

1955 HUDSON

HUDSON AND AMERICAN MOTORS PRESENT NEW HORNETS AND WASPS



THE CAR YOU WANT...

EQUIPPED AS YOU WANT IT



POWER OPTIONS—FACTORY INSTALLED

available at extra cost on all 1955 Hudson Hornets and Wasps

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.

POWER BRAKES—as easy to operate as the accelerator. Pendulum-type foot pedal. Reserve vacuum tank, direct mechanical linkage assures safe stops if power should fail due to accident or neglect.

FULLY AUTOMATIC TRANSMISSIONS—reduce driving effort to simply stepping on the gas, steering, and braking. Fuel-saving Automatic Overdrive available with manual transmissions.

POWER-LIFT WINDOWS—all four side windows can be individually raised or lowered to any position by button control, or all windows can be separately controlled by button from driver's seat.

DEALER-INSTALLED ACCESSORY GROUPS

Available at special group prices, or individually as you choose—plus many other accessories

SAFETY GROUP—windshield washer, Back-O-Matic lights, and outside rear-view mirror.

LUXURY GROUP—hood ornament, non-glare mirror (inside), exhaust extension, and visor vanity mirror.

CONVENIENCE GROUP—hand spotlight, trunk light, curb L-arm, and haze cream.

MAJOR FACTORY-INSTALLED SINGLE OPTIONS

• All-Season Air Conditioning • Weather Eye Heating, Ventilating • Radio and Antenna • White Sidewall Tubeless Tires (standard on Hornet Hollywood V-8 model) • Airliner Reclining Seats and Twin Travel Beds (standard on Custom models) • Power-Lift Windows • Solex Glass • 6-ply Tubeless Tires • Power Brakes • Power Steering • Twin H-Power (standard on Hornet Custom models) • Fully Automatic Drives • Automatic Overdrive

INSIDE FACTS ABOUT 1955 HUDSONS

Hudson Engines are engineered to provide you with amazing performance and unusual economy in the model of your choice. They feature fast-velocity super induction for trigger-quick acceleration, waterproof ignition for instant starts, and advanced carburetion for maximum power output.

Hornet V-8 Engine is of the latest and most modern short stroke overhead-valve design with high-turbulence combustion chambers. Displacement is 320 cu. in., bore $3\frac{13}{16}$ ", and stroke $3\frac{1}{2}$ ".

Hornet Championship Six Engine is an advanced L-head design, famous for high performance. Displacement is 308 cu. in., bore $3\frac{13}{16}$ ", and stroke $4\frac{1}{2}$ ". Twin H-Power is standard on all Custom models and available at extra cost on Super models.

Wasp Hi-Torque Engine is noted for high power output with maximum economy of operation, and low upkeep costs. Displacement is 202 cu. in., bore 3", and stroke $4\frac{3}{4}$ ". Available with Twin H-Power at slight extra cost.

General Description

Transmissions—Fully automatic *Twin Ultramatic Drive* is offered on the V-8 models; *Dual-Range Hydra-Matic Drive* is optional on all models except V-8. Fuel-saving *Automatic Overdrive* is available, at extra cost, on all models except V-8. *Synchromesh* three-speed transmission is standard equipment on all models except V-8.

Rear Axle—Improved design with quiet, long-lived hypoid gears. Ratios to suit your driving needs.

Hornet rear-axle gear ratios—With standard synchromesh transmission, ratio is 4.1:1.* Where more pulling power is required, 4.4:1 ratio is available at no extra charge. With Overdrive, standard ratio is 4.4:1,* optional ratio 4.1:1 available at no extra cost. With Automatic Drive, ratio is 3.54:1 on V-8 models; 3.15:1 on 6-cyl. models.

Wasp rear-axle gear ratio with standard synchromesh transmission is 4.1:1.* With Overdrive, standard ratio is 4.4:1.* With Hydra-Matic Drive, ratio is 3.58:1.

Hornet models have exclusive Triple-Safe brakes—the finest Servo-action hydraulics with a mechanical reserve system on the same foot pedal, and finger-tip release parking brakes. Should hydraulic pressure fail, as it may in any car, the mechanical reserve system takes over and stops the car.

