



**Kaiser
Product Facts**

Sales **PROMOTER**

Published by the Advertising and Merchandising Department

VOL. 1, NO. 1

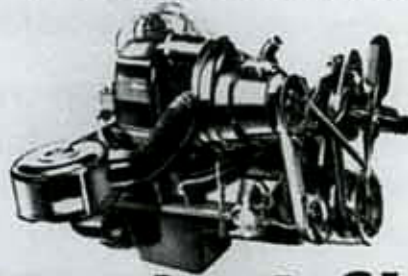
Willys Motors, Inc., Kaiser-Willys Sales Division

FEATURES OF THE GREAT NEW Kaiser Supercharged "Power-On-Demand" Engine

How many of you really know the difference between the '54 Kaiser's new "Power-on-demand" Engine—featured in the '54 Kaiser Manhattan—and the engine in the 1953 Kaiser?

To say that the difference is simply the addition of a supercharger is completely incorrect.

Actually, the '54 "Power-on-demand" Engine is a new, redesigned engine, developed by Kaiser and McCulloch Motors Corporation engineers, working together on the most modern applications of supercharging. It is the result of hundreds of hours of laboratory and dynamometer tests, plus thousands of miles of road and field tests.



Some of the Important Changes from 1953

1. A new double-float, dual downdraft carburetor with increased fuel bowl capacity and revolutionary new "pressure equalizer". The carburetor actually creates its own atmospheric pressure, regardless of changes of altitude or air density.
2. A new three-valve oversize fuel pump, largest on any production car, which assures efficient combustion and protects against "vapor-lock".
3. A new "fresh-air" type air cleaner, feeding fresher and cooler air from outside, rather than stale gaseous air from under the hood.
4. New "full-chrome" treatment on the top compression piston ring, eliminating any possibility of oil leakage.
5. New positive rotating exhaust valves with constant cooling action, eliminating possibility of sticking or burning.
6. New "Silichrome" intake valve with exceptional cooling characteristics.
7. New, larger cap on No. 1 Main Bearing providing greater bearing strength throughout and insuring safer, longer engine life.
8. The Kaiser super-charged engine develops up to 140 h.p. at 3900 r.p.m., and up to 215 pounds of torque at 2400 r.p.m.

Every dealer, salesman and service man should become completely familiar with all these changes. They are the factual proof that the '54 "Power-on-demand" Engine is not simply the Kaiser engine with the addition of a supercharger, but a new engine in itself—an engine that is unique and different from any competitive engine—the only production passenger car engine factory equipped and factory engineered for supercharging.



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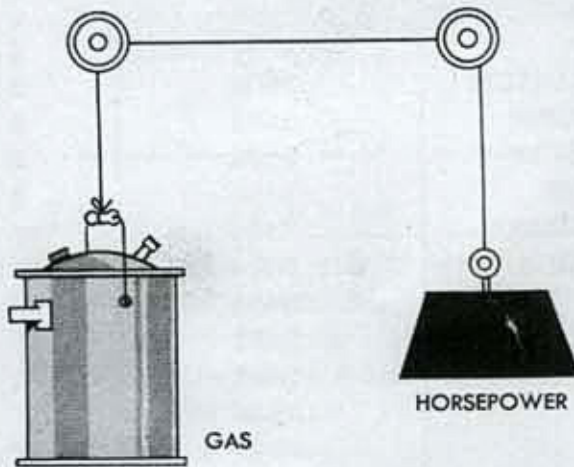
Willys Motors, Inc., Kaiser-Willys Sales Division

