



*THE 1947*

**KAISER SPECIAL**

# "Everything You Have Hoped to Enjoy"

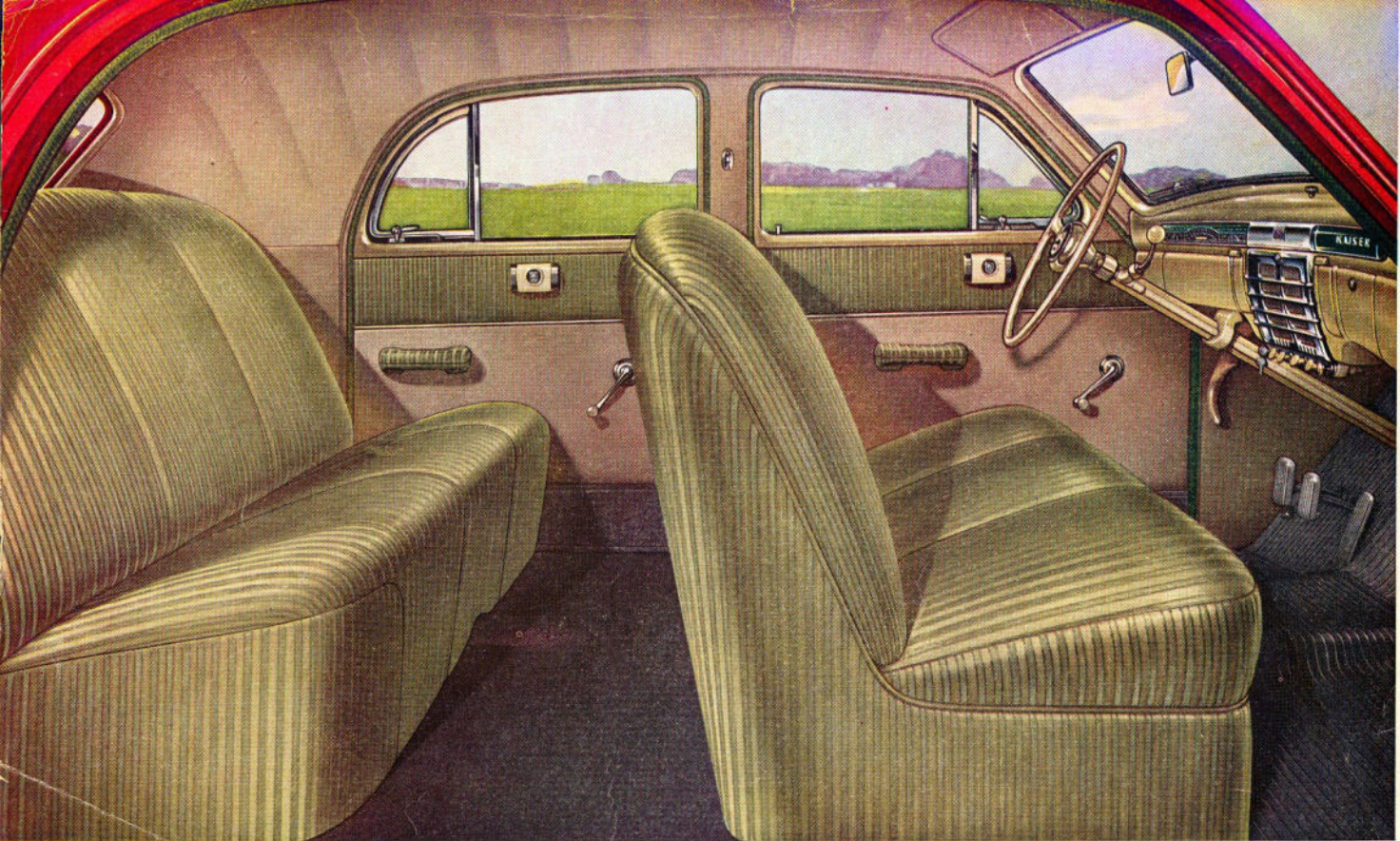
You will find the Kaiser Special quite different from cars designed before the war. Its distinctive beauty wins your admiration at first glance. But there are unseen differences, too, that you will only learn from ownership. This 1947 automobile *had to be* all new. There were no old dies and tools, no precedents—no hampering traditions even. The car was developed as the best possible expression of wartime advances in engineering, design, and manufacturing technique. The result is everything you have hoped to enjoy in a postwar automobile—modern

