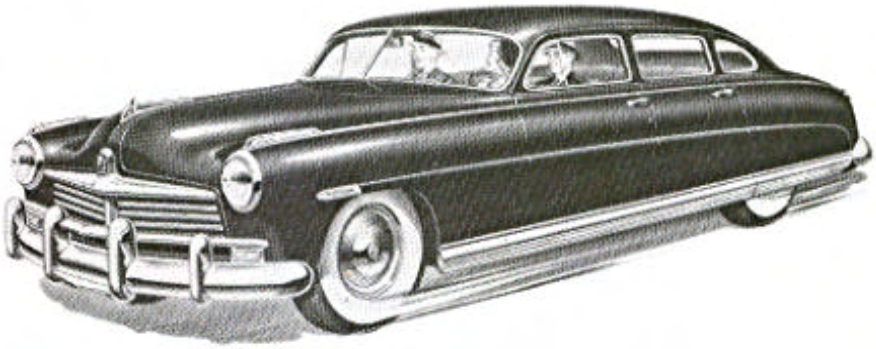
Sales FACTS

Compare ... INTERIOR ROOM! PASSENGER SPACE! ROAD CLEARANCE! HEIGHT!

NEW HUDSON has outstanding advantages over competitive cars—gives buyers the *most* of all the things they want most in a motor car!



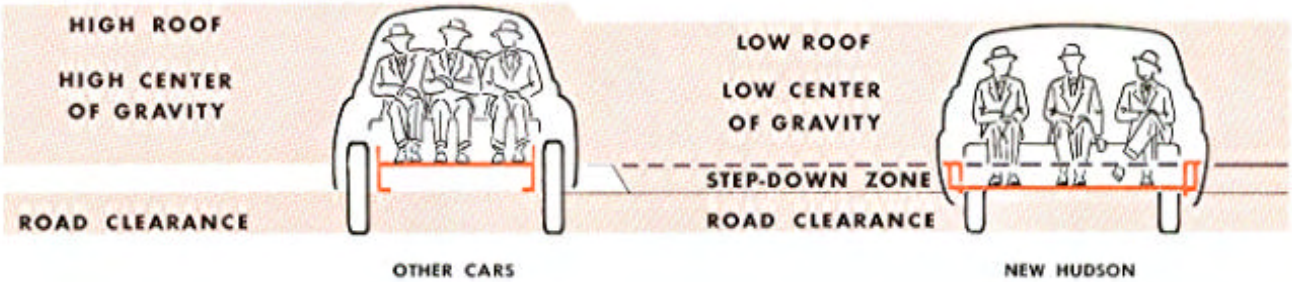
EVERYONE KNOWS that the lower a car can be built (while maintaining full road clearance as Hudson does), the more graceful its lines can be made, the better it will ride and perform, the more surely it will handle and the safer it will be.

Low-built design—with long, sweeping lines and low, streamlined silhouette—has come to be recognized as the basic element for style, beauty and roadworthiness in a modern motor car. Height, then, is an important factor in motor-car design!

As proof, no new model of any automobile has ever been higher than the previous model. And today, all makers claim their cars are lower. However, some cars still have high roof lines to preserve head room. Others have sacrificed head room and road clearance to get roof lines down.

Hudson has not compromised with height, head room or road clearance!

The New Hudson has ample head room, the roomiest seats in any mass-produced automobile; yet



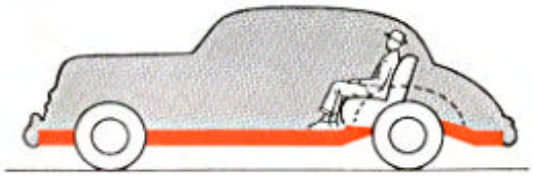
CONFIDENTIAL: This bulletin will provide Hudson salesmen with exclusive information regarding Hudson advantages over competitive makes. It is not intended to be shown to prospects. This information has been secured from the most reliable sources but cannot be guaranteed. Sept. 1, 1949.

it is *the lowest car on the highway,* and has *full* road clearance.

Here's why:

Hudson is the only car with "step-down" design. Hudson has recessed the floor, and lowered seats and roof proportionately. Other cars have not.

New Hudson, with "step-down" design, has recessed floor, lower center of gravity, more passenger space.



Other cars, without "step-down" design, have floor on top of frame, higher center of gravity, less passenger space.

By recessing the floor down within the foundation frame girders, Hudson brings the vital space between the frame members into the car for passenger use. In all other cars, the space between the frame members is wasted so far as passenger use is concerned. As a result, roof and seats and floor are higher—center of gravity is higher—passenger space is less.

