Here's why...

THE NEW HUDSON CONVERTIBLES
Give You GLAMOROUS GOING that's UNMATCHED, UNBEATABLE!

SUPERB STYLING... MOST ROOM...
BEST RIDE... EASIEST DRIVING... GREATEST
SAFETY... TOP PERFORMANCE... EXCLUSIVE FEATURES!

FIRST, the new Hudson Convertibles are long, sleek and glamorous — superbly styled and breath-takingly beautiful — because they have exclusive “step-down” design.

This modern engineering development utilizes the space between the frame members which is wasted in all other cars. It creates the “step-down” zone with recessed floor that makes the Hudson Convertible the lowest-built convertible on the highway, yet full road clearance is maintained.

As you glance inside, or step down into the Hudson Convertible, you instantly know why its exclusive “step-down” design gives it the complete streamlining, the long, sweeping lines and graceful contours that have come to be recognized as the basic elements for style, beauty and road-worthiness in a modern motor car.

As you can see, “step-down” design makes the new Hudson Convertible the lowest-built, the most completely streamlined of them all!

MOST ROOM
Not only does “step-down” design permit style-setting beauty, it also creates, in the new Hudson

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. March 20, 1950.
Convertible, more room and passenger space than in any other make, regardless of price.

The recessed floor brings the vital space between the frame members into the car for passenger use. The positioning of the seats between the axles, with the rear seat completely ahead of the rear wheels, permits seats to be wider and roomier and more comfortable—the full width of the inside of the body. Arm rests, window and door handles are nested in recessed panels, increasing elbow room.

Yes, “step-down” design gives more inside room for greater comfort. It actually provides seats that are wider than in cars of even greater outside dimensions.

**BEST RIDE**

Low-built design, made possible by “step-down” design, gives the new Hudson Convertible the lowest center of gravity in any American convertible, yet there’s full road clearance.

The result of this lowest center of gravity is the smoothest, steadiest, most hug-the-road way of going—the best ride ever known.

To make this glorious ride still smoother and softer, Hudson provides the best suspension combination in the industry! The independent front-wheel suspension system is of a type formerly found only on more expensive cars. The carefully engineered coil springs are relieved of all braking and driving stresses, so they are free to function only as cushioning devices. The big, double-acting, Airplane-type front shock absorbers are positioned inside the coil springs, at the exact center of spring action, for the most effective ride control.

In the rear, you’ll find long, gentle-acting, leaf-type springs cushioned in rubber mounts. These soft-riding springs are positioned at an angle with the foundation-frame members to increase the car’s stability. The large-volume, double-acting, Airplane-type rear shock absorbers are mounted vertically for most efficient operation. Front and rear stabilizers prevent “heel-over” on turns and side-sway in heavy winds and on rough roads. Super-Cushion tires complete the combination that gives the Hudson Convertible its incomparable ride.

In no other car can you find such a complete combination of fine features for luxurious riding.

**EASIEST DRIVING**

Everyone knows that the lower a car can be built, the more surely it will handle and the easier it will drive.

As the new Hudson Convertible has the fullest measure of streamlining, low center of gravity, improved weight distribution and road-worthiness, you know instinctively that it is more thrilling and easier to drive than other makes of higher build, higher center of gravity, less streamlining and less roadability.

There are other factors, too!

The new Hudson Convertible has true Center-Point Steering, which operates from the exact center of the car and controls both front wheels equally. It is more accurate than “off-center” steering, and more effortless as it eliminates “wander” and steering-wheel “fight”. Short turning radius and high steering-gear ratio are other factors that make for easier parking, handling and driving.

Another easy-driving feature is Hudson’s Fluid-Cushioned Clutch. It is the easiest-operating, smoothest-acting, longest-lived clutch in the industry. With exclusive, oil-impregnated, cork friction inserts, it gives soft, cat’s-paw action and sure gripping. Chattering and grabbing are eliminated; slipping and power loss are prevented. The cushion of oil reduces friction and wear and lubricates the internal parts of the clutch.

You’ll also notice that all instruments and controls are designed and grouped for the greatest convenience to make driving easier than ever before.

**GREATEST SAFETY**

The exciting “New Step-Down Ride” in the new Hudson Convertible gives you the unmatched safety of steel-girder protection on all sides—completely around the passenger compartment, even outside the rear wheels. A great safety feature found in no other convertible.

But that’s not all! The all steel Monobilt body-and-frame* of the new Hudson Convertible is specially constructed for greatest rigidity. The heavy foundation girders are reinforced, as are the sides, rear and top of the passenger compartment. Equally important, all structural members, along with body and floor panels and front and rear bulkheads, are solidly welded into a single, rigid Monobilt unit.

*Trade-mark and patents pending.
You know, by looking at the accompanying illustration, that this is the most modern construction known—stronger, more durable, more rattle-resistant!

And no convertible but Hudson has Triple-Safe Brakes. When you put your foot down you know you'll stop; for first, the powerful hydraulic braking system goes into action—and in reserve is a mechanical braking system, operating from the same brake pedal, instantly ready to take over if hydraulic pressure should fail—as it can in any car due to accident or neglect. Also, there's the finger-tip-release parking brake.