Wasp models have large, efficient brakes of exclusive Triple-Safe design—the finest Servo-action hydraulics with a mechanical reserve system on the same foot pedal, and finger-tip release parking brake. Should hydraulic pressure fail, as it may in any car due to accident or neglect, the mechanical reserve system goes into operation.

Easy Finger-Tip Steering—All Hudson models feature advance-design steering for handling ease, accuracy, and safer car control. Short turning radius contributes greatly to maneuverability.

*Ratios so marked will be supplied unless other ratio is specified in order.

Tires—All-New Tubeless Super Cushion Tires, standard on all models. Exclusive and patented triple-tempered cord construction—plus Grip Seal Liner—keeps air pressure in, provides new freedom from flats, and gives greater protection against blowouts. New, flatter tread design gives up to 15% more mileage.

Dimensions

Dimensions—All models have seat room, leg room and head room for full passenger comfort. In many instances, they are the most generous dimensions in the industry.

Hornet—Over-all Length: 209 $\frac{1}{4}$ "; with continental tire mount, 219 $\frac{1}{4}$ ". Wheelbase: 121 $\frac{1}{4}$ ". Over-all Width: 78". Over-all Height, loaded: 62 $\frac{1}{4}$ ". Hip Room: front seat, 65"; rear seat, 64 $\frac{1}{2}$ ". Leg Room: front seat, 42 $\frac{1}{2}$ ", rear seat, 40 $\frac{1}{8}$ ". Headroom: front seat, 37 $\frac{1}{2}$ ", rear seat, 36".

Wasp—Over-all Length: 202 $\frac{1}{4}$ "; with continental tire mount, 212 $\frac{1}{4}$ ". Wheelbase: 114 $\frac{1}{4}$ ". Over-all Width: 78". Over-all Height, loaded: 61 $\frac{3}{4}$ ". Hip Room: front seat, 65"; rear seat, 64 $\frac{1}{2}$ ". Leg Room: front seat, 42 $\frac{1}{2}$ ", rear seat, 40 $\frac{1}{8}$ ". Headroom: front seat, 37 $\frac{1}{2}$ ", rear seat, 36".

Body Styles

Hornet V-8—Available in Custom Hollywood Hardtop; Super and Custom 4-Door Sedan.

Hornet Championship Six—Available in Custom Hollywood Hardtop; Super and Custom 4-Door Sedan.

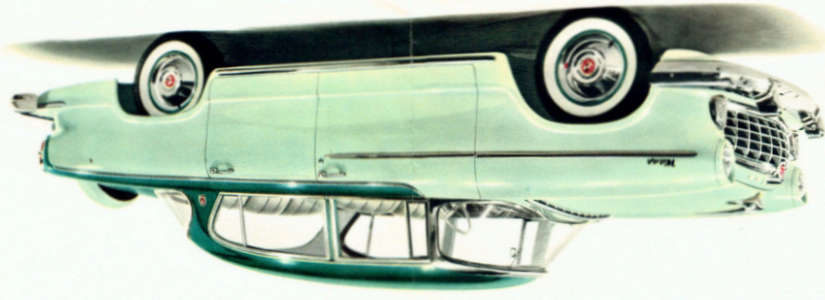
Wasp—Available in Custom Hollywood Hardtop; Super and Custom 4-Door Sedan.

The Hudson Motors Division of American Motors Corporation reserves the right to make any changes or improvements on its products without incurring any liability or obligations whatsoever, and without being required to make any corresponding changes or improvements on products theretofore manufactured or sold.

In the new Hudson—big, wide foam-rubber cushions invite you to go places. The widest wrap-around windshield in the industry gives you unmatched visibility. The hood is low; the raised front fenders are perfect road guides.