lines that achieve beauty through functional design and provide maximum interior roominess; a new weight distribution that means remarkable riding comfort; 100 hp, and a horsepower-to-weight ratio that results in an amazing performance with real fuel economy. Safety is another outstanding characteristic, resulting from smaller wheels with wider rims, a lower center of gravity and exceptional visibility—forward, to the side, and to the rear. Long life has been built into every part. Yes, you will find the 1947 Kaiser Special a very *different* motor car!

K A I S E R - F R A Z E R   C O R P O R A T I O N ,   W I L L O W   R U N ,   M I C H I G A N



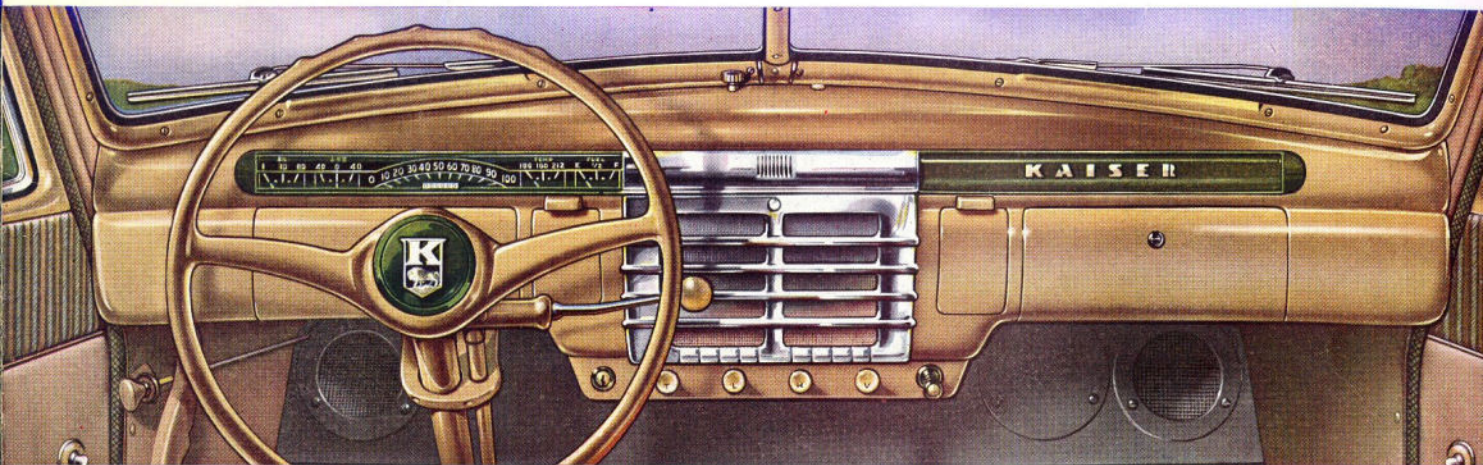
The rear seat of the Kaiser Special, like the front seat, is a full 62 inches—more than five feet—from door to door. This unusual width, which provides an abundance of room for three passengers, is made possible by moving the rear seat an exceptional distance forward of the rear axle and the wheel housings. This unique design provides a new weight distribution—lets rear-seat passengers ride *between* the axles with the same comfort enjoyed by those in front. Floor and seats have been lowered, which means a lower center of gravity and road-hugging safety without loss of leg or head room. The 1947 Kaiser Special provides luxurious transportation for *all six* passengers.