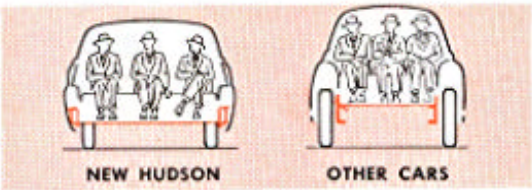
To understand clearly and to appreciate Hudson's advantages in comfort, passenger space and roadworthiness, it is only necessary to make actual comparisons—measurement by measurement—with competitive cars.

Here are such comparisons—actual dimensions. Note how they prove Hudson's wide margin of superiority on every count:

Exclusive "Ste

MAKES	OVER-ALL HEIGHT (LOADED)	CUSHION WIDTH	HIP ROOM
HUDSON (490 Series)	60⅜"	61¾"	64"
Buick 50 2-Dr	61.8"	59¼"	62¼"
Buick 50 4-Dr	63.4"	60"	62½"
Buick 70 2-Dr	62.3"	59¼"	62¼"
Buick 70 4-Dr	63.9"	60"	62½"
Cadillac 61, 62 2-Dr	62 1/12"	59½"	62½"
Cadillac 61, 62 4-Dr	63⅞"	60½"	63"
Chrysler Royal 4-Dr	63 17/32"	57¼"	61¼"
Chrysler Windsor 4-Dr	63 17/32"	57¼"	61¼"
Chrysler Saratoga 4-Dr	63 23/32"	57¼"	61¼"
Chrysler New Yorker 4-Dr	63 23/32"	57¼"	61¼"
DeSoto 4-Dr	63 17/32"	57¾"	61¾"
Dodge 4-Dr	63 5/32"	57¾"	61¾"
Frazer 4-Dr	64.09"	61"	63"
Lincoln 9 EL 4-Dr	63.6"	60"	58½"†
Lincoln Cosmo. 4-Dr	62.7"	61"	62"
Mercury 4-Dr	62.9"	59¼"	59½"
Nash Ambassador 4-Dr	62"	60½"	65"
Oldsmobile 98 2-Dr	62 17/32"	59¼"	62¼"
Oldsmobile 98 4-Dr	63 27/32"	60"	63"
Packard 8 2-Dr	64 1/32"	58"	61½"
Packard 8 4-Dr	64 1/32"	58"	61½"
Packard Super-8 2-Dr	64 1/32"	58"	61½"
Packard Super-8 4-Dr	64 1/32"	58"	61½"
Pontiac Str. Back 4-Dr	6-63¼" 8-63½"	54¾"	59¾"
Pontiac Trunk-Back 4-Dr	6-63¼" 8-63½"	54¾"	59¾"
Studebaker Commander 4-Dr	61⅝"	56"	59"
Studebaker Land Cruiser	61⅝"	56"	59"

HUDSON HAS MORE PASSENGER SPACE



Passenger space and interior room have always been an accepted gage of big-car value in the automobile industry. The actual measurements, listed above, show that Hudson cars are larger and roomier inside, and have more passenger space than competitive cars—extra space and roominess advantages that Hudson buyers can always use and enjoy and competitive owners must always do without.

HUDSON HAS FULL ROAD CLEARANCE

New Hudson has full road clearance.

Hudson has full road clearance and yet achieves a low-built design, thanks to its exclusive "step-down"

