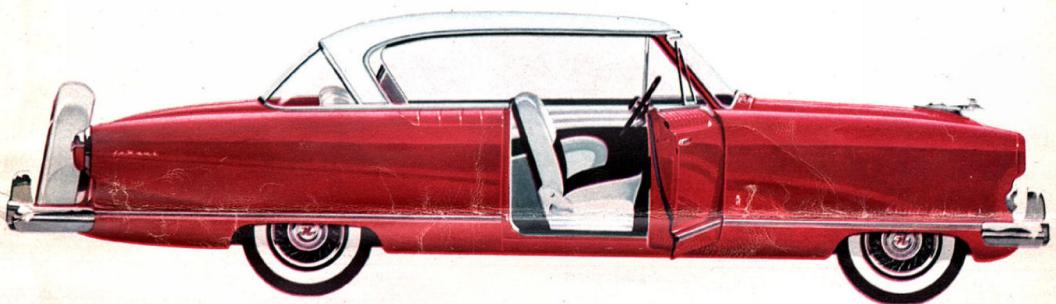


Presenting The New 1954

Nash Airflytes

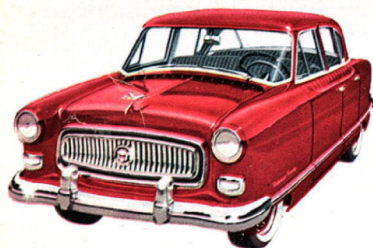


Pinin Farina's Latest And Greatest!

In Luxurious **Ambassador**,

Sensational **Statesman** And

Smart, Compact **Rambler** Series

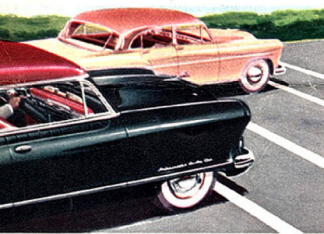




DUAL AIRLINER RECLINING SEATS . . . greatest comfort feature ever built into a car . . . adjust to five positions. Relax the miles away on those long cross-country trips. The driver, too, can change posture to avoid driving strain.



PARKING IS 75% EASIER with new Nash Power Steering available on both Ambassador and Statesman series. It absorbs "road shock" on rough roads, helps you keep a straight, safe course in case of blowout.



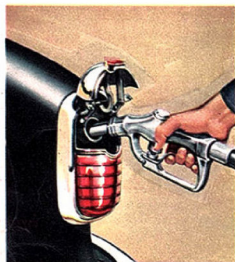
YOU STOP 25% QUICKER using 40% less effort with new Nash Power Brakes, available on both Ambassador and Statesman series. You enjoy that extra safety margin for you and your family when stopping in emergencies.



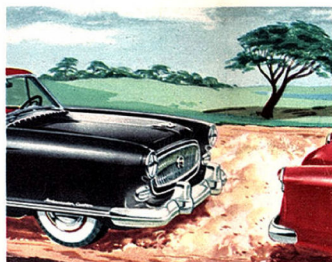
JUST TOUCH A BUTTON to raise or lower windows, with new Nash Power-Lift windows. Each can be individually controlled by front or rear seat passengers or by the driver using a "master control" on the driver's door.



NOT JUST A "GLOVE COMPARTMENT" but a big, roomy sliding drawer that pulls out instead of spilling out. It's *engineered* for convenience of both driver and passengers.

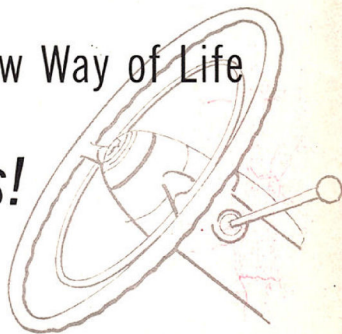


FUNCTIONAL BEAUTY! The new tail-light conceals the gas tank intake, protecting it from the elements. Nash economy means you'll go farther on a gallon.