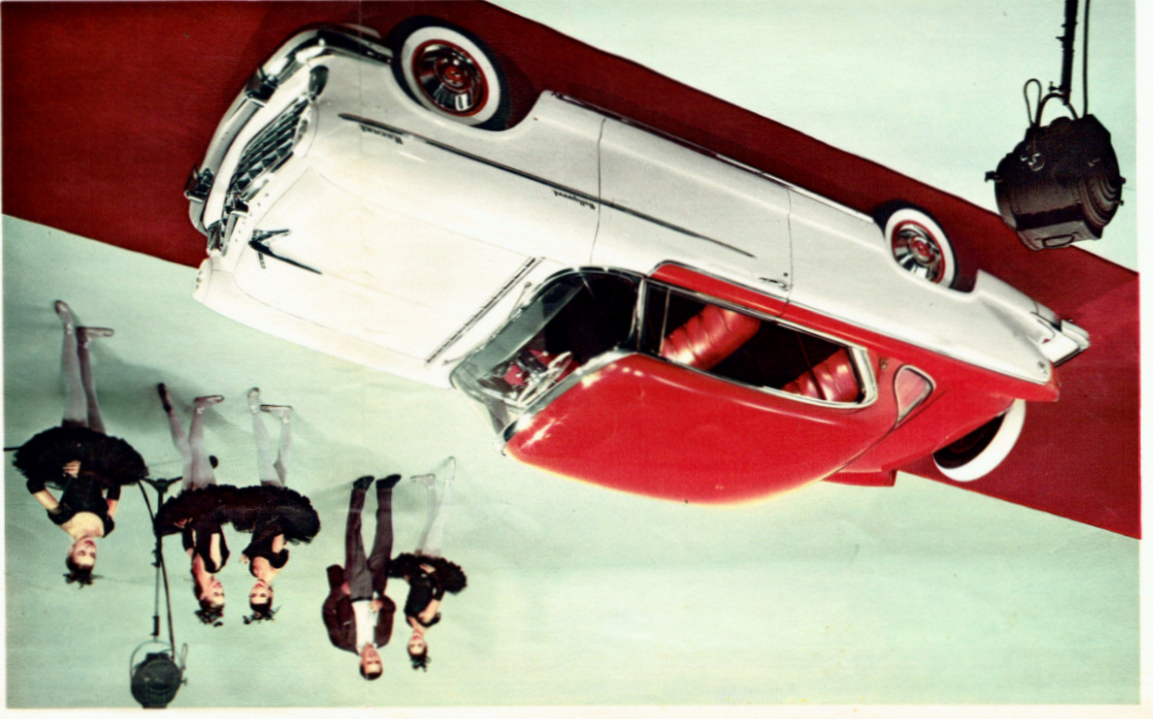
Beautiful performers... the brilliant, new Hudson Hornet and the bright, young stars of the New York City Ballet.



HUDSON WASP CUSTOM FOUR-DOOR SEDAN—With Hi-Torque super induction power for instant action.

The most beautiful performers of them all... new high style... new higher power

HUDSON HORNET-V-8 CUSTOM HOLLYWOOD HARDTOP—new comfort, new driving ease to make motoring fun again.

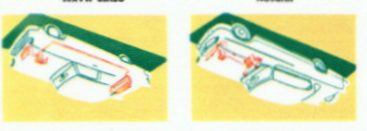


One single temperature control on Hudson's All-Season Air Conditioning keeps you beautifully cool on the hottest days, or warm as toast in an arctic blast.

One Temperature Control Does Everything



All-Season Air Conditioning does not rob you of luggage-compartment space, since all equipment is under the hood. Fresh air is drawn in above the hood, filtered, warmed or cooled, then flows naturally from front to rear. The single unit both cools in summer and heats in winter; no separate heater is needed.



Now you can ride through summer heat or winter's icy air, with absolute comfort.

All-Season Air Conditioning
HEATS • COOLS • FILTERS
at the lowest cost anywhere!



THE CAR YOU WANT... EQUIPPED AS YOU WANT IT

POWER OPTIONS—FACTORY INSTALLED

- 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.
- POWER BRAKES**—as easy to operate as the accelerator. Pendulum-type foot pedal. Reserve vacuum tank, direct mechanical linkage assures safe stops if power should fail due to accident or neglect.
- FULLY AUTOMATIC TRANSMISSIONS**—reduce driving effort to simply stepping on the gas, steering, and braking. Fuel-saving Automatic Overdrive available with manual transmissions.
- POWER-LIFT WINDOWS**—all four side windows can be individually raised or lowered to any position by button control, or all windows can be separately controlled by button from driver's seat.

