

1959 EDSEL

The car that makes history
by making sense



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Edsel brings you a choice of 10 beautiful models in new 1959 Corsairs, Rangers and Villagers. Above, the Villager 9-Passenger Station Wagon. Center, the luxurious Corsair Convertible. Far right, the new economy-priced Ranger 2-Door Sedan.

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

Here, at last, is the car that had to happen—a new breed of car that makes history by making sense in every beautiful detail.

Now, you can own a 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 styling with the distinction that's rivaled only by cars costing thousands more.

You get a full-sized, practical beauty that delivers the power you want for the kind of driving you do.

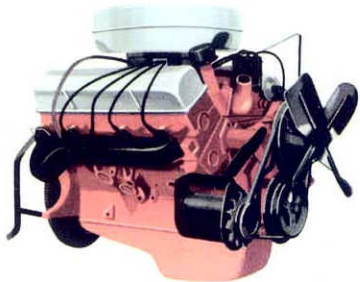
And you get the solid, deep-down quality of a car that's built to last.

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

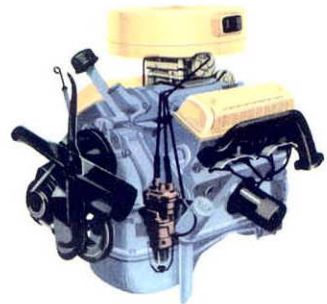
The all-new Edsel for 1959. *America's finest car in the low price range.*

New wide selection in economy-minded Edsel power

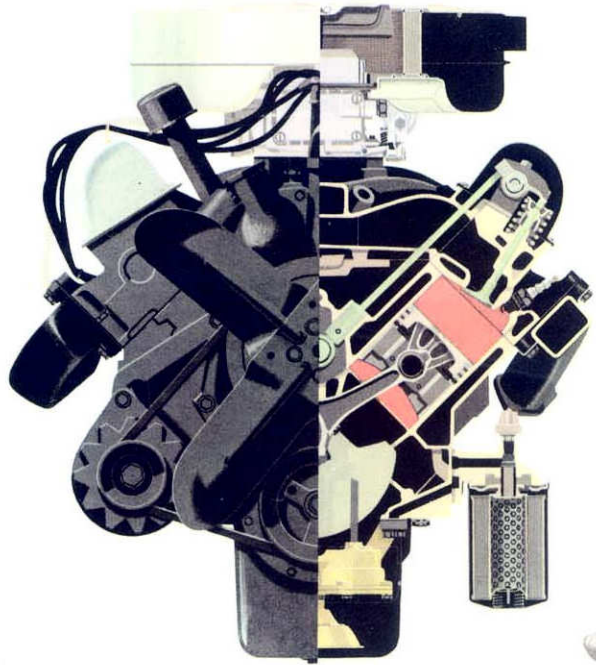
Now you can custom-blend your Edsel's performance from three advanced-design V-8's and an Economy Six. Pick the exact balance of power and economy you want for the kind of driving you do!



Edsel Express V-8—New standard V-8 in Corsairs and Villagers offers an excellent balance of premium performance and fuel economy. Low-speed piston travel, hydraulic valve lifters improve dependability and reduce friction. 225 hp, 332 cu. in. displacement. Two-barrel carburetor, 8.9:1 compression.



Edsel Ranger V-8—V-8 response with outstanding economy—on regular fuel! Advanced Edsel engineering delivers more power for less gasoline; extra-quality features add up to an exceptionally rugged and reliable V-8. 200 hp, 292 cu. in. displacement. Two-barrel carburetor, 8.8:1 compression.



Edsel Super Express V-8—Special premium-performance option for all Edsel models. You get the most usable power you've ever known from the biggest engine in the low price range. Designed and engineered with high-performance V-8 features to give you greater efficiency and economy—smooth, quiet operation, too. 303 hp, 361 cu. in. displacement. Four-barrel carburetor, 9.6:1 compression.



Edsel Economy Six—Modern deep-block, "short stroke" design is outstanding in the low price range—combines new efficiency with basic six-cylinder simplicity and economical operation. 145 hp, 223 cu. in. displacement. Single-venturi carburetor, 8.4:1 compression.

EVERY EDSSEL ENGINE is 1959-new in precision and economy

New-design carburetors for extra economy in all ranges.