NASH PIONEERED METHODS of controlling air temperature and circulation in automobiles—years ahead in efficiency and safety. Nash draws in only the fresh air *above* hood level, not down at the *danger* level of monoxide fumes.

Now!
 Enjoy a Whole New Way of Life
On Wheels!



You've seen new cars before — but never new cars like these!

Never before cars that open up so many exciting new horizons — inviting you to enjoy life as you never have before. Never before cars with so many special features to make driving easier — to make travel more fun.

Never before cars so luxurious, so beautiful in their glamorous Pinin Farina styling. Never before such spacious interiors, custom-tailored in Paris-gay fashion.

Never before "easy-chair motoring" like this — cars that shift gears for you, lift windows for you . . . cars with Power Steering, Power Brakes . . . cars with seats that recline . . . seats that can even convert into twin beds!

Never before performance like this, coupled with economy so amazing it's the talk of the automotive world.

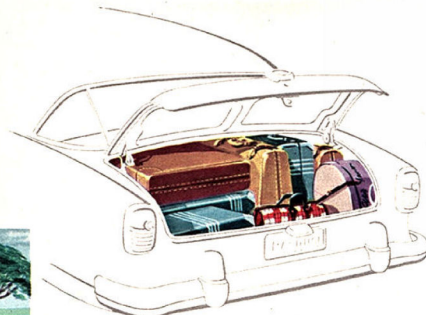
From this day on, you can enjoy a whole new way of life — *on wheels!*

From this day on, every driving minute can be filled with thrills — *if you make today the day you buy a new 1954 Nash Airflyte.*



No other car in the world ever offered you so many features to make every mile you drive more comfortable, more relaxing, more sheer pleasure. Here are just a few of the wonderful Nash safety, comfort and convenience features that are available for 1954.

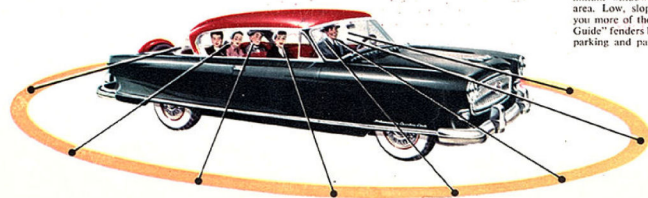
- Power-Lift Windows
- Slide-Out Glove Drawer
- Shock-Absorbing Safety Cowl
- Handi-Pak Carrier
- Twin Ash Trays
- Widest One-piece Curved Windshield
- Single Weather Eye Control
- Full-Circle Horn Ring
- Duo-Coustic Twin Radio Speakers



EVERYTHING GOES — an onboard motor, for example, is "swallowed up" in the huge Nash luggage compartment — even more spacious with the new Continental rear tire mount that's standard at no extra cost on all Custom models, except Station Wagons.



YOUR OWN PRIVATE SLEEPING CAR, complete with Twin Beds, ready in seconds. You have no worries about sleeping accommodations. Here is another Nash exclusive for travelers, hunters, fishermen. Mattresses and slip-on insect screens available at small extra cost.



YOU NEVER SAW SO MUCH BEFORE! Widest windshield and rear window on any car, with greatest eye-level visibility on the road. Narrow corner posts and exclusive extruded aluminum window frames permit greater glass area. Low, sloping continental hood shows you more of the road close in front. "Road-Guide" fenders help you judge distance, make parking and passing easier and safer.

Presenting the Most Beautiful Cars of Our Time — 3 Great Series!

The 1954 **Nash Ambassador** — Most Luxurious of America's Fine Cars!



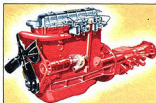
1954 NASH AMBASSADOR SUPER FOUR-DOOR SEDAN. The finest "hard top" ever made. The Ambassador's complete range of models. The Ambassador.



1954 NASH AMBASSADOR SUPER TWO-DOOR CLUB SEDAN. Extra "hard top" with full weatherstripping, panoramic air intake and color-matched fenders.

