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Does America Want  
the Economy Car?



*A Request for Your Frank Opinion from*

*Nash Motors*

***There is much of Tomorrow  
in all Nash does Today***

It will not be a surprise to the automobile industry, nor to those intimately acquainted with Nash Motors, that our company should be the one to explore the possibilities of a new kind of automobile for the American and foreign markets.

Our development of Airflyte Construction is used in all Nash cars. It provides for greater structural strength, with less weight, and permanent freedom from the problems of separate body and frame. Due in large measure to this type of construction, Nash has a world-wide reputation for outstanding economy.

This construction lends itself also to the building of a smaller, lighter, even more economical car.

Such a car has been developed by our Research and Engineering Departments. It would have the full backing of Nash Motors, and parts and service would be universally available.

It has decided advantages—and it has definite limitations.

It may be of extreme importance in helping to solve the problem of low-cost transportation for millions of families here and in other countries.

We are presenting the facts about this car and asking your opinion as to what you think of it as an automobile for yourself—and for others.

We have no present program for its production. The tools have not been built. Many millions of dollars and many months of time would be required if we go ahead.

We invite you to look far down the road with us. Be as critical as you like, and let us know what you think.

**NASH MOTORS**

*Division of Nash-Kelvinator Corporation,  
14250 Plymouth Road,  
Detroit 32, Michigan*



## *This is the Car*

It is a beautifully-styled, two-passenger, two-door automobile. Its styling may very well set the pattern of cars to come.

It is an easy-riding car, exceptionally easy to handle and park. It has plenty of space, head room, leg room, and elbow room for two passengers. It has adequate luggage space behind the seat.

- With an 18-horsepower engine, it would deliver 45 to 50 miles on a gallon of gas and have a top speed of 60 miles an hour. Gear shifting would be required on hills.
- With a 36-horsepower engine, it would deliver 35 to 40 miles on a gallon of gas and have a top speed of 65 miles an hour. It would handle most hills in high gear.

Further specifications, with both engines, are shown on the next page.

### ***International Aspects***

We could produce this car completely in our own factories in the United States.

We could, on the other hand, import the motor, axle, and transmission of well-known, established foreign cars and utilize some of the labor of other nations in making this car international both in production and sale.

Such a procedure is regarded by many as extremely important, since it provides a practical basis of dealing with our neighbors abroad and benefits all.

# HERE ARE THE SPECIFICATIONS

	<u>CAR A</u> with 18 HP Engine	<u>CAR B</u> with 36 HP Engine
Construction . . . . .	Airflyte	Airflyte
Cylinders . . . . .	4	4
Horsepower . . . . .	About 18	About 36
Maximum speed . . . . .	60 to 65 mph	65 to 70 mph
Transmission . . . . .	4 speeds forward	3 speeds forward
Miles per gallon of gas . . . . .	45 to 50	35 to 40
Tire Mileage . . . . .	Over 50,000	Over 50,000
Wheelbase . . . . .	84 inches	84 inches
Tread . . . . .	47 inches	47 inches
Over-all length . . . . .	145 inches	145 inches
Over-all width . . . . .	62 inches	62 inches
Height . . . . .	53 inches	53 inches
Width at seat . . . . .	50 inches	50 inches
Head room . . . . .	36 inches	36 inches
Leg room . . . . .	40 inches	40 inches
Weight . . . . .	1350 lbs.	1450 lbs.
Delivered price . . . . .	About \$950.	About \$1,000.

→ With the same body and same appearance, would you prefer Car A with the smaller engine—or Car B with the larger engine at a \$50 greater cost and with less economy but better performance?

} I would prefer Car A.....  
 } I would prefer Car B.....



↑ In bad weather, plastic side curtains slide up from the doors and are quickly snapped to the frame of the top. The entire area from seat back to end of car can be utilized for luggage.

**1. How do you like its appearance?**

(PLEASE CHECK ONE)

.....EXCELLENT .....SATISFACTORY .....POOR .....TOO RADICAL

**2. Specifically, what do you think of the following design features?**

A The windshield is considerably deeper and wider than in the ordinary car. The cowl and hood slope down in front, thus affording a direct view of the road to within a few feet of the bumper, for safety.

LIKE IT.....DON'T LIKE IT.....

B This car design deliberately does away with needless ornamentation—no radiator ornament, or fancy chrome trimmings.

LIKE IT.....DON'T LIKE IT.....

C For quick and easy servicing, the entire hood, fender and bumper assembly swings up, as one

counter-balanced unit, eliminating a dozen superfluous parts which are the usual source of rattles.

LIKE IT.....DON'T LIKE IT.....

D Functions of grille and bumper are combined in a single heavy, die-cut piece, which extends around the sides. There are no component parts to loosen or rattle.

LIKE IT.....DON'T LIKE IT.....

E All luggage is stored inside, immediately accessible without the need of leaving car.

LIKE IT.....DON'T LIKE IT.....

**Turn page, please** →



Note the excellent rear-window visibility . . . the heavy wrap-around bumpers, both front and rear. The top comes down, and completely disappears when not in use.



Here is luxurious head-room, leg-room and seat-room for two big passengers. The extra-deep windshield, the sloping cowl and low hood afford greater visibility than hitherto offered. Note the heavy one-piece bumper and grille.

### Other Important Questions

#### 3. What is your general reaction to this car?

From what you know so far, which of the following statements comes closest to reflecting your opinion:

- (CHECK ONE)
- A. It is the most vitally needed development in American motoring today.
- B. Priced under \$1,000, it would make it possible for millions of families to buy a new car instead of a less economical used car.
- C. It has fine possibilities as a second car for the average family.
- D. It would have only a limited market, among those people who like to be different.
- E. The American people aren't ready yet to accept the small car.

Any added comments:.....

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#### 4. If this car were on the market today, would you consider buying one?

Yes.....Possibly.....No.....

As your only car.....as a second car.....