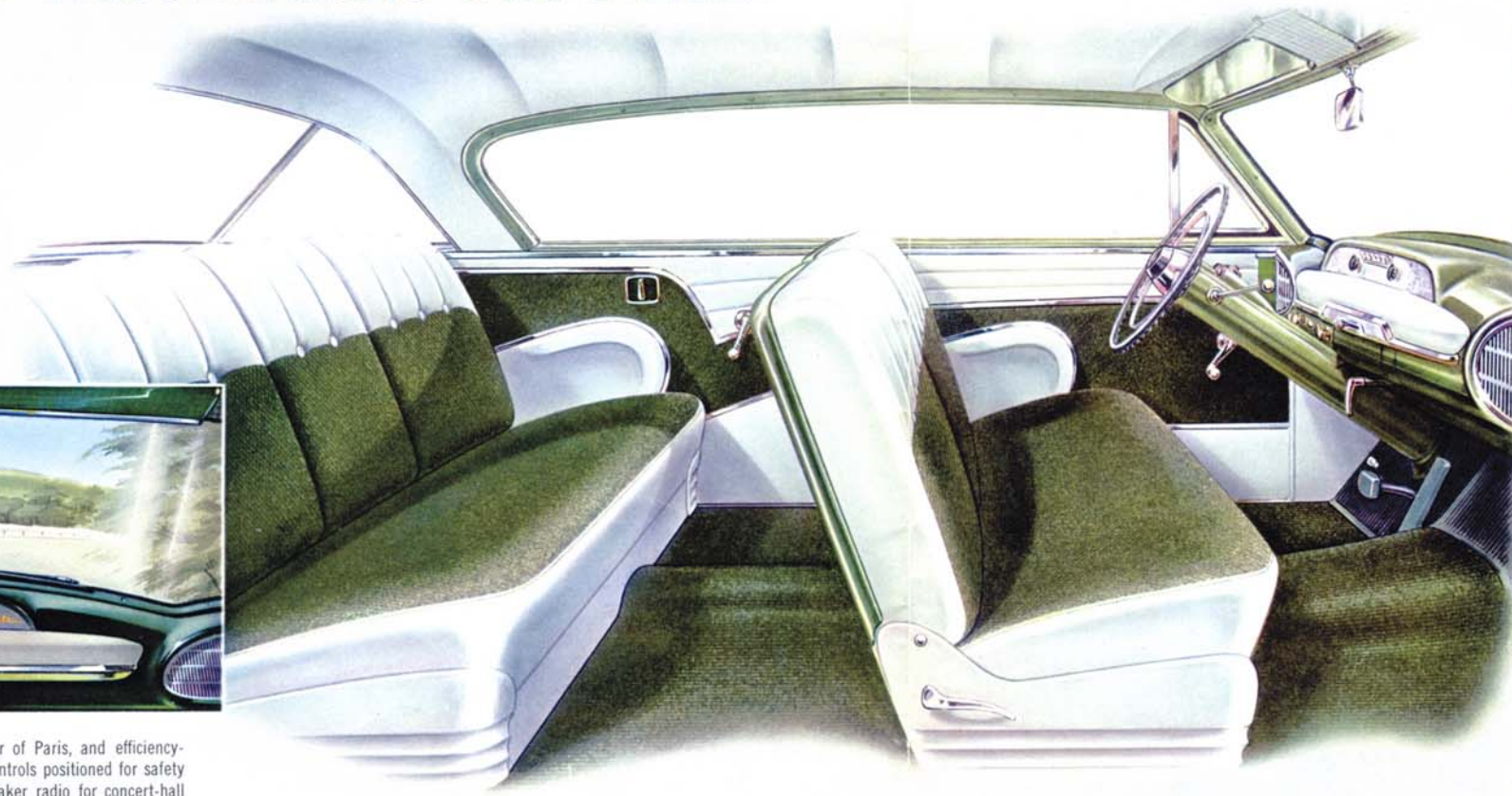


We've Gone Your Travel Dreams One Better!