"Power Plus" In Two Great Ambassador Engines

For 1954, Nash offers you two new and powerful engines that power Nash cars to the engine. Yet, with all its increased capacity, the engine's weight is unchanged, and the mechanical arrangement that enables it to pump the fire out of the 1954 Ambassador is the same as that of the 1953 Ambassador. Dual fuel injection established the record for power and economy in the 1954 Ambassador.



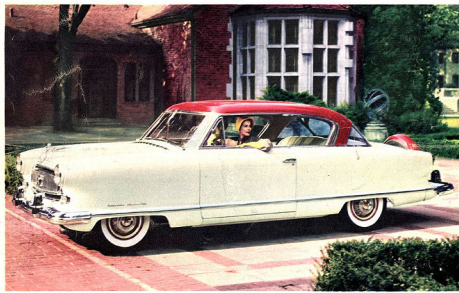
1954 "V-8" DUAL FUEL INJECTION ENGINE.

We invite you to see and drive Plain Farrow's finest American creation — the magnificent new Nash Ambassador for 1954.

So completely new in every respect by Madame Helene Rieber, famed Parisian designer. Not the wheel cover even built into an automobile — its wheel well and trim window.

Third is the brilliant new power and performance that are yours to enjoy in the 1954 Ambassador. With both great engine choice — the powerful Super Jetfire or the famous "I-6 Motor" Dual Jetfire — you have the option of Dual-Range Hydra-Matic, Automatic Overdrive or Standard Synchromesh transmissions.

Whatever you ask of it, this car is yours in the new Nash Ambassador. Drive it — you'll agree!



1954 NASH AMBASSADOR COUNTRY CLUB. The "top of art" as plain by Plain Farrow of Paris. Only "top" convertible ever made. Here is the car that reflects you every day. The Ambassador. A beautiful color and the choice of a panoramic. Complete leather upholstery. Available in 1954. See Ambassador for more information on these models.

PHOTOGRAPHS BY CLARK W. FARRINGTON, BOSTON, MASSACHUSETTS, U.S.A.

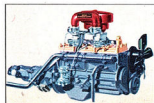
Now! New Performance In The 1954 **Nash Statesman**



CHANGING METERS AT SERVICE.

PHOTOGRAPHS BY CLARK W. FARRINGTON, BOSTON, MASSACHUSETTS, U.S.A.

NASH STATESMAN SUPER TWO-DOOR CLUB SEDAN. Its complete range of models. The Ambassador. A beautiful color and the choice of a panoramic. Complete leather upholstery. Available in 1954. See Ambassador for more information on these models.



1954 NASH STATESMAN HYDRA-MATIC ENGINE.

Highest Compression Engine Designed to Operate on Regular Gas

The 1954 Statesman's engine features the new Nash Dual-Range Hydra-Matic. Dual-Range Hydra-Matic is a high compression V-8 engine. Its complete range of models. The Ambassador. A beautiful color and the choice of a panoramic. Complete leather upholstery. Available in 1954. See Ambassador for more information on these models.

For 1954, the most beautiful and most luxurious car in its class brings you brilliant new performance and the best used in Plain Farrow's style. Yes, now the Statesman's world-famous economy is coupled with new power in the new carburetor Dual-Range Hydra-Matic engine to give you quicker acceleration... smoother cruising on the open road. These transmission choices including Dual-Range Hydra-Matic, Automatic Overdrive and Standard Synchromesh. Choice in body — complete and so fine, much more automobile value and driving pleasure you get with a Nash Statesman than with any other car in its class.



1954 NASH STATESMAN FOUR-DOOR SEDAN. The most family car with the water wheels, front and rear, and full conversion for all family members in a contemporary style.



1954 NASH STATESMAN CLUB SEDAN. The most family car with the water wheels, front and rear, and full conversion for all family members in a contemporary style.

The 1954 **Nash Rambler**

Featuring The Brand New 4-Door Sedan!



NASH RAMBLER DESERT COUNTRY CLUB. The most family car with the water wheels, front and rear, and full conversion for all family members in a contemporary style.