Deep-block engineering for extra strength and durability.

Short-stroke pistons and "over-square" cylinder design reduce friction and piston travel.

New direct-flow V-8 manifolds for peak operating efficiency.

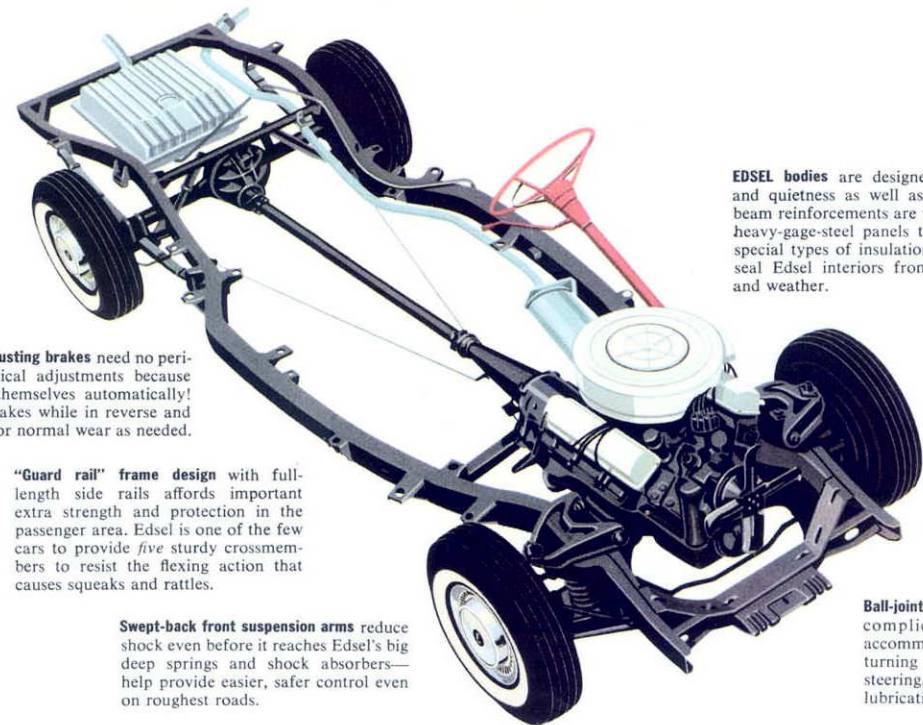
Wedge-shaped combustion chambers give you maximum power from each gallon of gasoline.

Oversize valves for faster, easier "breathing" flow in and out of combustion chambers.

18-mm spark plugs for anti-fouling efficiency, longer life.

Exhaust system is aluminized for extra-long life.

The EDSSEL is soundly engineered, solidly built



EDSEL self-adjusting brakes need no periodic mechanical adjustments because they adjust themselves automatically! Apply the brakes while in reverse and they adjust for normal wear as needed.

















"Guard rail" frame design with full-length side rails affords important extra strength and protection in the passenger area. Edsel is one of the few cars to provide five sturdy crossmembers to resist the flexing action that causes squeaks and rattles.

Swept-back front suspension arms reduce shock even before it reaches Edsel's big deep springs and shock absorbers—help provide easier, safer control even on roughest roads.

EDSEL bodies are designed for safety and quietness as well as style. Steel-beam reinforcements are welded to the heavy-gage-steel panels throughout; 5 special types of insulation are used to seal Edsel interiors from noise, dust and weather.

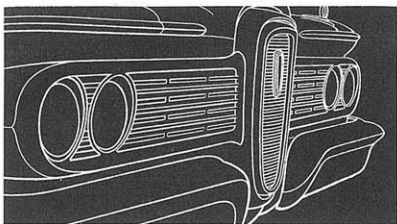
Ball-joint front suspension eliminates complicated suspension elements, accommodates both up-and-down and turning actions. The result is easier steering, more rigid alignment and few lubrication points.

NEW CHOICE OF TRANSMISSIONS, TOO!