DEALER-INSTALLED ACCESSORY GROUPS

- Available at special group prices, or individually as you choose—plus many other accessories
- SAFETY GROUP**—windshield washer, Back-O-Matic lights, and outside rear-view mirror.
- LUXURY GROUP**—hood ornament, non-glare mirror (inside), exhaust extension, and visor vanity mirror.
- CONVENIENCE GROUP**—hand spotlight, trunk light, curb L-arm, and haze cream.

MAJOR FACTORY-INSTALLED SINGLE OPTIONS

- All-Season Air Conditioning • Weather Eye Heating, Ventilating • Radio and Antenna • White Sidewall Tubeless Tires (standard on Hornet Hollywood V-8 model) • Airliner Reclining Seats and Twin Travel Beds (standard on Custom models) • Power-Lift Windows • Solex Glass • 6-ply Tubeless Tires • Power Brakes • Hornet Steering • Twin H-Power (standard on Hornet Custom models) • Fully Automatic Drives • Automatic Overdrive

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Hornet V-8 Engine is of the latest and most modern short stroke overhead-valve design with high-turbulence combustion chambers. Displacement is 320 cu. in., bore 3 1/2", and stroke 3 1/2".

Hornet Championship Six Engine is an advanced L-head design, famous for high performance. Displacement is 308 cu. in., bore 3 3/4", and stroke 4 1/2". Twin H-Power is standard on all Custom models and available at extra cost on Super models.

Wasp Hi-Torque Engine is noted for high power output with maximum economy of operation, and low upkeep costs. Displacement is 292 cu. in., bore 3", and stroke 4 1/2". Available with Twin H-Power at slight extra cost.

General Description

Transmissions—Fully automatic *Twin Ultramatic Drive* is offered on the V-8 models. *Dual-Range Hydra-Matic Drive* is optional on all models except V-8. Fuel-saving *Automatic Overdrive* is available, at extra cost, on all models except V-8. Synchronesh three-speed transmission is standard equipment on all models except V-8. Rear Axle—Improved design with quiet, long-lived hypoid gears. Ratios to suit your driving needs.

Hornet rear-axle gear ratios—With standard synchronesh transmission, ratio is 4.1:1.* Where more pulling power is required, 4.4:1 ratio is available at no extra charge. With Overdrive, standard ratio is 4.4:1,* optional ratio 4.1:1 available at no extra cost. With Automatic Drive, ratio is 3.64:1 on V-8 models; 3.15:1 on 6-cyl. models.

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Hornet models have exclusive Triple-Safe brakes—the finest Servo-action hydraulics with a mechanical reserve system on the same foot pedal, and finger-tip release parking brakes. Should hydraulic pressure fail, as it may in any car, the mechanical reserve system takes over and stops the car.

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Tires—All-New Tubeless Super Cushion Tires, standard on all models. Exclusive and patented triple-tempered cord construction—plus Grip Seal Liner—keeps air pressure in, provides new freedom from flats, and gives greater protection against blowouts. New, flatter tread design gives up to 15% more mileage.

Dimensions

Dimensions—All models have seat room, leg room and head room for full passenger comfort. In many instances, they are the most generous dimensions in the industry.

Hornet—Over-all Length: 209 1/2"; with continental tire mount, 219 1/4". Wheelbase: 121 1/2". Over-all Width: 78". Over-all Height, loaded: 62 1/2". Hip Room: front seat, 65"; rear seat, 64 1/2". Leg Room: front seat, 42 1/2"; rear seat, 40 1/2". Headroom: front seat, 37 1/2"; rear seat, 36".

Wasp—Over-all Length: 202 1/2"; with continental tire mount, 212 1/4". Wheelbase: 114 1/4". Over-all Width: 78". Over-all Height, loaded: 61 1/2". Hip Room: front seat, 65"; rear seat, 64 1/2". Leg Room: front seat, 42 1/2"; rear seat, 40 1/2". Headroom: front seat, 37 1/2"; rear seat, 36".