Here they are — the new Nash Ramblers for 1954 — styled in the continental manner by the one and only Plain Farrow — entering the new four-door sedan that thousands have been asking for. Every Rambler model offers the convenience, the driving and parking ease of America's most popular compact car, plus more and comfort beyond your fondest dreams. The famous Rambler Super Flying Sport engine combines thrilling pep and performance with amazing gasoline economy.

See all the smart, distinctive Nash Rambler models for 1954... with a wide range of body types to meet every drive. Test-drive the one of your choice in city traffic or on the open highway with optional Dual-Range Hydra-Matic, Automatic Overdrive or Standard Synchromesh transmissions. Park in tight spots you would have to pass up in other cars. Learn why the five-car design for variety's traffic trend to compact cars.



NEW 1954 NASH RAMBLER FOUR-DOOR SEDAN. Extra-see in Rambler name, variety now in Rambler. Here's America's finest compact car on new steps in a contemporary style. The most family car with the water wheels, front and rear, and full conversion for all family members in a contemporary style.

PHOTOGRAPHS BY CLARK W. FARRINGTON, BOSTON, MASSACHUSETTS, U.S.A.



NASH RAMBLER DESERT OVERLANDER. The most family car with the water wheels, front and rear, and full conversion for all family members in a contemporary style.



NASH RAMBLER STATION WAGON. The most family car with the water wheels, front and rear, and full conversion for all family members in a contemporary style.

NASH RAMBLER COUNTRY CLUB SEVER. The most family car with the water wheels, front and rear, and full conversion for all family members in a contemporary style.



NASH RAMBLER COUNTRY CLUB SEDAN. The most family car with the water wheels, front and rear, and full conversion for all family members in a contemporary style.

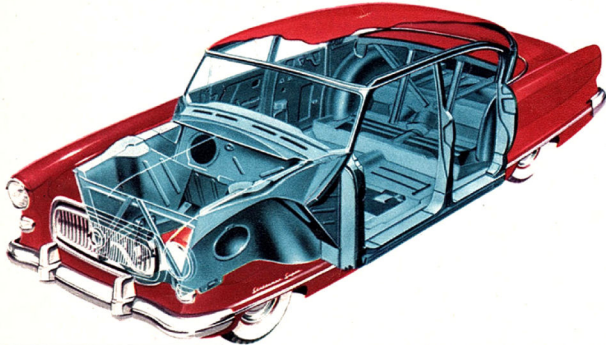
Continental Styling at Its Best... The 1954 **Nash Airflytes**

Why *Nash* Stays New Longer

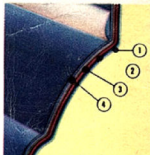
Thirteen years ago, Nash introduced a revolutionary new way of building automobiles — welding body-and-frame into one unit instead of bolting them together. This is Nash Airlyte Construction. Today, after 45 billion miles of driving proof, this method is called the greatest basic improvement in car construction in 40 years. Today, many of these thirteen-year-old Nash cars are still tight and solid as new — still completely free of the usual body-bolt rattles and squeaks. This better, stronger construction is just one of the many developments from Nash that are designed to make your Nash deliver a "double-lifetime" of service.



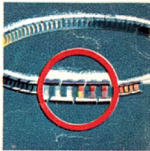
"DOUBLE-LIFETIME" is built into every Nash car at the factory. All materials are subjected to rigid quality control to assure long life. Advanced precision production methods and expert craftsmen guarantee that Nash cars are built right. And rigid inspection of parts and finished product mean they stay tight for years and years.



Every inch of Nash sheet-metal (1) is Bonderized (2) to resist rust up to seven times longer, then two coats of primer sealer (3) are baked 90 minutes and water sanded. Finally, two coats of the hardest, finest enamel (4) are baked on in a careful half-hour process. *Nash* beauty lasts years longer!



Nash "U-Flex" oil control ring, shown at right, is typical of the many advanced engineering features found in all Nash engines. The slotted design meters a controlled quantity of oil and maintains uniform pressure. Uses less oil, increases engine life. Another Nash "plus."



