

HUDSON FOR 1957



POWER'S UP



PRICE'S DOWN



Hudson's All-Season Air Conditioning for Hundreds of Dollars Less



Enjoy a new kind
of driving pleasure with
Hudson Air Conditioning!

Once you've tried it, you'll wonder how you ever got along without Hudson All-Season Air Conditioning. You ride cool and refreshed even in the hottest weather. You keep the windows closed—forget about dust, road fumes, traffic noise, hair-mussing breezes, flying insects. In fact, you completely eliminate the pesky discomforts of hot-weather driving. And in winter . . . well, there's no heater like it!

SPECIFICATIONS

New Hornet V-8 Engine—Develops 255 horsepower; turns up 345 ft./lbs. of torque; has a 327-cubic-inch displacement with a bore and stroke of 4" x 3 1/4", overhead valves, hydraulic valve lifters, and a compression ratio of 9.0:1. Four-barrel carburetion delivers lightning-fast acceleration. Dual exhausts are standard.

Transmissions—Complete choice of drives: new, fully automatic, smoother Flashaway Hydra-Matic;* Automatic Overdrive;* and Syncromesh three-speed transmission.

New, Easier, Quicker Steering—Kingpin is eliminated with new steering knuckle assembly, which pivots on anti-friction bearings—a ball-thrust bearing and two needle bearings for effortless turning and true-tracking even on crowned roads. New 18:1

steering ratio results in more direct steering; and features the shortest-turning radius of any big car.

Hornet models have exclusive Triple-Safe brakes—hydraulic, with a mechanical reserve on the same pedal, and a finger-tip release parking brake. (Mechanical reserve system not on Power-Brake-equipped cars.)

Tires—New 8.00 x 14 four-ply low-pressure tubeless tires. (Heavy-duty 4-ply nylon and/or whitewalls optional at extra cost.) Continental rear tire mount optional at extra cost on all models.

Electrical—12-volt electrical system with new external-adjustment-type distributor. Ignition system completely water-resistant.

Dimensions—Over-all length: 209 1/4";

with continental tire mount, 219 1/4". Wheelbase: 121 1/4". Over-all width: 78". Over-all height: 60 3/8". Hip room: front seat, 65"; rear seat, 64 1/2". Headroom: front seat, 36 3/8"; rear seat, 35 1/4".

General—The Hornet V-8 models offer 32 exterior color choices; 15 solids, 12 two-tones,* and 5 Custom models in three-tones*—all with matching two-tone interiors of cloth and vinyl, or leather.* All-Season Air Conditioning or Weather-Eye heating and ventilating systems are optional in all models. Padded instrument panel is standard on both Custom and Super models; padded sun visors are optional on Super models, standard on Custom models. Dealer-installed seat belts are optional. Squeeze-type door handles and safety door locks are standard on all models. Factory-applied undercoating.*

*Optional at extra cost.

You ride in comfort all year long with All-Season Air Conditioning. It's priced far below all others; costs hundreds less than most. And what's more, it *includes* the famous Weather-Eye heater, making your saving even greater.

You keep your investment at trade-in time, too. Official used-car guides show that Hudson's All-Season Air Conditioning retains nearly its full value for one full year!