KAISER MANHATTAN *versus* COMPETITIVE CARS

- IN HORSEPOWER PER CUBIC INCH DISPLACEMENT

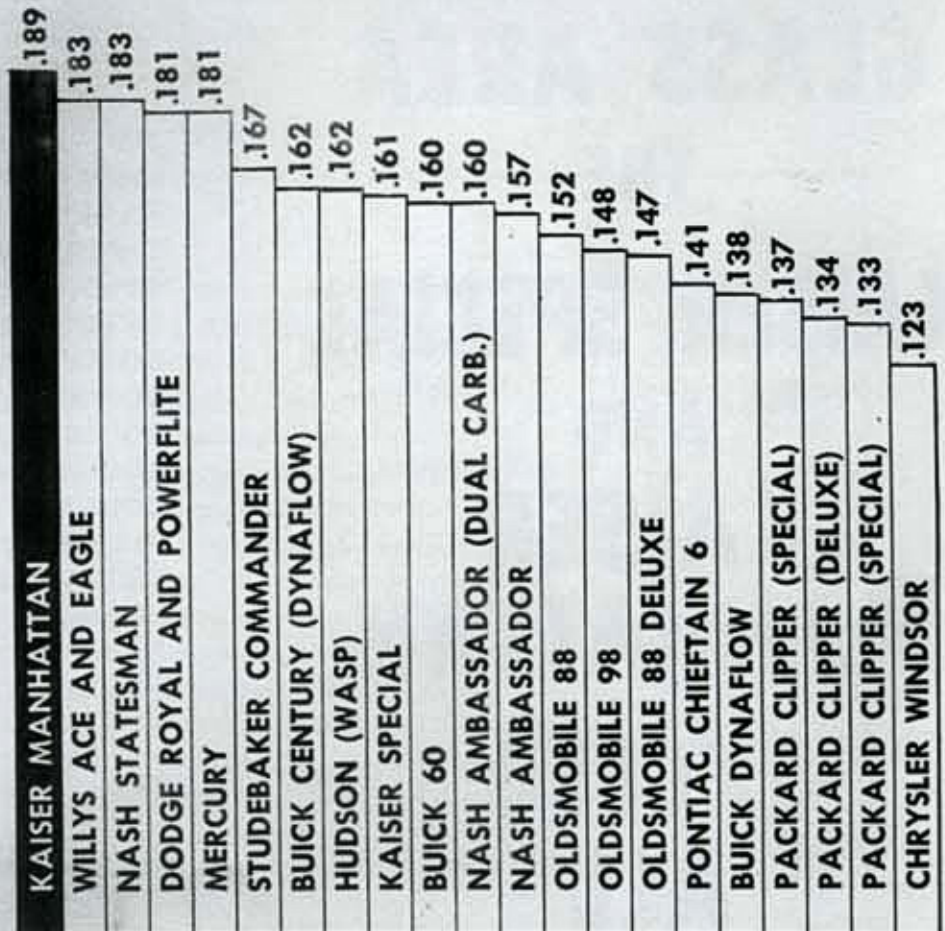
in relation to Total Car Weight

LEADS THE ENTIRE INDUSTRY!

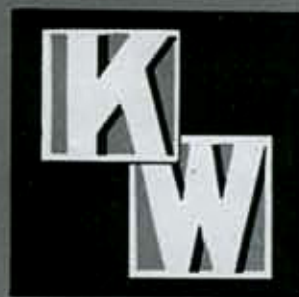


H.P. per cubic inch

H.P. per cu. in. displacement is a popular measure of engine economy and efficiency. Note that the new KAISER SUPER 226 ENGINE leads the entire field in BHP/cubic inch displacement per pound of total car weight. This is a HIGH PERFORMANCE factor with fuel economy, too!



ANOTHER CONVINCING REASON WHY YOUR KAISER IS TODAY'S BEST BUY OVER COMPETITION !!!



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VOL. 1, NO. 3

Willys Motors, Inc., Kaiser-Willys Sales Division

Talk about

Visibility!

**IN
GLASS AREA
THE**

KAISER SPECIAL

AND

KAISER MANHATTAN

EXCEED

ALL

COMPETITIVE

SEDANS!