You'll discover a whole new world of travel fun that's denied you in other cars. The enchantment of faraway places . . . the lure of distant hills and scenic wonderlands . . . all are yours to enjoy in absolute comfort when you go in a Nash. For Nash is the "travelingest" car in the world—specifically designed and created to make your fondest travel dreams come true. Why not treat yourself to this new mode of travel? Slip behind the wheel and point the nose of a Nash Airflyte towards the horizon. You'll learn what a delight travel can be!



Completely new interiors, styled by Madame Héliène Rother of Paris, and efficiency-engineered by Nash. You'll see a new instrument panel, with controls positioned for safety and convenience . . . sliding package drawer . . . new twin-speaker radio for concert-hall reception . . . even electrically operated Power-Lift windows.



Nash



Dual Airliner Reclining Seats . . . greatest comfort feature ever built into a car . . . adjust to five positions, even to day-bed level. You can nap while others drive. Great for resting children. A boon to the driver, too, permitting you to change your sitting position, avoid "stiff" back on long trips.



Your Own Private Sleeping Car, complete with Twin Beds. No worry about sleeping accommodations; ready anytime. Used by thousands of Nash sportsmen and vacationers. Air mattresses and quick, slip-on insect screens available at slight extra cost.



Take it all! The huge Nash luggage compartment holds enough baggage for a family of six on a cross-country trip. The counterbalanced lid, like the counterbalanced Nash hood, lifts with a finger, stays safely in place.



So Efficient is the new Nash Weather Eye Conditioned Air System that, even in midwinter, you can ride without wraps and enjoy fresh, warm air. No drafts, no stuffy air, no fogged windows. In summer, air is filtered of dust. Safer, too, Nash takes only the clean air up at cowl level, not down low at the dangerous "monoxide" level.

THE 1954 *Nash Ambassador*
The Most Luxurious of Fine Cars



AMBASSADOR COUNTRY CLUB . . . The "car of cars" as styled by the "designer of designers"

—Pinin Farina of Italy . . . a weather-snug sedan with the open-air fun and flair of a convertible.

Genuine leather and needlepoint upholstery is offered in beautiful color combinations.

Continental tire mount is standard on Custom models.

Don't Miss any of This—
in Your Next Car!



75% Easier Handling and Parking

With optional Nash Power Steering, a twist of your wrist flicks you into tight parking spots. Helps keep you on a safe, straight course in case of blowouts or "soft shoulders."



Braking is Faster and Easier

Big new Nash Power Brakes require 40% less effort to bring you to a smooth stop. Low brake pedal position cuts reaction time by 25%. Optional with Hydra-Matic on Ambassador and Statesman.

THE 1954 *Nash Statesman*
America's Most Beautiful "Big Economy Car"



STATESMAN CUSTOM 4-DOOR SEDAN . . . For years this Nash series has been the

largest, most spacious and economical car in its price class—the ideal family car.

Today it is more beautiful, more luxurious than ever—featuring the brand-new 110-horsepower Dual

Powerflyte engine, America's highest compression engine designed to operate on regular fuel.



AMBASSADOR SUPER 2-DOOR SEDAN . . . You have a wide choice of color combinations in Nash for 1954. The Nash finish is unique in the industry. Every piece of sheet metal is Bonderized to resist rust, inside and out; then two coats of porcelain-like enamel are baked on in a scientific process. Nash cars seldom, if ever, need repainting—even after years of service.



AMBASSADOR CUSTOM 4-DOOR SEDAN . . . A completely new note in luxury distinguishes the Nash Ambassador . . . with sparkling new interiors styled by Madam Hélène Rother, in rich needlepoint and long-wearing homespun fabrics.



Most Comfortable Cars Ever Built

Enjoy the luxurious spaciousness of these wide, soft seats—the widest ever built into an automobile. Not even the highest-price cars can match the Ambassador or Statesman in roominess.