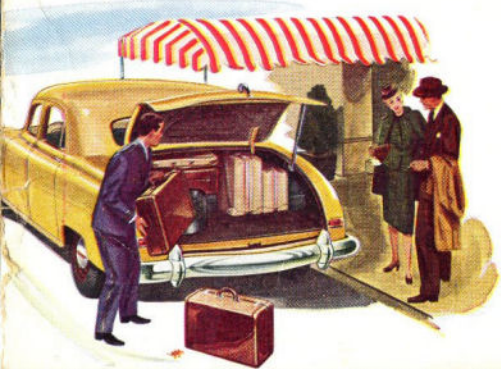
## *Spacious Comfort for Six Passengers*

Comfort, safety and beauty are combined in the roomy, modern interior of the Kaiser Special. The low, luxuriously upholstered seats—both more than five feet wide—are covered with long-wearing broadcloth in tones

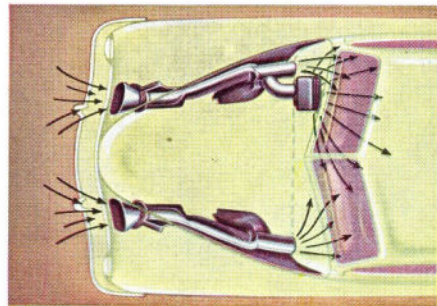
harmonizing with the exterior color schemes. Welded, all-steel body construction and safety glass all around mean that you ride with mental as well as physical relaxation. The arm rests also serve as door pulls.



The instrument panel of the Kaiser Special is gracefully curved to increase the roominess of the front compartment, while adding to the beauty of the car's interior. The horizontal speedometer is directly in front of the driver. The standard gauges are arranged conveniently at the ends of the speedometer. The radio speaker is in the center of the panel above the car control buttons. At the right is a roomy glove compartment. Instruments and gauges may be softly illuminated by indirect lighting. The smartly designed steering wheel with horn ring is set at a comfortable angle below the line of vision. Note the unusual width of the windshield—achieved by moving the narrow corner posts back to improve side vision.

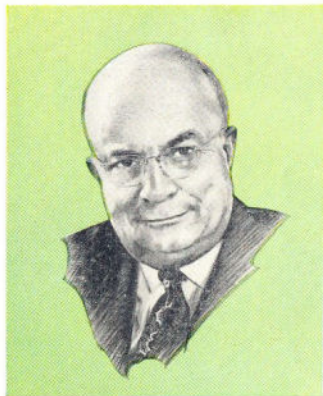


Moving the rear seat forward to increase passenger comfort and safety, also provides much more than the usual amount of space in the trunk compartment. The illustration at the left gives some idea of the large amount of luggage which can be accommodated under the rear deck, in addition to the spare tire. Approximately 27 cubic feet of usable space is available.



This phantom view shows the fresh air intakes built into the Kaiser Special, which outmode the old-fashioned cowl ventilator. The volume of air is controlled by the driver and in winter may be directed through the heater. Fresh air is important to safety!

# "There is No End to What Can Be Done"



There is not room on these pages to record all that has made possible this announcement of the Kaiser car. If there were, you would read of hopes born long ago which have now begun to be fulfilled. You would read of laboratories, work-shops, experiments, and drafting boards, where dreams have been translated into realities.

You would read about twelve different cars which were actually built and road-tested, about the long and painstaking search for detail in design which would make for beauty and at the same time enhance safety and comfort. Finally, and most important of all, you would read of engineers, designers, draftsmen, artisans and a clerical staff, all of whom worked—often around the clock—with unflinching enthusiasm and devotion.

Many years ago we set a goal toward which we have never ceased to strive.

It is to build that which will grow forever toward perfection. Time and circumstance have taken us into many fields of endeavor—construction, building materials, ships, steel, light metals, and many allied interests. But none has offered a greater challenge than the automobile.