When it comes to total glass area of the whole car - the vision space afforded to all passengers - KAISER enjoys a tremendous advantage. More glass area, more skillfully employed, means more vision, better vision in every direction - to the front - to the rear - and sideways. USE THIS CUSTOMER BENEFIT AND SALES ADVANTAGE TO SELL OVER COMPETITION!

| MAKE OF CAR | TOTAL GLASS AREA SQUARE INCHES | 1954 RANK |
|----------------------------|-----------------------------------|--------------|
| KAISER MANHATTAN | 3946 | 1 |
| KAISER SPECIAL | 3946 | 1 |
| BUICK 60 CENTURY | 3888 | 3 |
| BUICK 40 SPECIAL | 3888 | 3 |
| OLDSMOBILE 88 | 3744 | 5 |
| OLDSMOBILE SUPER 88 | 3712 | 6 |
| OLDSMOBILE 98 | 3712 | 6 |
| NASH AMBASSADOR CUSTOM | 3506 | 8 |
| NASH AMBASSADOR SUPER | 3506 | 8 |
| NASH STATESMAN CUSTOM | 3506 | 8 |
| NASH STATESMAN SUPER | 3506 | 8 |
| CHRYSLER WINDSOR DELUXE | 3484 | 12 |
| DE SOTO POWERMASTER 6 | 3484 | 12 |
| DE SOTO FIREDOME 8 | 3484 | 12 |
| DODGE MEADOWBROOK 6 | 3402 | 15 |
| DODGE MEADOWBROOK 8 | 3402 | 15 |
| DODGE CORONET 6 | 3386 | 17 |
| DODGE CORONET 8 | 3386 | 17 |
| DODGE ROYAL 8 | 3386 | 17 |
| HUDSON JET LINER | 3284 | 20 |
| STUDEBAKER LAND CRUISER | 3242 | 21 |
| PACKARD CLIPPER SPECIAL | 3232 | 22 |
| PACKARD CLIPPER DELUXE | 3232 | 22 |
| MERCURY CUSTOM | 3211 | 24 |
| MERCURY MONTEREY | 3211 | 24 |
| STUDEBAKER CHAMPION DELUXE | 3182 | 26 |
| STUDEBAKER COMM. DELUXE | 3182 | 26 |
| STUDEBAKER COMM. REGAL | 3182 | 26 |
| HUDSON WASP | 2975 | 29 |
| HUDSON HORNET SPECIAL | 2975 | 29 |
| HUDSON HORNET | 2975 | 29 |
| HUDSON SUPER WASP | 2975 | 29 |

A Sales Advantage Easy To See!



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Willys Motors, Inc., Kaiser-Willys Sales Division

COMPETITIVELY SPEAKING . . . HERE'S A LEG TO STAND ON

**KAISER SPECIAL
and
MANHATTAN**
have
GREATER FRONT SEAT LEG ROOM
than any
American-built Sedan



(From 1.3 to 3.4 more room in inches) This measurement is diagonal from ball of foot to top of seat to front seat back-15" line.