Enjoy "World's Finest Shockproof Ride"

That's what experts call it. No other car can match it because no other combines the rigidity of Airflyte Construction with Airflex Front Suspension and coil springing on all four wheels.



Your Choice of Three Transmissions

Whatever transmission your driving demands, you can have it in Nash—Dual Range Hydra-Matic Drive with exclusive Selecto-Lift Starting, gas-saving Automatic Overdrive, or Syncromesh.



STATESMAN COUNTRY CLUB . . . Note the heavy bumpers, front and rear, that sweep around the sides, and the functional "rub rail" that provides protection completely around the car.

The unique gas tank intake is concealed within the tail light, safe from dust and moisture.

Continental tire mount is standard on Custom models.



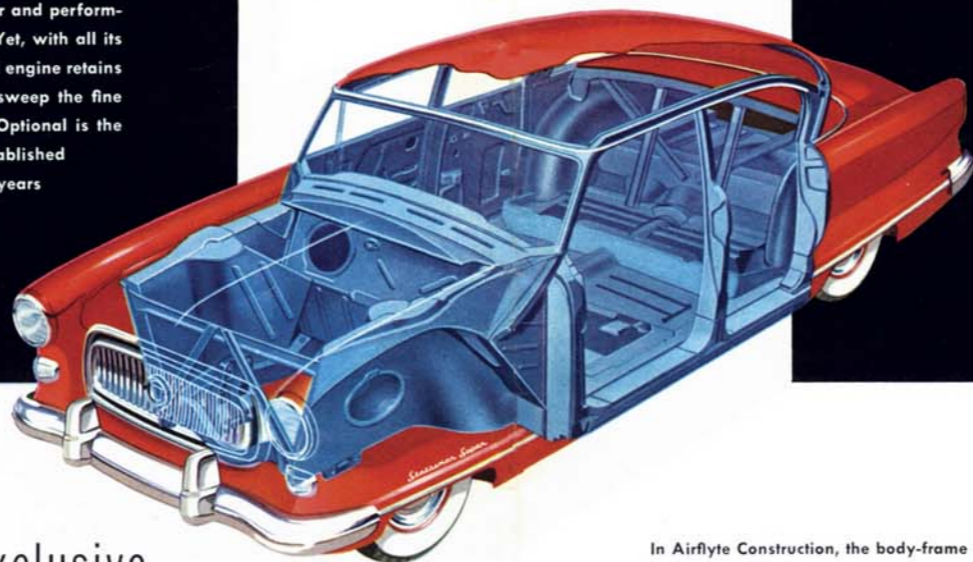
STATESMAN SUPER 2-DOOR . . . You can be comfortable and "continental", too, in Nash. Its long, low look is achieved with spacious head room and leg room, front and rear.

Doors are wide and square for easy entry.



Greatest Visibility of Any Car

With the widest curved one-piece windshield in the industry . . . the largest wrap-around rear window and huge expanse of glass on the sides, you enjoy a panoramic view every driving mile.

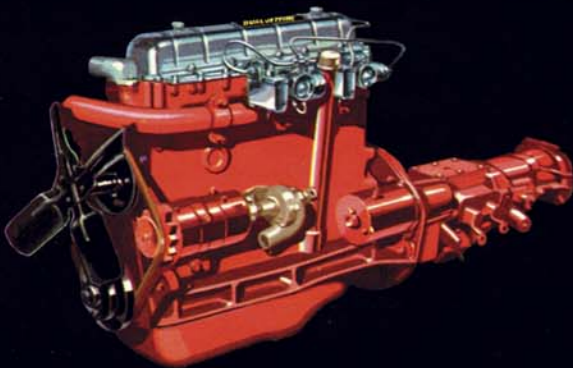


In Airflyte Construction, the body-frame unit is designed and built as one integral welded structure, forever rigid. Massive steel girders surround the passenger compartment protecting you and yours as no other car can. Free from the squeaks and rattles of body-bolts, it is called the greatest advance in car construction since the first all-steel body! Keeps your Nash like new years longer . . . makes it your safest investment today, your soundest re-sale value tomorrow.

