HUDSON FOR '52

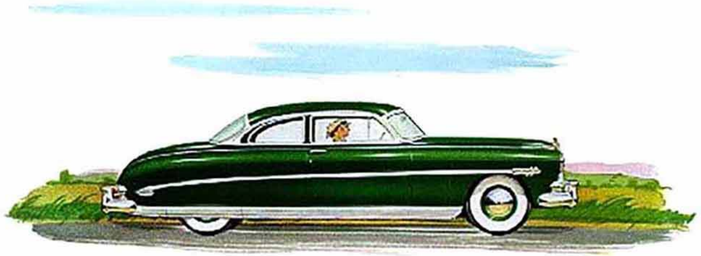


A Fabulous new HUDSON HORNET

Luxurious new COMMODORE EIGHT and SIX

The Spectacular new HUDSON WASP

Thrifty and handsome new PACEMAKER



Presenting the most brilliant array of new cars in Hudson history

A fabulous new **HUDSON HORNET**

A new, lower-priced running mate, the sensational **HUDSON WASP**

The luxurious new **COMMODORE EIGHT** and **SIX**

The thrifty and handsome new **PACEMAKER**

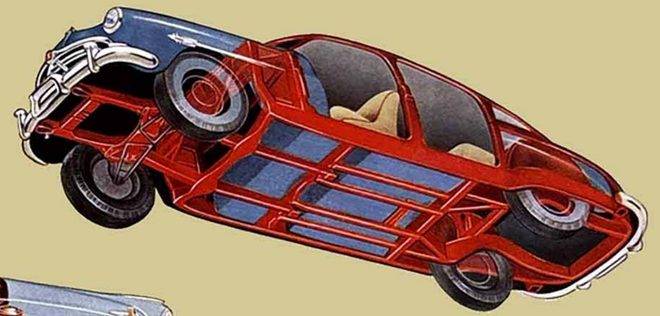
By every known measurement of motor-car merit, these new Hudsons are outstanding. In appearance they are breath-taking—presenting the sleek, low-built streamlining that has long been the goal of automotive designers. With the introduction of new Hudson-Aire Styling, this mark of modern beauty reaches its fullest expression.

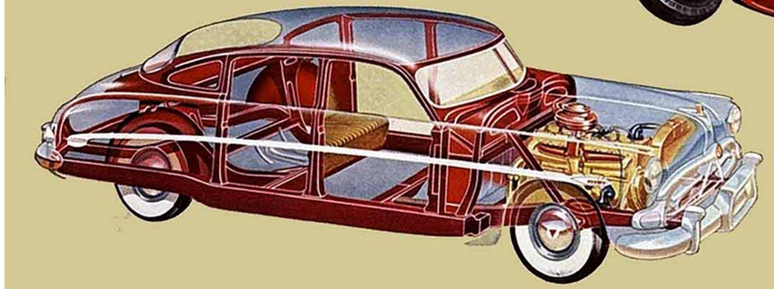
Long famous for stellar performance, Hudson offers for '52 high-compression engines of advanced design, packed with exclusive features and high-quality materials found in no other car. Hydra-Matic Drive is available for all models (extra-cost option) to make driving effortless. In the vital matter of safety, Hudson gives protection for you and your family unapproached by other cars.

And, too, every Hudson brings you the most room for passenger comfort—a stable, gliding ride you must experience to fully believe. On the facing page you will find described Hudson's great basic advance in motor-car design, which makes these marvels possible.

COPYRIGHT 1951 HUDSON MOTOR CAR COMPANY

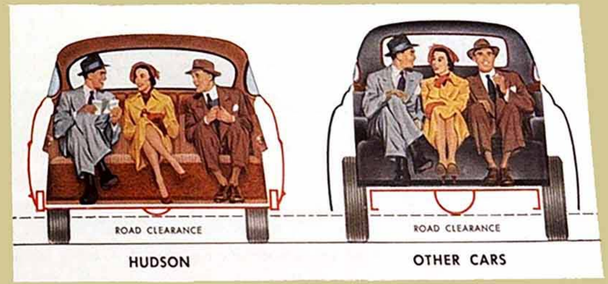
Hudson's Exclusive Monobilt Body-and-Frame.* This is the most durable and safest construction known. Rugged, box-section steel girders are welded into a single unit. This enormously strong body-and-frame protects passengers (who ride down within the base frame) on all sides. Girders even extend outside rear wheels, a feature found in no other car.