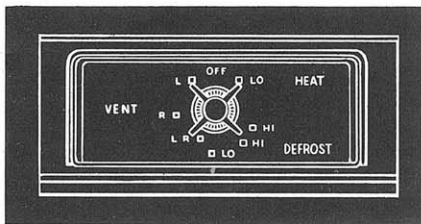
NEW CHOICE OF TRANSMISSIONS, TOO!	Corsair Series		Ranger Series			Villager Series		
	Super Express V-8*	Express V-8	Super Express V-8*	Ranger V-8	Economy Six	Super Express V-8*	Express V-8	Economy Six
New Dual-Power Drive* — It's like two transmissions in one! New "D ₁ " gives you livelier performance in all driving—without downshifting or full-throttle acceleration; "D ₂ " gives you smooth power for normal driving!								
New low-cost Mile-O-Matic Drive* — 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.								
Standard manual shift transmission — Ruggedly built for top value and operating economy. Gear ratios are especially matched to your Edsel's engine. Helical-cut gears add greatly to quiet, trouble-free operation.								
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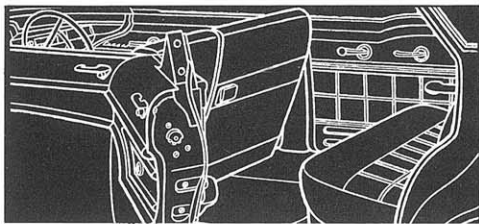
So much more to be proud of—in beauty, elegance and engineering



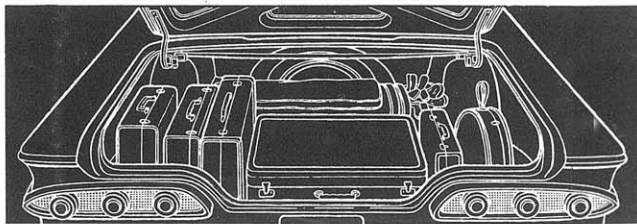
Edsel's new vertical grille offers distinction and originality that look-alike cars just can't match. New lowered dual headlights blend into the grille.



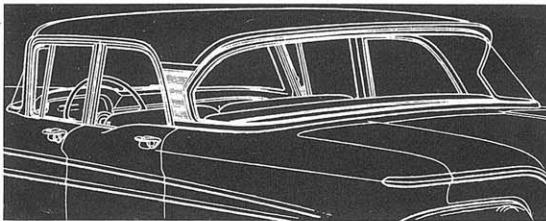
Edsel's famous Dial-temp heating and ventilation option lets you control the climate with one control—the most convenient system ever designed into a car.



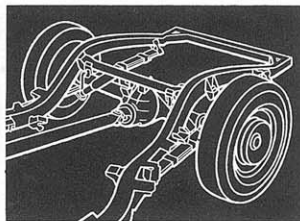
Easier entry, easier exit—Edsel's new wide-frame, wide-floor design gives you more footroom while riding, new room to spare for easy entry and exit—front and rear.



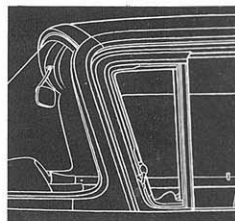
New wider luggage space now gives you the full Edsel width for easier storage of more load conveniently at hand—affords more than 6 feet of wall-to-wall width overall. Rear flight deck is counterbalanced to open and close easily.



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



Exclusive Road-Poise Ride gives you a new kind of big-car driving comfort and stability in the low price range!



New high-crown windshield styling gives you new styling *without* wrap-over windshield glare.

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CORSAIR SERIES Distinctive Edsel styling in its proudest form



EDSEL CORSAIR 4-DOOR HARDTOP



EDSEL CORSAIR 2-DOOR HARDTOP



EDSEL CORSAIR CONVERTIBLE



EDSEL CORSAIR 4-DOOR SEDAN



RANGER SERIES All the luxury of Edsel—at new low price



EDSEL RANGER 4-DOOR HARDTOP



EDSEL RANGER 4-DOOR SEDAN



EDSEL RANGER 2-DOOR SEDAN



EDSEL RANGER 2-DOOR HARDTOP



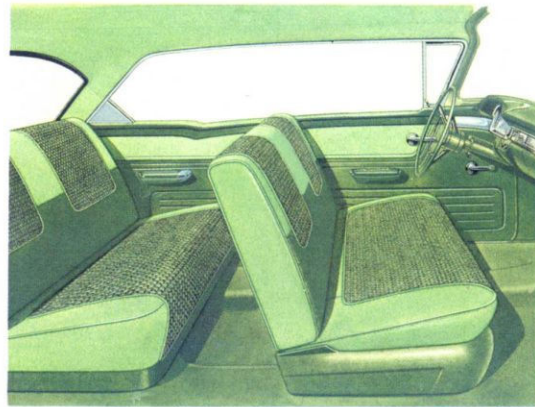
VILLAGER STATION WAGONS Edsel's all-new family and fun cars