Nash Motors DIVISION, NASH-KELVINATOR CORPORATION, DETROIT 32, MICHIGAN

"Power Plus" In Two Great Ambassador Engines . . .

For 1954, Nash offers you sparkling new power and performance in the famous Nash Super Jetfire Engine. Yet, with all its increased horsepower, this superb valve-in-head engine retains all the traditional economy that enabled it to sweep the fine car field in the 1953 Mobilgas Economy Run. Optional is the mighty "LeMans" Dual Jetfire Engine that established the greatest winning record over the past four years in the rugged Grand Prix d'Endurance at LeMans, France. These are the only American engines with the smooth, quiet operation of a 7-bearing, 100% counter-balanced crankshaft.



The "LeMans" Dual Jetfire Engine

SPECIFICATIONS OF THE 1954 NASH AMBASSADOR

BODY: Airflyte construction, Bonderized for rust protection. Wheelbase 121¼", overall length 209¼" (219¼" with Continental rear tire mount), width 78", loaded height 62¼", front tread 55½", rear 60½", road clearance 8" at rear axle.

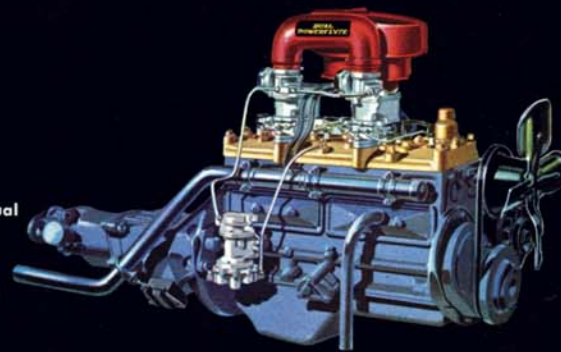
MECHANICAL: Overhead valve Super Jetfire engine, 6 cylinders, 252.6 cu. in., 130 HP, 7.6:1 compression ratio. Optional 140 HP "Le Mans" Dual Jetfire engine has dual carburetion and 8:1 aluminum head. Seven-main-bearing crankshaft. Direct-Draft horizontal carburetion. U-Flex lower oil control ring. Integral Iso-Thermal intake manifold. Airflex front suspension. Coil springs, all four wheels. Torque tube drive. Duo-Servo hydraulic brakes. Three transmission choices: Dual-Range Hydra-Matic, Automatic Overdrive, Standard Syncromesh. 7.10 x 15 tires. 20-gallon fuel tank.

EQUIPMENT: Custom models shown include as standard equipment: Continental rear tire mount. Foam cushions. Needlepoint and homespun upholstery combinations. Electric clock. Map light. Courtesy light. Directional signals. Chrome wheel discs. Vinyl-covered rubber crash pad. Custom Country Club model also includes specially tailored interior.

Extra cost equipment includes: "Le Mans" Dual Jetfire engine. Nash Power Steering. Nash Power Brakes. Electric Power-Lift Windows. Weather Eye Conditioned Air System. Airliner Reclining Seats and Twin Beds. Dual-Range Hydra-Matic. Automatic Overdrive. Duo-Coustic radio. Wire wheel trim. White sidewall tires. Solex glass. Petty hood ornament. Special leather and needlepoint trim, Country Club model.

Now! The Highest Compression Ratio of Any Engine Operating on Regular Gasoline . . .

For 1954, the New Statesman Dual Powerflyte Engine offers exceptional performance. Here is a distinguished achievement of Nash engineering. Dual carburetors provide a more efficient fuel mixture—deliver fuel evenly to each cylinder. Redesigned exhaust system gives greater engine efficiency and power. And the new aluminum head gives an 8.5:1 compression ratio—highest of any engine operating on regular gasoline. Drive a Nash Statesman with the Dual Powerflyte Engine today.