LEG ROOM

| MAKE OF CAR | Leg Room in Inches | Rank | MAKE OF CAR | Leg Room in Inches | Rank |
|-------------------------|--------------------|------|------------------------------|--------------------|------|
| KAISER MANHATTAN | 45.3 | 1 | Pontiac Special 6 | 42.8 | 20 |
| KAISER SPECIAL | 45.3 | 1 | Pontiac Special 8 | 42.8 | 20 |
| DeSoto Firedome 8 | 44.0 | 3 | Pontiac DeLuxe 6 | 42.8 | 20 |
| DeSoto Powermaster 6 | 44.0 | 3 | Pontiac DeLuxe 8 | 42.8 | 20 |
| Dodge Royal 8 | 44.0 | 3 | Mercury Custom | 42.8 | 20 |
| Dodge Coronet 8 | 44.0 | 3 | Pontiac Star Chieftan DeLuxe | 42.8 | 20 |
| Dodge Meadowbrook 8 | 44.0 | 3 | Mercury Monterey | 42.8 | 20 |
| Dodge Coronet 6 | 44.0 | 3 | Pontiac Star Chief Custom | 42.8 | 20 |
| Dodge Meadowbrook 6 | 44.0 | 3 | Nash Ambassador Super | 42.5 | 29 |
| Chrysler Windsor DeLuxe | 43.5 | 10 | Nash Statesman Custom | 42.5 | 29 |
| Packard Clipper DeLuxe | 43.5 | 10 | Studebaker Comm. L. C. | 42.5 | 29 |
| Packard Clipper Special | 43.5 | 10 | Studebaker Regal L. C. | 42.5 | 29 |
| Buick 50 Super | 43.3 | 13 | Nash Ambassador Custom | 42.5 | 29 |
| Hudson Wasp | 43.3 | 13 | Studebaker Regal Champion | 42.5 | 29 |
| Hudson Super Wasp | 43.2 | 15 | Nash Statesman Super | 42.5 | 29 |
| Hudson Hornet Special | 43.2 | 15 | Studebaker Commander D-L. | 42.5 | 29 |
| Hudson Hornet | 43.2 | 15 | Studebaker Command'r Regal | 42.5 | 29 |
| Oldsmobile 88 Super | 42.9 | 18 | Buick 60 Century | 42.3 | 38 |
| Oldsmobile 88 | 42.9 | 18 | Buick 40 Special | 42.3 | 38 |
| Oldsmobile 98 | 42.8 | 20 | Hudson Jet Liner | 41.9 | 40 |

Kaiser Leg Room—more than ample for the tallest person, contributes immeasurably to comfort and less fatigue. This is a definite safety consideration, too, with front seat easily adjustable to the right position.



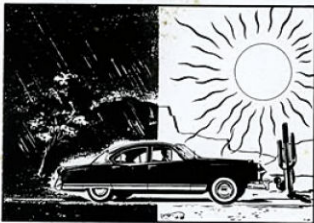
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Willys Motors, Inc., Kaiser-Willys Sales Division



Convince Your Prospects That Kaiser Paint Finishes Have Lasting Beauty

Your prospects will never doubt that KAISER'S color selections are the most beautiful in the industry.

Invite them to observe Kaiser cars of earlier model years, and compare them with cars of competitive make . . . prove to them how the brilliant colors have not faded, and point out how the paint has not chipped off or peeled even around the body seams . . . as so often happens in paint finishes of inferior quality. Then weave in this story about Kaiser paint processing and you'll convince them they can always be proud of the beautiful Kaiser finish that never loses its initial brilliance.

Here's why there's a lot more Beauty and Protection in Kaiser Finish

KAISER CARS ARE GIVEN SEVEN COATS OF ARMOR AGAINST THE ELEMENTS!

1. The steel is thoroughly cleansed of all grease and dirt with special solvent.
2. Every square inch, inside and out—every seam and joint—is rust-proofed, with a special phosphate coating to resist rust. This process is called "Bonderizing".
3. A double coat of primer surfacer is applied.
4. A thorough wet-sanding operation is performed to assure absolute smoothness.
5. A special seal insures perfect gloss of the finished color.
6. A first coat of baking enamel is applied.
7. A finished coat of baking enamel gives permanent lustrous beauty.

Other Facts About Kaiser Paint

1. Before they are approved for production, Kaiser enamels are thoroughly weather-tested by many months of exposure to freezing temperatures, scorching sun, water and blowing dust.
2. During processing stages, Kaiser bodies enter huge bake ovens at a temperature of 270° F. and above, where Kaiser finish is really baked on to insure paint durability and long life luster.
3. To eliminate possible blemishes Kaiser finish gets a complete hand sanding to perfect smoothness between each spray coat; every square inch of surface undergoes a careful X-ray type inspection under floods of special fluorescent lights.

**NO OTHER PRODUCTION CAR, IN ANY PRICE CLASS, SURPASSES KAISER FINISH
FOR EXTERIOR BEAUTY AND LASTING DURABILITY!**