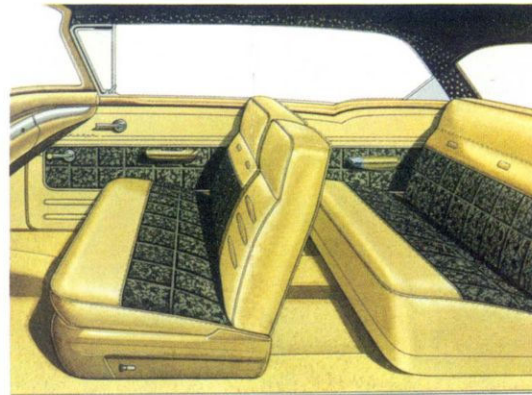
EDSEL 9-PASSENGER VILLAGER



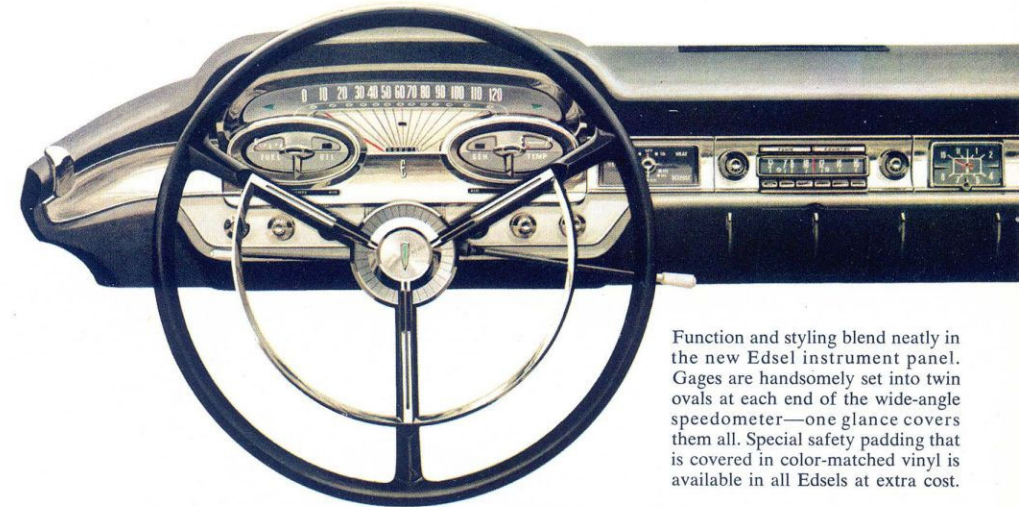
EDSEL 6-PASSENGER VILLAGER.



Ranger Series Interiors show the new luxury you find even in the lowest priced Edsels. Extra quality features—silver piping around fabric inserts, loop-pile wall-to-wall carpeting and complete color-planning from roof lining to carpet tones—add to the reasons why Edsel's the finest car in the low price range!



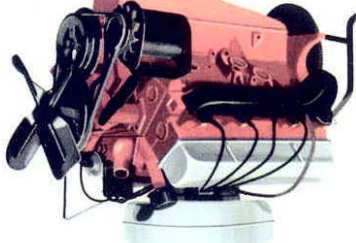
Corsair Contour Seat Interiors give you rich beauty unequalled in cars costing far more! Specially designed seat backs create greater comfort and body support. Exclusive Corsair fabrics are bonded to foam-rubber backing in handsome pleated-square design that keeps upholstery smooth and trim-looking.



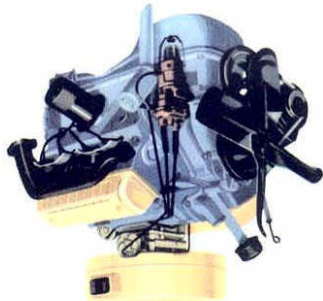
Function and styling blend neatly in the new Edsel instrument panel. Gages are handsomely set into twin ovals at each end of the wide-angle speedometer—one glance covers them all. Special safety padding that is covered in color-matched vinyl is available in all Edsels at extra cost.