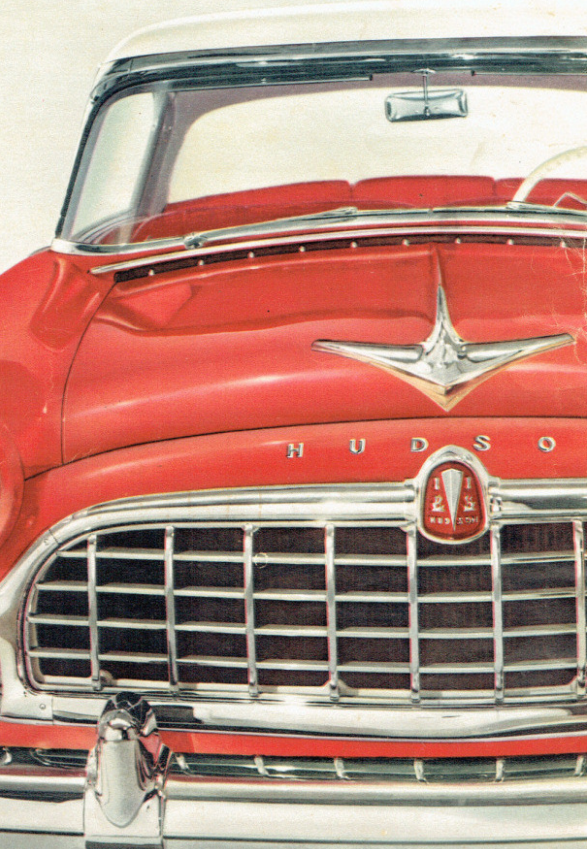
Body Styles

Hornet V-8—Available in Custom Hollywood Hardtop; Super and Custom 4-Door Sedan. Hornet Championship Six—Available in Custom Hollywood Hardtop; Super and Custom 4-Door Sedan.

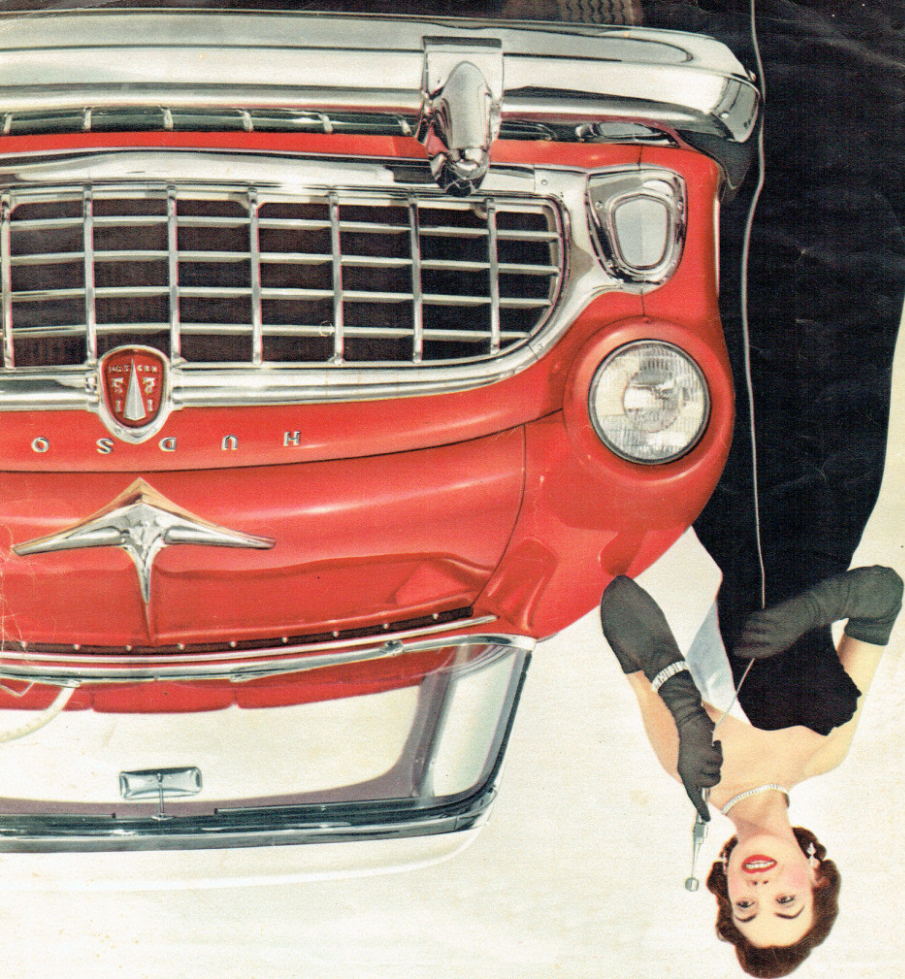
Wasp—Available in Custom Hollywood Hardtop; Super and Custom 4-Door Sedan.

