

Presenting Exciting, Totally New

1956 HUDSONS



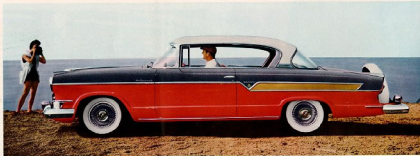
See the Standout Cars of the year at your

Stand Out from the crowd in this new, totally new '56 Hornet

... the new motorcar especially designed
built for those who want their cars to
stand apart... who seek distinction and ma-
jor beauty in the things they own.

... and American Motors stylists have
taken cues from the swept-back lines of
aircraft, and have brought you beauti-
ful new P-Line styling.

... Hornet for 1956 has this fresh, new
—fast, safe, sure, and throughout
—marvelous interior. Everything about it
—“How it glimmers in design and color
—has purpose and reason; that lets you
—stand out from the crowd.”



New 1956 Hudson Hornet Custom Hollywood Hardtop

NEW 220 HP



Standout performance
from a great, new
220-h.p. Hornet V-8 engine

The new 1956 Hornet is as lively as a close-coupled
sports car! It has a new, low-draft Hornet V-8 en-
gine with increased horsepower and greater torque.
This new, new V-8 takes the Hornet from a stand-





New 1956 Hudson Hornet Custom Four-Door Sedan



New 1956 Hudson Hornet Super Four-Door Sedan

A choice of two great Hudson engines

Choose the new Hornet V-8, with efficient, smooth Twin Ultra-Marine Valve, or the famed Hornet Championship Six, with dual hydraulic valve lifters and an inspired overhead design, in any 1956 Hornet. Twin Ultra-Marine available factory is standard on Hornet Custom Series, available for Super Series, Dual-Range Hydra-Matic or Executive also available at extra cost for all 1956 Hudson Models.



HORNET CHAMPIONSHIP SIX
WITH TWIN ULTRA-MARINE



Hudson Hornet Super Series

Full Hornet size and power, with smart, new V-Line Styling . . . all at a lower price!

V-Line Styling brings to this smart, new car a choice of three interior color combinations to match or harmonize with exterior colors . . . combinations of fresh patterns in new metallic-wave fabrics, trimmed with vinyl or genuine leather, that are both beautiful and durable.



New Hudson Hornet Special V-8 Four-Door Sedan

THE HORNET SPECIAL V-8

... with an all-new engine that gives you light
getaway, sensational mileage on regular

Here's a championship car—a *Hornet* priced within everyone's reach. The *Hornet Special* is powered by a totally new American Motors V-8 engine that combines jet-age dash with real economy—and does it on regular gas. Teamed with new Flash-Away Hydra-Matic, it gives you glass-smooth, jerk-free acceleration; instant response at every point in the driving range.

Sleek with V-Line styling—offering a wide variety of matching interior and exterior colors—the *Hornet Special V-8* is a beautiful, compact, easy-to-handle performer... priced to let everyone enjoy big-car luxury!



Hornet V-8 Special Engine features rugged design; combines flashing performance, sensational mileage on less-expensive regular with automatic transmission.



From to draw everything for the longest trips—New V-Line Styling includes wider, higher rear decks, spacious roomier carrying space. Here's plenty of unobstructed area for a dozen or more pieces of luggage. Wide opening deck lid is counterbalanced, easy to open and close.

Hudson power assists that respond to your lightest touch

(available at extra cost in all 1956 Hudson models)



POWER BRAKES

As easy to operate as the accelerator, Hudson Power Brakes enable you to apply full braking pressure up to 25% quicker, with 40% less foot-pedal effort—an important, new safety margin!



POWER STEERING

Hudson Power Steering takes all the work out of steering and parking, yet leaves you that all-important "feel of the road." Steering cannot fail, even if power should, due to accident or neglect.



POWER-LIFT WINDOWS

All windows can be individually raised or lowered to any position, at each window, by button control, or by the driver from a handy, central control panel in the left door. Especially useful in sudden rainstorms.



MOST COMPLETE CHOICE OF DRIVES OF ANY

Transmissions should be specified to the engine to which they're fitted. That's what you get in Hudson—drive, manual drive, or overdrive. 6 power that suits you... Hudson Hornet engine and transmission to fit your

Express your own color tastes in Hudson's rich new fabrics, sparkling finishes



Interior of the new 1956 Hudson Hornet Custom Hollywood Hardtop

Choose any of 14 body colors
or 21 two- and three-tone
combinations

Hudson's 1956 car colors are the greatest ever . . . refreshingly new, different, rich! And matching interior fabrics and trim are served up in such wide choice that you're sure to find your own dream-car combination.

When you select your new Hornet V-8 Custom, for instance, you'll find that there are eight, new interior color combinations to actually match and color-key the inside of your car with the exterior body colors of your choice.

Hudson's new interiors feature modern metallic-weave upholsteries in a variety of colors, and combined with genuine leather or vinyl bolsters in either contrasting or harmonizing colors. Even the floor coverings feature new, colorful pile carpeting.



With all their beauty, Hudson interiors are durable, hard-woven, hard-finish fabrics that wear and wear!



New Hudson instrument panel, with new two-spoke wheel, and all instruments grouped for quick, easy reading. New thermometer-type speedometer.