-Down" Design Gives Hudson These Advantages

FRONT SEAT ROOM					REAR SEAT ROOM						ROAD CLEARANCE AT REAR AXLE
ELBOW ROOM	SHOULDER ROOM	LEG ROOM	HEAD ROOM	CLEARANCE BETWEEN CUSHION & STEERING WHEEL	CUSHION WIDTH	HIP ROOM	ELBOW ROOM	SHOULDER ROOM	LEG ROOM	HEAD ROOM	
66"	62" (491-493) 61" (492-494)	43¼"	37¼"	6⅞"	63"	64"* 63"	65"	58" (491-493) 57" (492-494)	42"	37¼"	8⅛"
59¼"	56¼"	42¼"	36"	6"	55¾"	55¾"	57¾"	52¾"	38¼"	35"	7¾"
60"	57"	43¾"	36½"	5"	51"	51"	60"	56¾"	45"	35¼"	7¾"
59¼"	56¼"	42¼"	36"	6"	55¾"	55¾"	57¾"	52¾"	38¼"	35"	8¼"
60"	57"	43¾"	36½"	5"	51"	51"	60"	56¾"	45"	35¼"	8¼"
59¼"	55½"	41½"	36¼"	6¼"	55"	55"	57¾"	52¼"	38½"	35¼"	8"
60"	56¼"	42¾"	36¾"	5"	51½"	51½"	60"	56¼"	43¾"	35½"	8"
59¼"	56½"	44⅜"	37"	5⅞"	57¾"	59¾"*	58"	54¼"	41½"	37"	9"
59¼"	56½"	44⅜"	37"	5⅞"	57¾"	59¾"*	58"	54¼"	41½"	37"	9"
59¼"	56½"	44⅜"	37"	5⅞"	57¾"	59¾"*	58"	54¼"	41½"	37"	9"
59¼"	56½"	44⅜"	37"	5⅞"	57¾"	59¾"*	58"	54¼"	41½"	37"	9"
59¼"	57"	44⅜"	37"	5⅞"	54"	54"	57½"	54½"	41½"	37"	9"
59¼"	57"	44⅜"	37"	5"	57¾"	59¾"*	58"	54½"	41½"	37"	8⅝"
60½"	58¼"	43"	35½"	5½"	62"	64"*	62"	57½"	43½"	34½"	7 13/16"
59¾"	57¼"	44"	36½"	5¼"	56"	56"	60"	57"	38¼"	36¼"	8¼"
62¼"	58¾"	43"	36⅛"	5⅛"	60"	61"*	61½"	56¾"	42¼"	36"	8¼"
59¾"	57½"	43"	36½"	5¼"	52½"	52½"	60"	57"	38"	36¼"	7.8"
63"	60¼"	42"	36"	6"	52"	52"	60½"	55¼"	44"	35"	8"
59½"	56¾"	41¼"	36¼"	6¼"	55"	55"	57¾"	53½"	39½"	35½"	8 5/32"
60"	57½"	43"	37"	6½"	51"	51"	60"	57"	45"	36¼"	8 5/32"
59"	58"	42¾"	36¾"	5¼"	53"	53"	59½"	57"	38½"	36½"	8 15/32"
59"	58"	42¼"	36½"	5¼"	50½"	50½"	59¼"	56"	42¾"	36¼"	8 15/32"
59"	58"	42¾"	36¾"	5¼"	53"	53"	59½"	57"	38½"	36½"	8 15/32"
59"	58"	42¼"	36½"	5¼"	50½"	50½"	59¼"	56"	42¾"	36¼"	8 15/32"
57"	54½"	42¼"	35¼"	6"	57½"	58¼"*	57"	52¾"	40¼"	36"	7 11/16"
57"	54½"	42½"	36"	6"	57½"	58¼"*	57¾"	54"	42½"	37"	7 11/16"
58"	54"	39¾"	35½"	6"	56½"	58"*	57¾"	51½"	41½"	34½"	7½"
58"	54"	40¾"	35"	6"	56½"	58"*	57¾"	52¾"	42½"	35"	7½"

†Between Arm Rests

*Door-to-Door Dimension

design and recessed floor.

This is one of the reasons why, in certain states where road clearance is an important factor, the New Hudson is outselling all other cars but three—and these, in most cases, the lowest priced makes. In many counties of these and other states, it is outselling all other cars regardless of price.

HUDSON IS MORE STREAMLINED

Sketch showing the advanced modern look of the New Hudson in comparison with other cars.

With exclusive "step-down" design, all steel Monobilt body-and-frame* and free-flowing lines, the New Hudson is America's most streamlined automobile.

Modern motor-car style and beauty go hand-in-hand with a low silhouette. Hudson has the lowest silhouette of any mass-produced car on the highway—only five feet from ground to roof—yet it has full road clearance.

HUDSON PROVIDES GREATER SAFETY

Structural members of Hudson's all steel Monobilt body-and-frame*—heavy box-section foundation girders, husky cross members, sturdy body pillars and formed roof rails (See next page)

*Trade-mark and patents pending

Note box-section steel girders on all sides, even outside rear wheels.

—are integrated to make a unified, bridge-like structure. These members—along with roof, floor and body panels—are solidly welded into a single, rigid Monobilt unit—the most modern construction known today!