HUDSON POWER ASSISTS

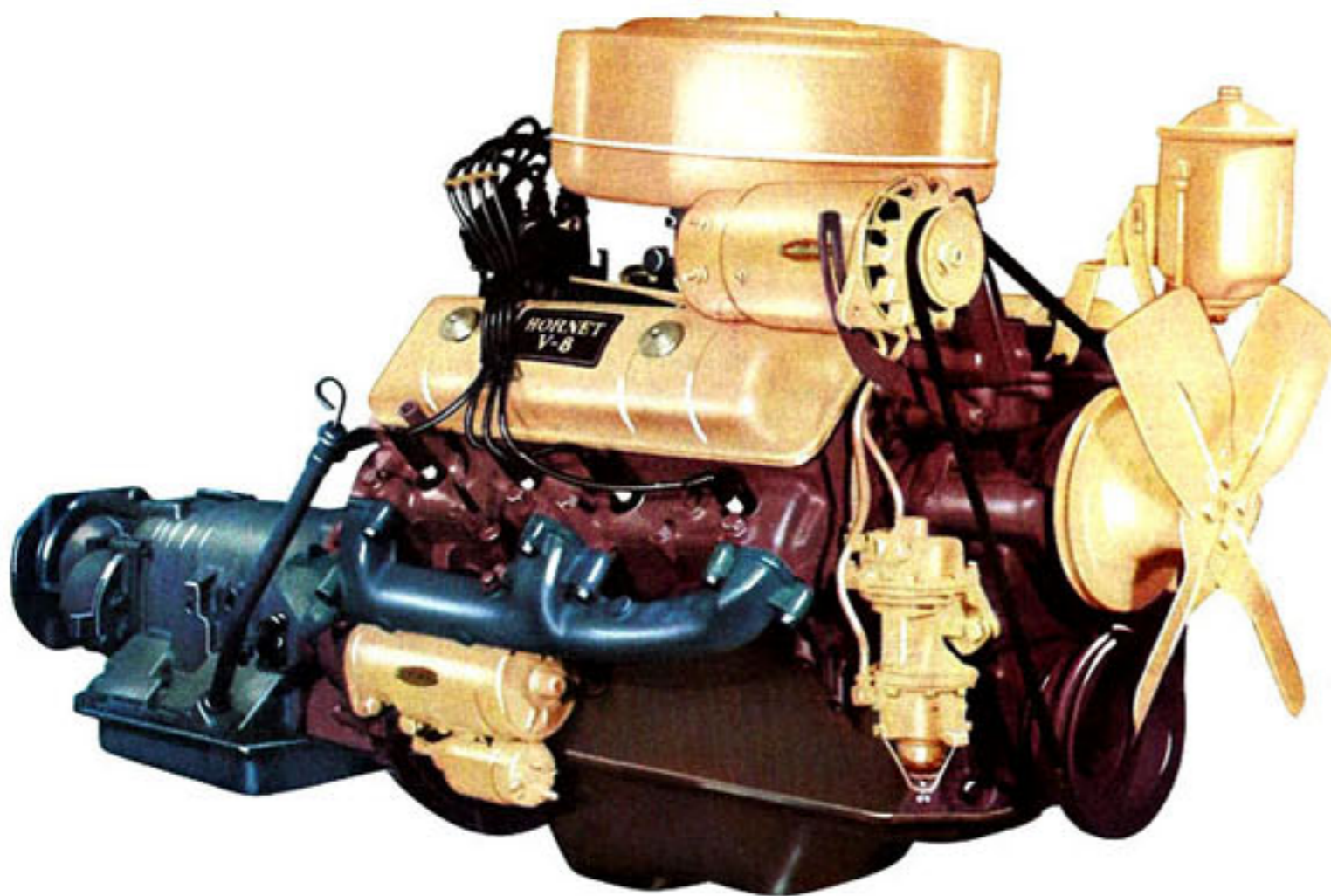
Power Brakes—safer, surer, easier. With half the effort, you can apply full braking pressure 25% faster. Standard on Custom models; optional on Super models.

Power Steering—the greatest work-saver of them all. Takes all the muscle out of parking and steering, yet gives you full feel of the road. Optional on all models.

Power-Lift Windows—a luxury touch at small extra cost. Let you adjust heights of all windows from driver's seat; give passengers button-control of their own windows. A blessing in a rainstorm.

The Hudson Motors Division of American Motors Corporation reserves the right to make any changes or improvements in 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.

A big boost in power! A big drop in price!



255 HORSEPOWER

...in the all-new Hornet V-8 Engine!

Yes, the power's up . . . way up! And the lower price is the biggest news of the year!