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HUDSON 1955

HUDSON AND AMERICAN MOTORS PRESENT NEW HORNETS AND WASPS

General Description
 Twin H-Power at slight extra cost.
 Wasp Hi-Torque engine is noted for high power output with maximum economy of operation. Super models.
 Custom models and available at extra cost on DeLuxe models. In 202 cu. in. bore 3", and stroke 4 1/2". Available with 1-head design, famous for high performance.
 Hewlett Thompson 5th Engine is an advanced short stroke overhead-valve design with high-torque combination camshafts. Displacement is 330 cu. in. bore 3 1/2", and stroke 3 1/2".
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INSIDE FACTS ABOUT 1955 HUDSONS

MAJOR FACTORY-INSTALLED SINGLE OPTIONS
 • All-New Turbo Super Custom Three-Door Sedan
 • Fully Automatic Drive
 • Power Steering
 • Power Brakes
 • Power Windows
 • Power Locks
 • Power Seats
 • Power Mirrors
 • Power Windows
 • Power Locks
 • Power Seats
 • Power Mirrors

ACCESSORY GROUPS
 • Hand Spotlight
 • Exhaust Extension
 • Non-Slide Mirror
 • Outside Rear-View Mirror
 • Windshield Wiper
 • Back-Office
 • Radio and Antenna
 • Weather Eye
 • Weather Eye
 • Weather Eye

DEALER-INSTALLED ACCESSORY GROUPS
 • Hand Spotlight
 • Exhaust Extension
 • Non-Slide Mirror
 • Outside Rear-View Mirror
 • Windshield Wiper
 • Back-Office
 • Radio and Antenna
 • Weather Eye
 • Weather Eye
 • Weather Eye

POWER OPTIONS—FACTORY INSTALLED
 • Fully Automatic Drive
 • Power Steering
 • Power Brakes
 • Power Windows
 • Power Locks
 • Power Seats
 • Power Mirrors

THE CAR YOU WANT... EQUIPPED AS YOU WANT IT



Beautiful performers... the brilliant, new Hudson Hornet and the bright, young stars of the New York City Ballet.



All-Season Air Conditioning
 HEATS • COOLS • FILTERS
 at the lowest cost anywhere!

Now you can ride through summer heat or winter's icy air, with absolute comfort.



All-Season Air Conditioning does not rob you of luggage-compartment space, since all equipment is under the hood. Fresh air is drawn in above the hood, filtered, warmed or cooled, then flows naturally from front to rear. The single unit both cools in summer and heats in winter; no separate heater is needed.



One Temperature Control Does Everything

One single temperature control on Hudson's All-Season Air Conditioning keeps you blissfully cool on the hottest days, or warm as toast in an arctic blast.

The most beautiful performers of them all
 ... new high style ... new higher power