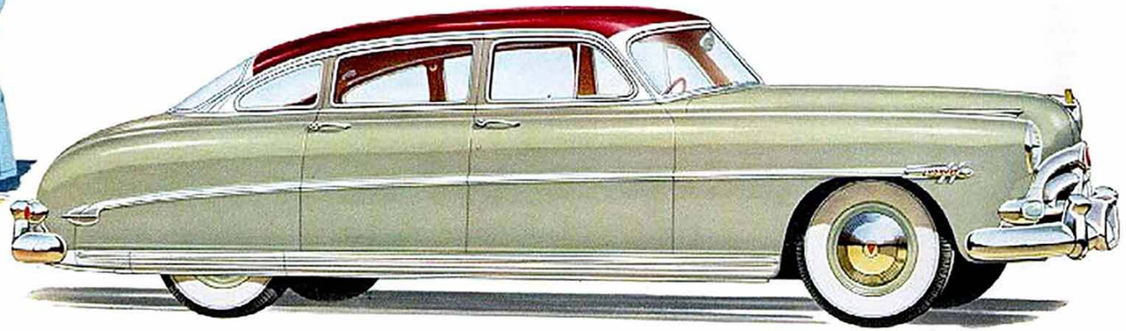
Famous "Step-Down" Design. The diagrams at right show in part the advantages of Hudson's great improvement in automobile design. The floor is recessed in the Monobilt body-and-frame,* making it possible to lower the seats, the roof line, the entire car! Head room and seat width are increased to make Hudson the roomiest car of all. With America's lowest center of gravity, you get a car that rides better and offers the greatest safety. You get the great advantages of "step-down" design and the Monobilt body-and-frame in *every* Hudson model, but in no other car.

*Trade-mark and patents pending

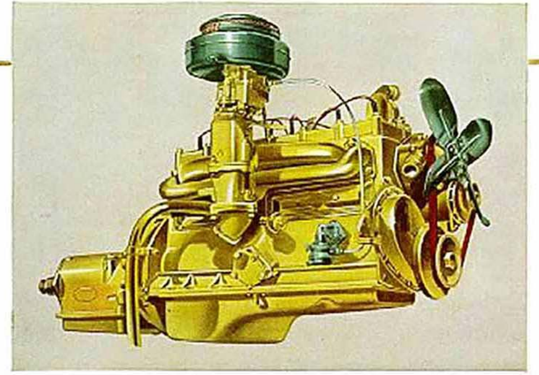




The fabulous **HUDSON HORNET** reaches new heights of beauty and luxury with new Hudson-Aire Styling



Unquestioned ruler of the road, the fabulous Hudson Hornet appears in an inspired new design that provides a longer, lower, richer look for this National Stock Car Champion. New front-end styling is massive but graceful. A sturdy functional rub-rail in unbroken line from front to rear accentuates the clean streamlining—while gleaming trim around windshield and all windows adds a fresh note of airiness and luxury to this most famous member of the Hudson family.



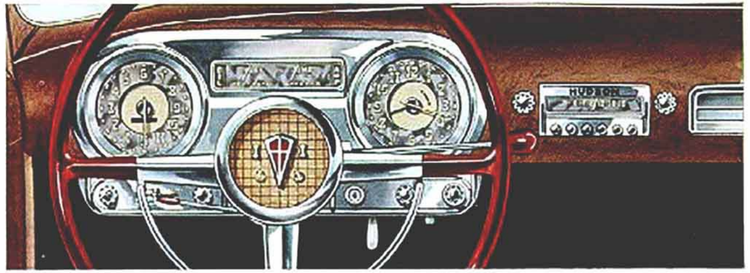
HORNET

Miracle H-Power from the H-145 engine!