1954

Nash Ambassador SPECIFICATIONS

BODY: Airlyte Construction. Bonderized for rust protection. Wheelbase 121 $\frac{3}{4}$ ", overall length 209 $\frac{1}{4}$ " (219 $\frac{1}{4}$ " with Continental rear tire mount), width 78", loaded height 62 $\frac{3}{4}$ ", front tread 55 $\frac{1}{2}$ ", rear 60 $\frac{1}{2}$ ", 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 "LeMans" Dual Jetfire engine has dual carburetion and 8:1 aluminum head. Seven-main-bearing crankshaft. Direct-Draft horizontal carburetion. U-Flex 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 Synchromesh. 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. Specially tailored interior in Custom Country Club.

Extra cost equipment includes: "LeMans" 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. White sidewall tires. Wire wheel trim. Solex glass. Petty hood ornament. Special leather-and-needlepoint trim. Country Club model.

1954

Nash Statesman SPECIFICATIONS

BODY: Airlyte Construction. Bonderized for rust protection. Wheelbase 114 $\frac{1}{4}$ ", overall length 202 $\frac{1}{4}$ " (212 $\frac{1}{4}$ " with Continental rear tire mount), width 78", loaded height 61 $\frac{3}{4}$ ", front tread 55 $\frac{1}{2}$ ", rear 59 $\frac{1}{4}$ ", road clearance 7 $\frac{1}{2}$ " 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 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 Synchromesh. 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. Specially tailored interior in Custom Country Club.

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.

1954

Nash Rambler SPECIFICATIONS

BODY: Exclusive Airlyte Construction—all models. Fully Bonderized for rust protection. Two-door models have 100 in. wheelbase, 59 in. loaded height, and 178 $\frac{1}{4}$ in. overall length (185 $\frac{3}{4}$ in. with Continental rear tire mount). Four-door models have 108 in. wheelbase, 59 $\frac{1}{2}$ in. loaded height, and 186 $\frac{1}{4}$ in. overall length (193 $\frac{3}{4}$ in. with Continental rear tire mount). All Rambler models have 73 $\frac{1}{2}$ in. overall width, 53 $\frac{3}{4}$ in. front tread, 53 in. rear tread and 7 $\frac{3}{4}$ in. road clearance at rear axle.

MECHANICAL: Two-door models have L-head, 6-cyl., Super Flying Scot engine with 184 cu. in., 85 HP, and 7.25:1 compression ratio. All four-door models (and two-door models with Hydra-Matic) have 195.6 cu. in. Super Flying Scot engine with 90 HP and 7.3:1 compression ratio. Uniflo-Jet YF type carburetor. Integral Iso-Thermal intake manifold. Four-ring pistons with U-Flex lower oil control ring. Airflex front suspension. Coil springs at front semi-elliptic rear springs. Hotchkiss type drive. Three transmission choices: Dual-Range Hydra-Matic, Automatic Overdrive, Standard Synchromesh. Super cushion tires, 6.40 x 15 standard on Custom two-door and all four-door models; 5.90 x 15 on others. 20-gal. fuel tank.

EQUIPMENT: Custom models shown include as standard equipment, Continental rear tire mount on Custom Country Club, Custom Convertible and Custom four-door sedan models, Weather Eye Conditioned Air System, radio, custom steering wheel and upholstery, foam cushions, directional signals, electric clock, chrome wheel discs. All Super models have Weather Eye and radio as standard equipment. Extra cost equipment includes Dual-Range Hydra-Matic, Automatic Overdrive, Airliner Reclining Seats, Twin Beds (four-door models only), special leather-and-needlepoint trim on Country Club and Convertible Sedan models. Solex glass. White sidewall tires. Wire wheel trim. Petty hood ornament.

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.

YOUR
Nash
DEALER

The Cars With a "Double-Lifetime" . . .
Your Safest Investment Today . . .
Your Soundest Re-Sale Value Tomorrow

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