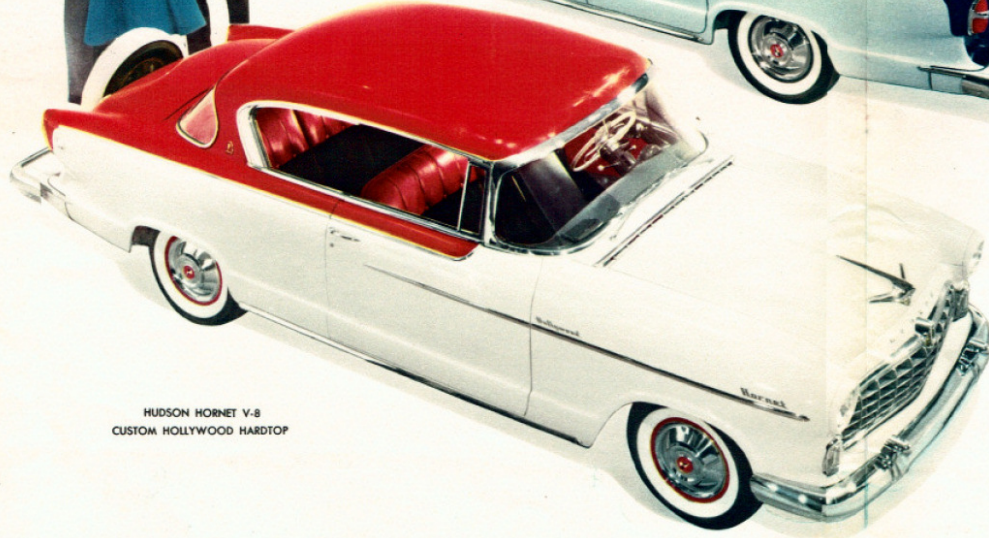


HUDSON WASP CUSTOM FOUR-DOOR SEDAN— with Hi-Torque super induction power for instant action

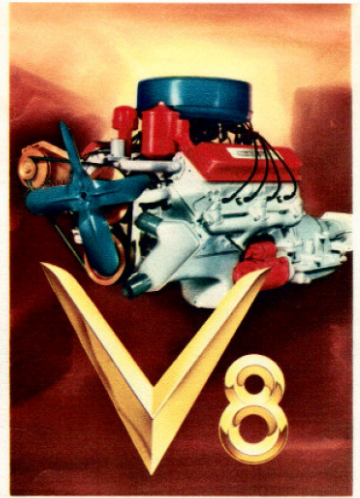


In the new Hudson—big, wide foam-rubber cushions invite you to go places. The widest wrap-around windshield in the industry gives you unmatched visibility. The hood is low; the raised front fenders are perfect road guides.

HUDSON HORNET CHAMPIONSHIP SIX
CUSTOM FOUR-DOOR SEDAN



HUDSON HORNET V-8
CUSTOM HOLLYWOOD HARDTOP



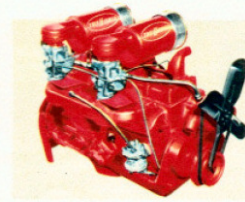
New Hudson Hornet V-8 . . . last word in split-second response

Here's the latest, greatest of the V-8's—with advanced features to give you smooth, whisper-quiet power so responsive you can scarcely believe it.

One great feature is the short travel of its pistons. They operate, at all times, close to the fuel explosion area in the cylinder. Short piston travel not only cuts down friction, but also steps up performance in heaping measures. The result is the same as hitting a target with

a bullet from a gun at close range, as against long-range shooting. The close-range shot always has far more impact.

That's one reason why this thrilling new Hornet V-8 picks up, even in higher driving ranges, like a guided missile. The new Hudson Hornet V-8 for 1955 is available, with fully automatic drive, in the Custom Four-Door Sedan, the Custom Hollywood Hardtop, and the Super Four-Door Sedan.



Hornet Championship Six Engine

Holds over 150 victories on the world's toughest proving grounds. This Six has super induction to maintain higher power at every point in the driving range. Twin H-Power, Hudson's multiple fueling system, is standard on Hornet Custom Six, available at extra cost on other models. Championship Six engine available for all Hornet models.



Luggage is no problem here!

Open the graceful, counterbalanced rear deck of the new Hudson Hornet, and you'll find a near cavern of luggage space—enough to transport everything the family needs for a vacation—more than enough space to carry supplies whenever you shop in town. Roominess—in both the passenger compartment and luggage area—is a Hudson feature for 1955.

Hudson HORNET for 1955

with your choice of two great engines

1955 Hudson WASP

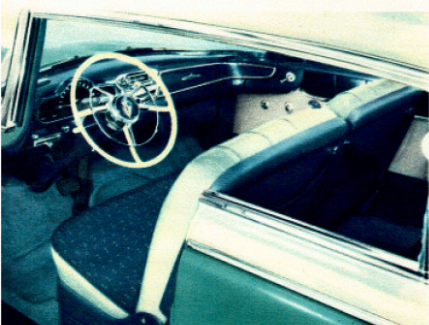
America's smartest new car in the low-medium-price field!