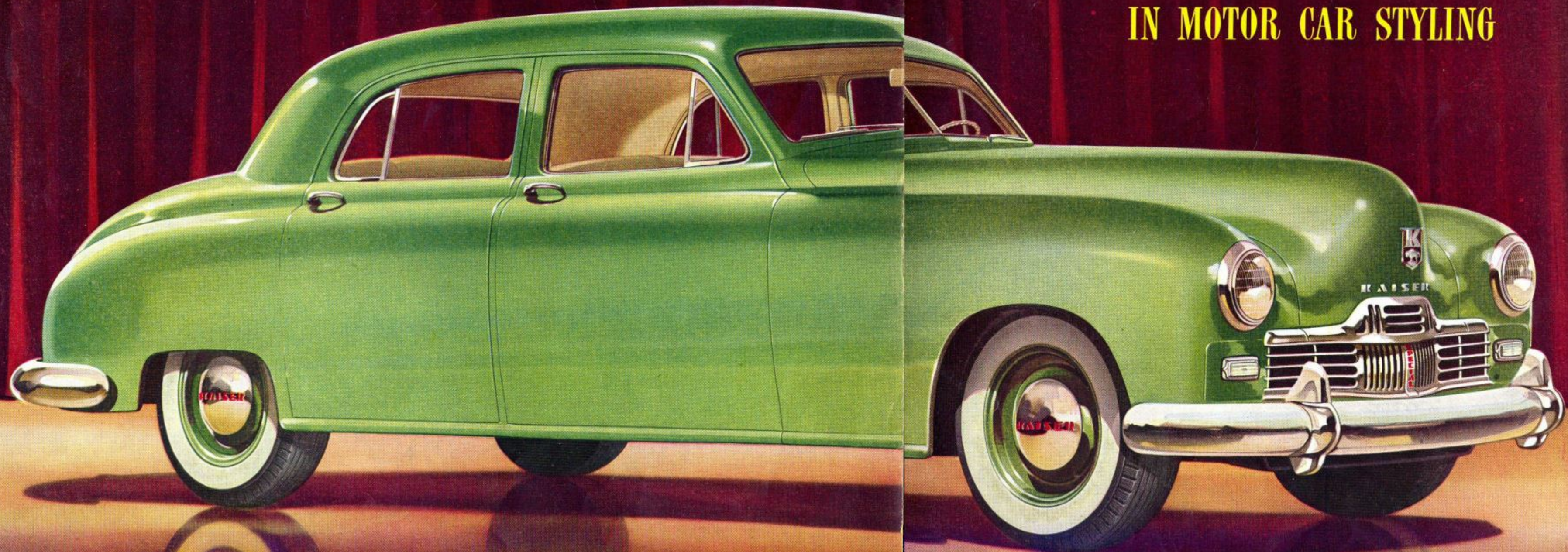
In the light of experience, this first Kaiser car cannot be called a beginning. It is, rather, an advanced step toward a goal. Every year there will be many steps forward, for there is no end to what can be done with ideas and materials. Whenever and as often as there is promise of improvement, we will be in the van.

It is deeply gratifying to have these cars bear our name. We are satisfied that dealers and owners alike will enjoy them and will join with us in our purpose to build each day with all of the resources of science and invention, the best in transportation for the greatest number.

Handwritten signature of Henry J. Kaiser in cursive script.

*Willow Run, July, 1946*

**ESTABLISHING THE TREND  
IN MOTOR CAR STYLING**



***THE 1947  
KAISER  
SPECIAL***

The 1947 Kaiser Special was styled by Howard Darrin, famous creator of smart custom bodies. It establishes a distinctly new trend in motor car design. There are sound functional reasons for these truly modern lines which give the Kaiser Special a surprisingly slender appearance despite the unusual roominess of its interior. The entire width of the car is inside! This new beauty of line is complemented by the beauty of many harmonizing interior and exterior color schemes.

# WILLOW RUN