New wide selection in economy-minded Edsel power

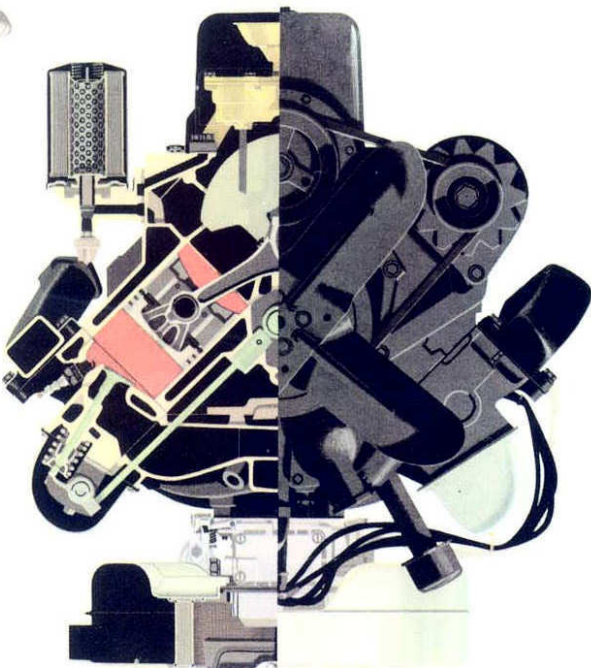
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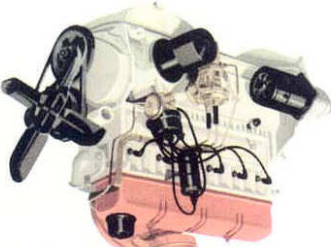
Edsel Express V-8—New standard V-8 in Corsairs and Villagers offers an excellent balance of premium performance and fuel economy. Low-speed piston travel, hydraulic valve lifters improve dependability and reduce friction. 225 hp, 332 cu. in. displacement. Two-barrel carburetor, 8.9:1 compression.



Edsel Ranger V-8—V-8 response with outstanding economy—on regular fuel! Advanced Edsel engineering delivers more power for less gasoline; extra-quality features add up to an exceptional V-8. 303 hp, 361 cu. in. displacement. Four-barrel carburetor, 8.8:1 compression.



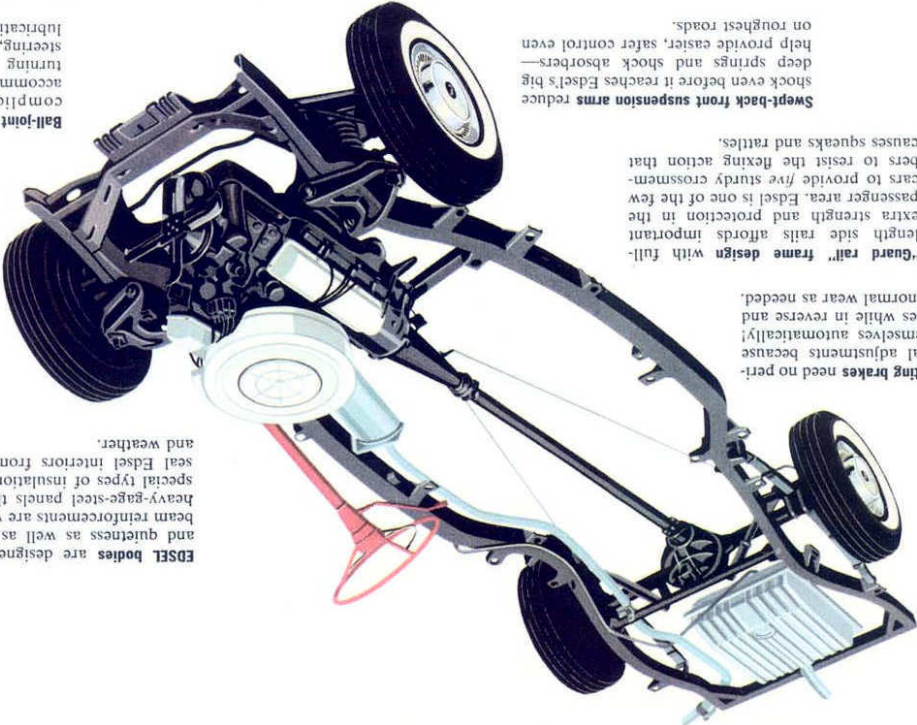
EVERY EDSSEL ENGINE IS 1959-
new in precision and economy for extra economy in all ranges.
Deep-block engineering for extra strength and durability.
Short-stroke pistons and "oversquare" cylinder design reduce friction and piston travel.
New direct-flow V-8 manifolds give you maximum power from each gallon of gasoline.
Over-size valves for faster, easier "breathing" flow in and out of combustion chambers.
18-mm spark plugs for anti-fouling efficiency, longer life.
Exhaust system is minimized for extra-long life.