These, and other safety features, make the new Hudson Convertible the safest on the road!

**TOP-FLIGHT PERFORMANCE**

Whether it be the lower-priced Pacemaker, the famous Super or either of the Custom Commodore Series Convertibles, peak performance is assured by a high-output, high-compression engine—each a leader in its class.

Designed and built for long life, amazing energy and day-in and day-out economy, the Pacemaker engine is a new, compact, high-compression power plant rated at 112 horsepower. It is exceeded in power by only two other six-cylinder automobile engines; one is in a car of higher price, the other is the famous Hudson Super-Six engine.

America's most powerful Six is the famous Hudson Super-Six engine which powers the Super Series and Custom Commodore Six Convertibles. This velvety-smooth, modern-day engine can easily outperform anything of its kind. It's engineered for the utmost power from today's regular-grade gasolines as well as the higher-octane fuels of tomorrow.

The engine that develops more horsepower per cubic inch of displacement than any other automobile engine is the masterful Hudson Super-Eight engine. This high-performance power plant is renowned the world over for high output, endurance and economy. Its smooth, responsive, jet-like power is unmatched. And you pay no premium for all this extra power and performance which is available with regular-grade gasolines.

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**Here's why Hudson Convertible All Steel Monobilt Body-and-Frame**

**IS SAFER . . . STRONGER . . . MORE RIGID . . . MORE DURABLE!**

SPECIAL FORMED SUPPORT RAIL—around top of body from door to door—adds considerable structural strength. The ribbed, rear bulkhead is welded to this rail and to wheel housings and floor, adding greatly to the rigidity of the Monobilt body-and-frame, and making the rear of the passenger compartment completely encased with box-section reinforcements.

PERMANENT WINDSHIELD HEADER provides rigidity not found in other convertibles and greatly decreases the effects of wind on passengers, particularly at high speeds. Steel reinforcing bars are welded to the inside of the windshield side members to provide rigid top anchorage and windshield stability. Structural members of the top assembly are entirely of steel. For lateral rigidity, top members are larger and wider.

STRONG U-SECTIONS, big 8-inch members, are built into the Convertible body-and-frame on each side. Extending from door pillars to wheel housings, these important reinforcements add still further to rigidity. Also note the large malleable iron reinforcements where the door pillars are welded to the foundation frame.

BED-ROCK STRENGTH HERE. An additional steel box member is welded inside the large, outside steel foundation girders, as shown. Providing maximum strength, this inside reinforcing member is braced transversely at intervals and extends from the front bulkhead to the rear of the "step-down" zone.

*Trademark and patents pending*
This Combination of New, Exciting, Exclusive Features is Yours

... BUT ONLY IN A HUDSON CONVERTIBLE!

Beautifully symmetrical, permanent windshield header adds to the remarkable rigidity of the new Hudson Convertible. This exclusive, rattle-resistant feature adds considerable strength at this vital point, and it nests the Pullman-type interior light, the twin visors and the radio-antenna control knob. All are conveniently located and instantly available for use, yet protected and out of the way where they do not impair vision.

Newly developed "FOLD-AWAY" plate-glass rear window, 100 per cent larger than usual, is hinged across its plate-glass area so that it folds down into the body with the top.* This vision-increasing feature is built into the cloth section which is zipperied into the top and can be easily opened and lowered to provide a large, open rear window.

Rich, soft, durable, genuine-leather upholstery and harmonizing leather-grain trim make up the smartly tailored interior. Dark red is the color generally selected; however, there is an option of blue-spruce genuine leather and matching leather-grain trim on the Pacemaker Convertible, and blue genuine leather and harmonizing leather-grain trim on the Super and Custom Commodore Series Convertibles.

Extra and very handy parcel storage space is provided in the top well, when the top is up. This top well is carpeted and leather-fabric-paneled. Additional storage space, inside the car, is provided in the large instrument panel locker. Luggage compartment in the rear of the Convertible is master size with deck lid equipped with spring-loaded hinges for effortless opening and closing.

Folding rear-seat arm rest, hand grip on back of front seat (in Custom Commodore), push-button outside door handles, and many other convenience features make it a thrilling experience to own, and ride, and drive a new Hudson Convertible.

†Patents applied for.
*Standard on Custom Commodore Convertibles, optional on Super and Pacemaker Series Convertibles.

... And Additional Features You Get Only in Hudson, the Car with "THE NEW STEP-DOWN RIDE"...

- Chrome-alloy motor block to minimize wear and reduce upkeep costs
- Triple-Safe Brakes—finest hydraulic system with reserve mechanical system on same pedal, plus finger-tip-release parking brake
- Fluid-Cushioned Clutch
- Wide-arc vision with Curved Full-View Windshield
- Weather-Control!—Hudson's heater-conditioned-air system
- Super-Cushion Tires
- Safety-Type wide rims
- Center-Point Steering
- and more than 20 other high-performance, long-life features that help make "step-down" designed Hudson Convertibles leaders in the field!

†Optional at extra cost.