Here, in the trim, tough 1957 Hudson, is the newest, most advanced V-8 engine in all the world. It packs a wallop 255-horsepower strong. It turns up an amazing 345 foot/pounds of torque. It's tops on gas economy. And teamed with new Flashaway Hydra-Matic, it delivers the smoothest, quickest getaway you've ever experienced . . . at *every* speed in the driving range!

Every feature of modern engineering is here: four-barrel carburetion; latest overhead-valve design; short stroke, low friction—a displacement of 327 cubic inches. And this tremendous power boost has been achieved without increasing car weight a single pound!

You'll thrill to a new brand of blazing power when you get behind the wheel of a big, luxurious 1957 Hudson. And when you learn the price . . . well, you'll want this big car for your own!

The big difference in cars today is
HUDSON'S DOUBLE-SAFE
SINGLE-UNIT CAR CONSTRUCTION



HUDSON FRAME



OTHER CAR FRAMES

In Hudson, you ride *within* the frame—not on top of it. A sturdy barricade of all-steel, all-welded box girders completely surrounds you—protects you ahead, behind, above, below, and on both sides. It's rattle-free; it's trouble-free; it's literally twice as strong and twice as safe!

And you ride smoother, too. Hudson's single-unit construction permits the use of long, anti-sway Deep Coil suspension at all four wheels. Because of this, few cars can follow Hudson on the curves—none go so steady, nor so smooth.

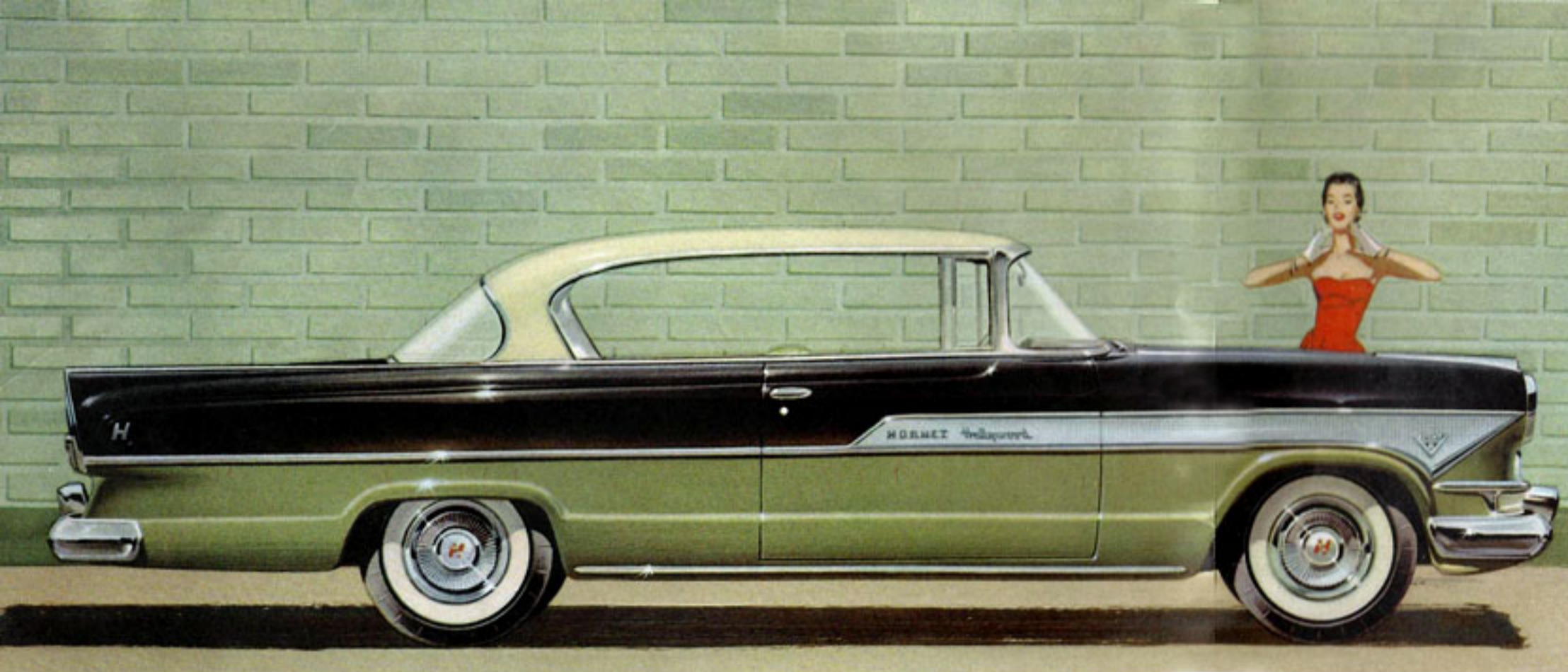
You'll find a new high in comfort and safety in the '57 Hudson. Just try it!