Edsel Economy Six—Modern deep-block, "short stroke" design is outstanding in the low price range—combines new efficiency with basic six-cylinder simplicity. 100, 303 hp, 361 cu. in. displacement. Single-venturi carburetor, 8.4:1 compression.

The EDSSEL is soundly engineered, solidly built

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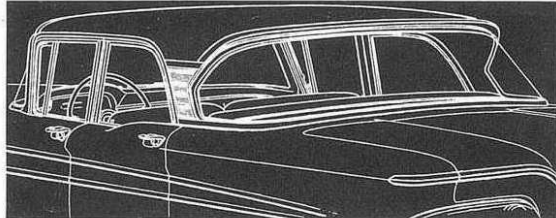
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NEW CHOICE OF TRANSMISSIONS, TOO!

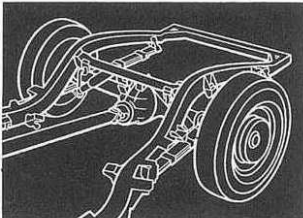
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Standard manual shift transmission — Ruggedly built for top value and operating economy. Gear ratios are especially matched to your Edsel's engine. Heavy-cut gears add greatly to quiet, trouble-free operation.	•	•	•	•	•	•
Extra-cost equipment	•	•	•	•	•	•