The New Dual Powerflyte Engine

SPECIFICATIONS OF THE 1954 NASH STATESMAN

BODY: Airflyte Construction, Bonderized for rust protection. Wheelbase 114¼", overall length 202¼" (212¼" with Continental rear tire mount), width 78", loaded height 61¼", front tread 55½", rear 59¼", road clearance 7½" at rear axle.

MECHANICAL: New 110 HP Dual Powerflyte engine. L-head, 6 cylinder, 195.6 cu. in. Aluminum cylinder head with 8.5:1 compression ratio, and dual Uniflo-Jet carburetors. Integral Iso-Thermal intake manifold. U-Flex lower oil control ring. Airflex front suspension. Coil springs, all four wheels. Torque tube drive. Two-shoe self-centering brakes. Three transmission choices: Dual-Range Hydra-Matic, Automatic Overdrive, Standard Syncromesh. 6.70 x 15 tires. 20-gallon fuel tank.

EQUIPMENT: Custom models shown include as standard equipment: Continental rear tire mount. Foam cushions. Needlepoint and homespun upholstery combinations. Electric clock. Map light. Courtesy light. Directional signals. Chrome wheel discs. Vinyl-covered rubber crash pad. Custom Country Club model also includes specially tailored interior.

Extra cost equipment includes: Nash Power Steering. Nash Power Brakes. Electric Power-Lift Windows. Weather Eye Conditioned Air System. Airliner Reclining Seats and Twin Beds. Dual-Range Hydra-Matic. Automatic Overdrive. Duo-Coustic radio. Wire wheel trim. White sidewall tires. Solex glass. Petty hood ornament. Special leather and needlepoint trim. Country Club model.

NASH MOTORS, DIVISION OF NASH-KELVINATOR CORP., DETROIT, MICH., RESERVES THE RIGHT TO MAKE CHANGES AT ANY TIME, WITHOUT NOTICE, IN SPECIFICATIONS, PRICE OF MODELS, AND ALSO TO DISCONTINUE MODELS

The
Story
of
Nash
Firsts

*The Nash
Ambassador*

*The Nash
Statesman*

*The Nash
Rambler*

*The Nash
Healey*

Today, the list of important names who are changing to Nash Airflytes reads like a cross-section of "Who's Who" and the "Social Register." Today, more than one million postwar Nash cars are in the hands of enthusiastic owners. And survey after survey shows more people preferring Nash than ever before in its fifty-two year history.

The rise of Nash in popularity and prestige is the result of the most daring and the most advanced planning. For year after year, Nash has continued to blaze new trails to better motoring. Year after year, Nash has pioneered scores of important developments—great "firsts from Nash," a few of which are listed here:

UNITIZED BODY-AND-FRAME AIRFLYTE CONSTRUCTION
... WEATHER EYE CONDITIONED AIR SYSTEM ... ISO-
THERMAL INTAKE MANIFOLDS ... RUBBER-MOUNTED EN-
GINE ... 7-BEARING, 100% COUNTERBALANCED CRANK-
SHAFT ... CLUTCH PEDAL STARTING ... CONTINENTAL
STYLING ... THE SAFETY CONVERTIBLE ... PULL-OUT
GLOVE DRAWER ... SWEEP-BACK REAR QUARTER WIN-
DOW ... AIRLINER RECLINING SEATS ... TWIN BEDS ...
ENCLOSED FRONT WHEELS ... ONE-PIECE CURVED WIND-
SHIELD ON ALL MODELS ... AIRFLEX FRONT SUSPENSION
... COWL-TYPE FRESH AIR INTAKE.

Yes, these are some of the great developments that make Nash the "car with the double lifetime"—your safest investment today ... your soundest resale value tomorrow.