HUDSON WASP CUSTOM FOUR-DOOR SEDAN



HUDSON WASP CUSTOM HOLLYWOOD HARDTOP

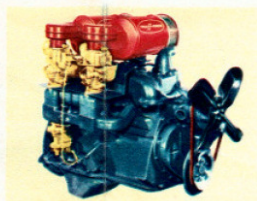


New styling, new luxury, new ride . . . a whole new standard of value!

Hudson and American Motors bring you an entirely new Wasp—with beauty and luxury that are far beyond its price field, and with quality that is far more than skin deep!

This great new car features Double Strength Single Unit Body for new safety and lasting new-car quietness. It has new Deep Coil Ride—anti-sway spring suspension that means new smoothness, new ease of handling. It has alert, yet economical power—everything to make it another of the most beautiful performers of them all!

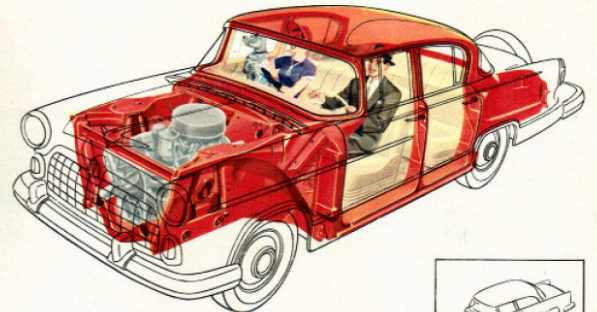
Like the Hornets, the Wasp is available in a choice of eleven two-tone color combinations (slight extra cost on sedans only) and of eleven solid colors (no extra cost)—all in durable, sparkling baked-enamel finish.



Wasp Hi-Torque Engine

Uncomplicated in design—easy to service, long on gas mileage—super induction gives instant action at any point in the driving range. Multiple-fueling Twin H-Power available as an option at slight extra cost.

From land, sea, and the air . . .
new engineering advances that bring new
durability, safety and comfort



Exclusive American Motors
DOUBLE STRENGTH SINGLE UNIT BODY

Here's why Hudsons are so amazingly free from rattles and squeaks—why they are safer, and why they are worth more when you trade . . .

All Hudsons have a body and frame welded into one single unit. This exclusive single-unit construction is twice as rigid, twice as strong, twice as safe as other cars which have bodies bolted to a separate chassis frame.

You ride protected on all sides by box-section steel girders, and this construction makes a new Deep Coil spring suspension possible. You immediately see, as railroads have, that quiet smooth riding isn't a matter of weight and bulk—that Hudson and American Motors' single-unit construction is as far ahead of other cars' construction as the modern streamliner is ahead of old-fashioned trains.



OTHER MAKES



Exclusive American Motors

AIRLINER RECLINING SEATS AND TWIN TRAVEL BEDS

Hudson's Airliner Reclining Seats let your passengers lounge away the miles. Driver, too, can adjust seat to avoid fatigue. These seats make up into a single bed for children or grownups while your



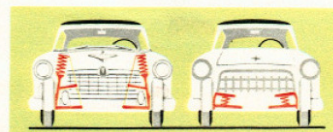
Exclusive American Motors

Hudson is in motion, or twin beds for nighttime stopover. Airliner Reclining Seats and Twin Travel Beds are standard on some 1955 Hudsons and available at reasonable extra cost on other models.



CONTROL-TOWER VISIBILITY

Hudson Hornets and Wasps have the widest wrap-around windshields in the industry. You enjoy 62 1/4 inches of unobstructed glass span, a wide sweep of forward vision. Rear windows are one-piece, wrap-around—virtually as large as the windshield. This is true control-tower visibility!



HUDSON

OTHER MAKES

Exclusive American Motors
DEEP COIL SUSPENSION
GIVES THREE TIMES BETTER RIDE

Longer, softer coil springs are positioned to absorb road shock directly in the spring—not in the frame of the car. Springs are in a splayed "sea-leg" spread above the car's center of weight, to give you new steadiness and ease of handling.