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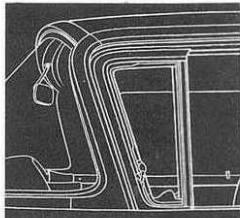
FORM MD 102-1 L10 ADV-10
COPYRIGHT 1958, FORD MOTOR COMPANY
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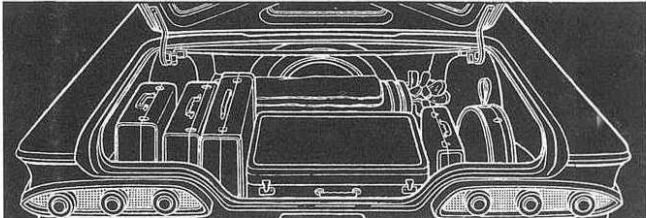
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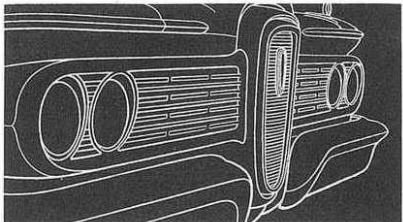
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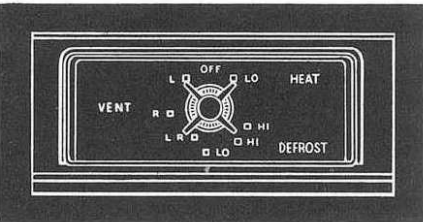
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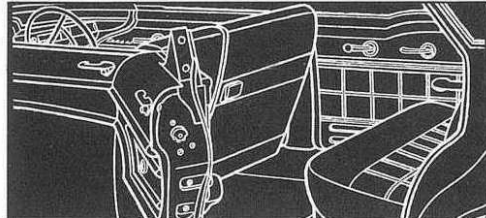
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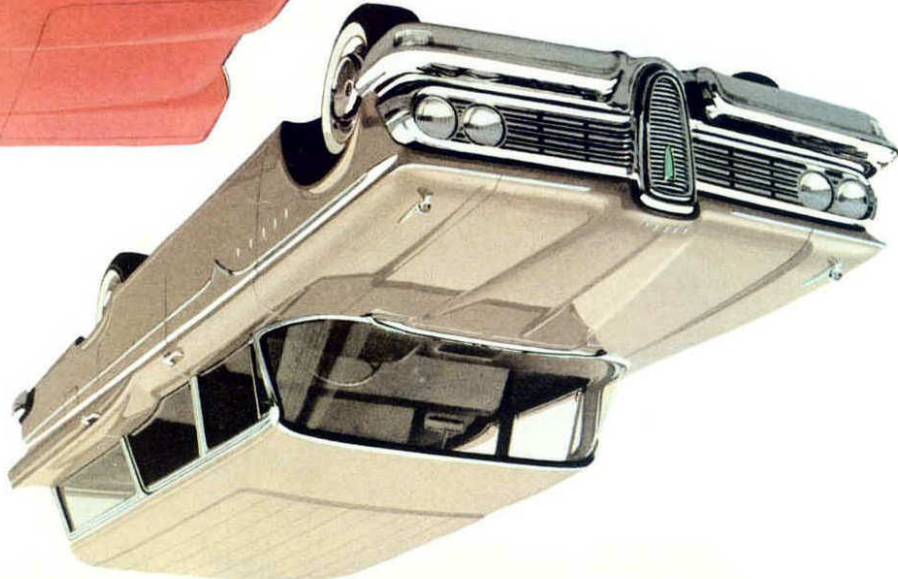
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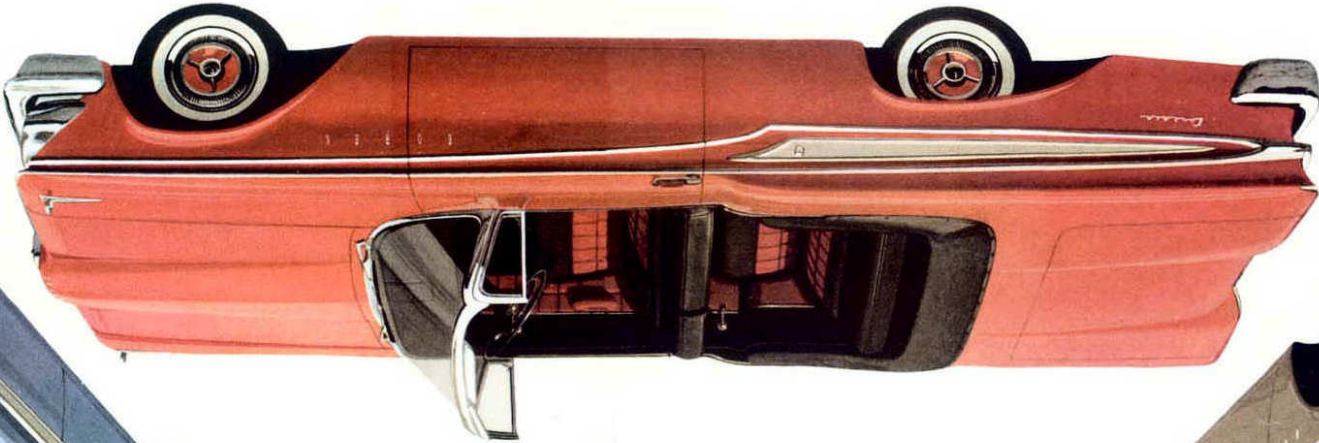


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CORSAIR SERIES Distinctive Edsel styling in its proudest form