HUDSON ALONE OFFERS YOU **ALL** THESE FEATURES

- World's newest, most advanced V-8 engine . . . with a 4-barrel carburetor as standard equipment.
- 255 horsepower, 345 ft./lbs. torque . . . blazing performance with unmatched economy.
- Double-Safe Single-Unit Car Construction.
- 3-times smoother Deep Coil Ride.
- Choice of three transmissions: new, smooth Flashaway Hydra-Matic; gas-saving Overdrive; Standard Synchronesh.
- Most passenger space, with the widest seats, greatest headroom, most usable space of any car.
- Greatest visibility, with the widest wrap-around windshield and rear window of all.
- Greatest handling ease, with a new, quicker steering ratio and the shortest turning radius of any big car.
- Triple-Safe Brakes for triple safety. Reserve mechanical system backs up hydraulic and hand brakes.
- Plenty of power options: Power Brakes (std. on Custom models); Power Steering; Power Windows (slight extra cost on all models).
- Airliner Reclining Seats and Twin Travel Beds.
- New Transistor-powered radio, with twin speakers for real hi-fi enjoyment.
- Safety door latches; foam-rubber crash pad and sun visors.
- Safety seat belts as dealer-installed equipment.
- Selecto-Lift Starting with Flashaway Hydra-Matic.