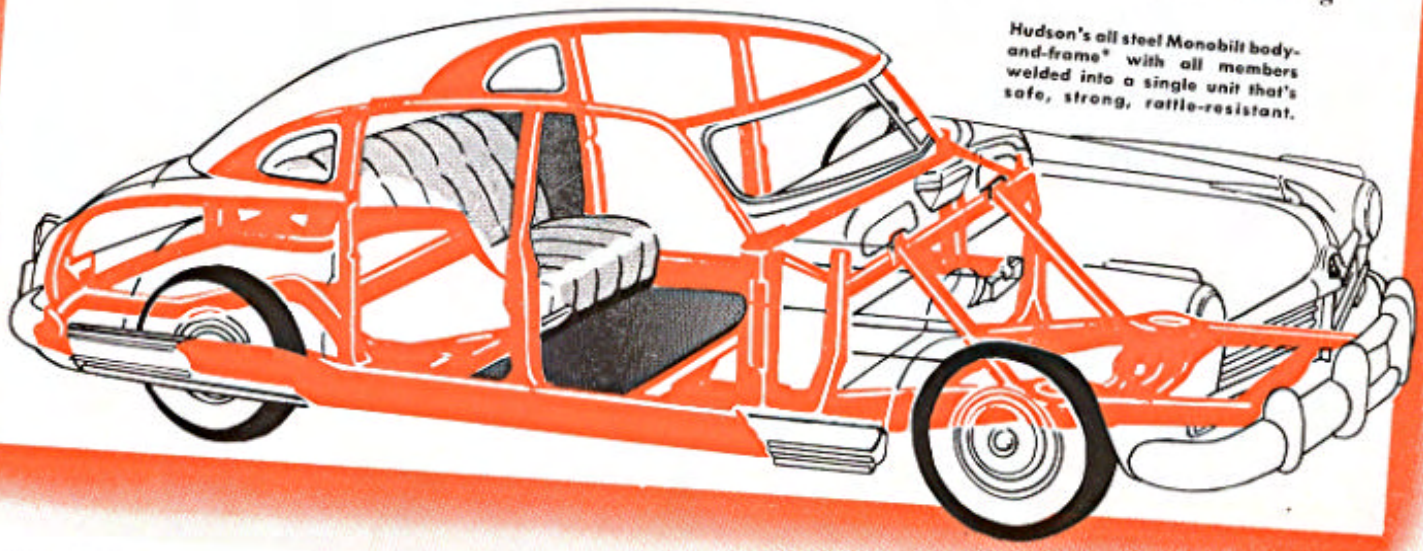
Passengers in the New Hudson ride down within the foundation frame, cradled between the axles and ahead of the rear wheels—protected by box-section steel girders on all sides—*even outside the rear wheels.*

Hudson, and Hudson alone, provides Triple-Safe brakes—three complete brake systems: 1) Foot-operated hydraulic brakes; 2) Reserve mechanical brakes operated from same foot pedal; 3) Finger-tip-release parking brake. Other cars have only two brake systems: foot-operated service brakes and hand-operated parking brakes.

Only Hudson Gives Buyers These PLUS-VALUE Features

- **"Step-Down" Design** for a low silhouette—the mark of a modern motor car.
- **Recessed Floor** for greater interior room and passenger space.
- **All Steel Monobilt Body-and-Frame*** with box-section steel girder protection even outside rear wheels.
- **Triple-Safe Brakes,** including a mechanical reserve system for emergency use.
- **Splay-Mounted Rear Springs** for superior riding qualities and greatest stability.
- **Fluid Cushioned Clutch** for soft, smooth and positive engagement without slippage or power loss.
- **Drive-Master Automatic Transmission**† which provides three methods of driving.
- **Weather-Control**†, heating—ventilating—defrosting—conditioned-air system.
- **Recessed Door Panels** with arm rests and door controls—providing more passenger space.
- **Masterful High-Compression Super-Eight** engine with higher power output—horsepower to piston displacement—than any competitive engine.
- **All-New, High-Compression Super-Six Engine** —most powerful American Six.
- **Pinned Piston Rings** which cannot rotate, chatter, or cause irregular wear.
- **Teleflash Signals** that automatically flash red when generator is not charging and when oil pressure is below safe limit.
- **Replaceable Fenders** with fully streamlined rear fender panels equipped with quickly removable wheel shields.
- **Rear Bumper** rigidly attached directly to Monobilt body-and-frame* members.
- **Non-Slip Jack Pads** at each corner of Monobilt body-and-frame* for tire-changing safety and convenience.
- **Lounge-Type Arm Rest,** two-person, 16-inch size, in Commodore Custom models.
- **Flush-Type, Thumb-Operated** Latch-Release Outside Door Handles.
- **Two Instrument Panel Lockers**—one on each side—in all Commodore Custom models.
- **Gem-Lustre Finish**—brilliant, translucent colors with strong, tight, refractive qualities.

†Optional at slight extra cost
*Trade-mark and patents pending



Hudson's all steel Monobilt body-and-frame* with all members welded into a single unit that's safe, strong, rattle-resistant.