EDSEL CORSAIR 4-DOOR HARDTOP



EDSEL CORSAIR 2-DOOR HARDTOP



EDSEL CORSAIR CONVERTIBLE

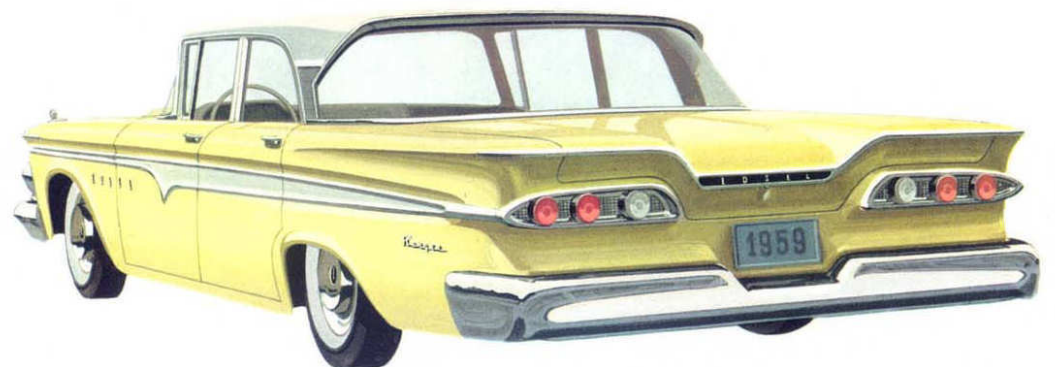


EDSEL CORSAIR 4-DOOR SEDAN

RANGER SERIES All the luxury of Edsel—at new low price



EDSEL RANGER 4-DOOR HARDTOP



EDSEL RANGER 4-DOOR SEDAN



EDSEL RANGER 2-DOOR SEDAN



EDSEL RANGER 2-DOOR HARDTOP

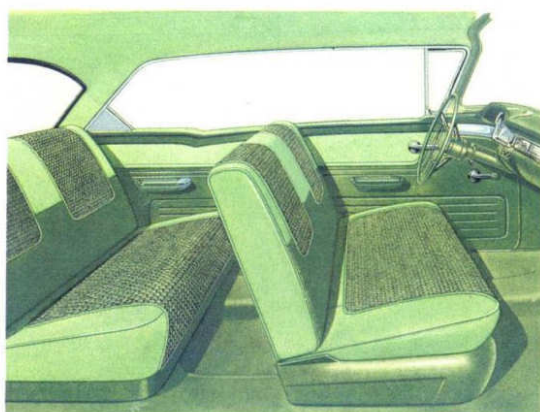
VILLAGER STATION WAGONS Edsel's all-new family and fun cars



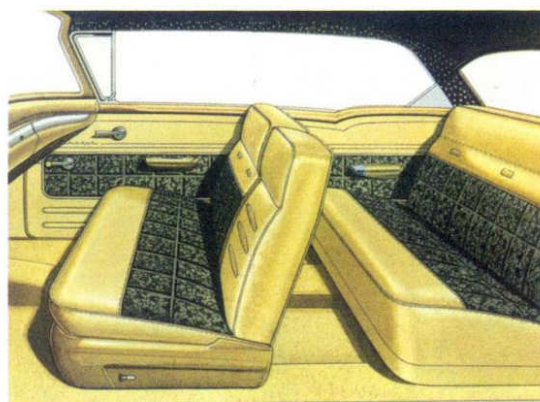
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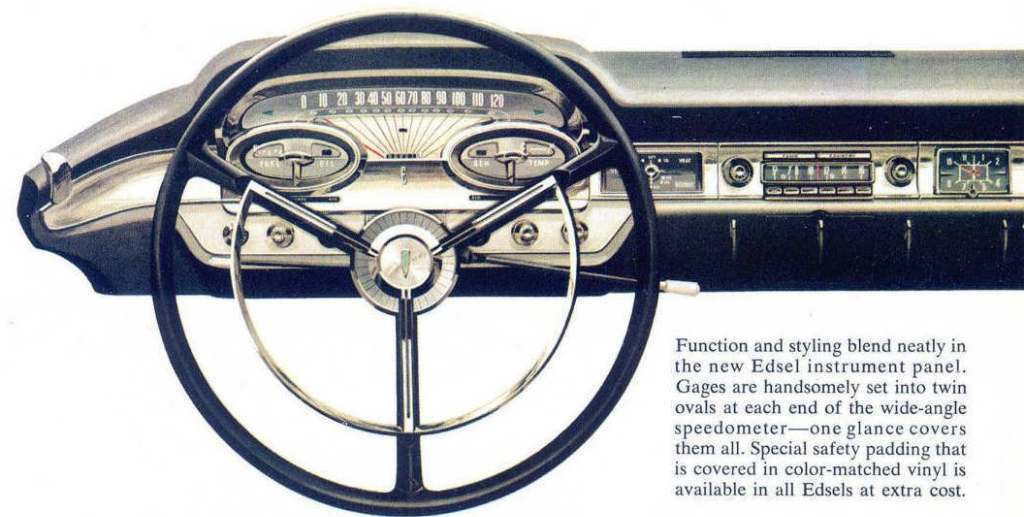
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