plus 35 more entirely new features for 1957—

**ALL YOURS IN A HUDSON AT
A MUCH LOWER PRICE!**



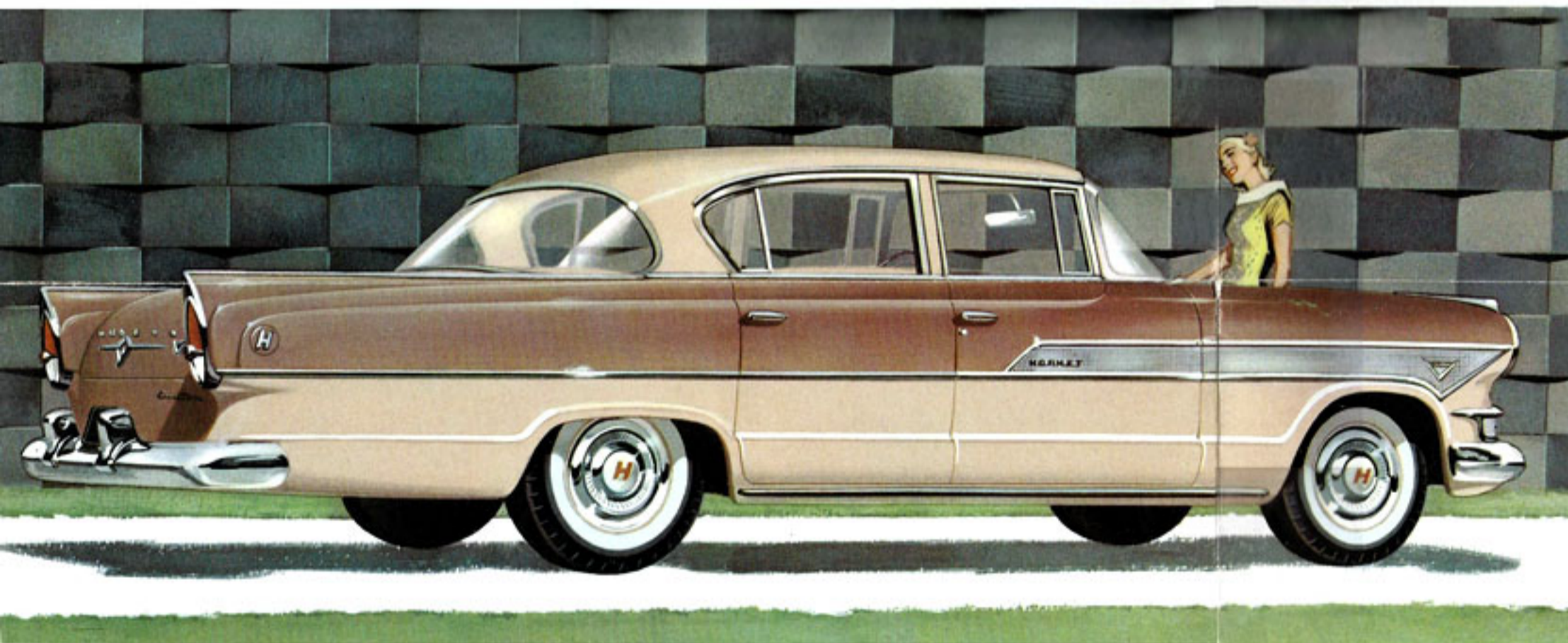
HORNET V-8 *Custom* HOLLYWOOD HARDTOP

Long, low, and level, this trim new Hollywood Hardtop blends the jaunty air of a convertible with the snug comfort of a family sedan. New, smaller 14-inch wheels, with large, oversize tubeless tires, add glamour to its sleek profile . . . and more traction for its flashing V-8 horsepower.

Finished in new, metallic Avocado, Classic Black, and Mojave Yellow, the model above illustrates one of 5 three-tone combinations available in Custom models. You have a total of 32 one-, two-, and three-tone exteriors to choose from—with interiors color-keyed to match!



New Tri-Tone interiors are color-keyed to match the exterior colors of your choice. Fine metallic-weave nylon fabrics, vinyls, leathers—you choose what you want. This is luxury!



HORNET V-8 *Custom* FOUR-DOOR SEDAN

This smartly new, big Hornet 4-door sedan is the proud answer to family driving pleasure and fun on the road. There's luxury throughout . . . with 16-inch-wide center armrests in the rear; centrally located pullout glove box; right and

left ash receivers on the dash; dual safety-padded sun visors; and many more details designed for your comfort and convenience. You could compare this luxurious Hornet only with the most costly cars . . . yet the price is lower for '57!

This is Hudson beauty: long and level —inches lower!

Yes, it's inches lower, close to the ground. Its long, modern lines start with an upswept tail fin . . . lead into a striking silver-spear aluminum panel . . . extend all the way to the headlights. It looks ready to go. And it is!

Inside, there's more room than you'll find in any car at any price. More hiproom, more shoulder room, more headroom . . . more room to be comfortable. There's everything here that makes for a fine car—a car you can be proud to own. Look at the car; look at the price. This is *your* car!



When you ride in a Hudson, you ride in style. You lean back and relax in its Airfoam-cushioned Airliner Reclining Seats. And if you're tired? . . . well, just drop the seat all the way back and take a nap. No more backaches for you. No more trip fatigue, either!



HORNET V-8 *Super* HOLLYWOOD HARDTOP

Hornet style, Hornet performance, Hornet prestige . . . all at a low, low price. Powered by the world's newest V-8, it's a real value leader . . . and a beauty!



HORNET V-8 *Super* FOUR-DOOR SEDAN

Another performance star . . . another beauty. You can enjoy all of Hudson's years-ahead features—luxury-car features—in this lowest-priced Hornet of all!