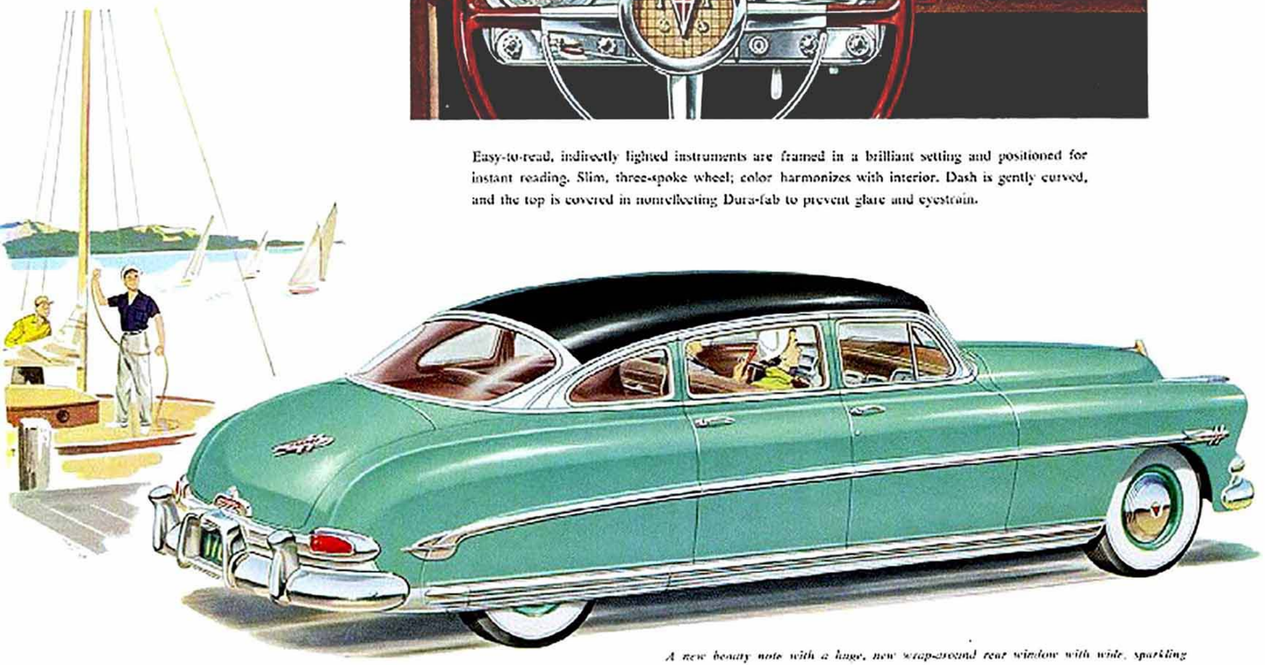
Here's the high-compression engine that has brought the Hudson Hornet victory after victory in stock car competition. It is a masterpiece of advanced engineering for amazing get-up-and-go, greatest durability, minimum upkeep. The chrome-alloy cylinder block, exclusive with all Hudson engines, outwears blocks of ordinary metal by thousands of miles. Super Power-Dome cylinder head gets more power from every drop of gasoline, and premium fuels are not required. Try Miracle H-Power for smooth, super-quiet operation—and power to spare.



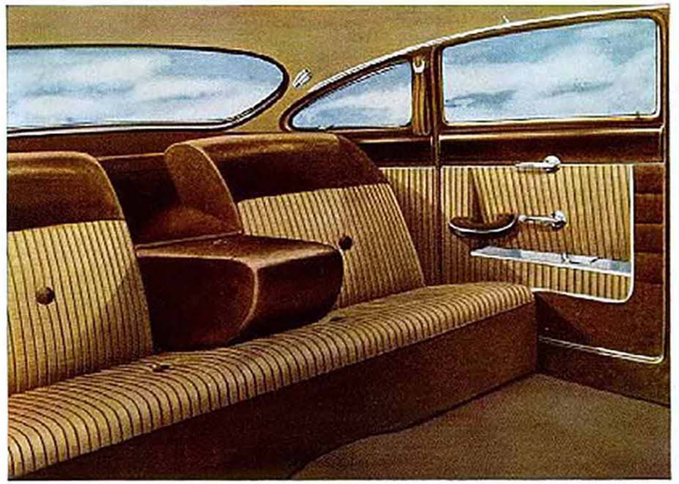
Hudson Hornet Club Coupe—124-inch wheelbase, as in all Hudson Hornet models. White sidewall tires optional at extra cost as available.



Easy-to-read, indirectly lighted instruments are framed in a brilliant setting and positioned for instant reading. Slim, three-spoke wheel; color harmonizes with interior. Dash is gently curved, and the top is covered in nonreflecting Dura-fab to prevent glare and eyestrain.



A new beauty note with a huge, new wrap-around rear window with wide, sparkling framing; provides tremendous visibility and distinguishes the new Hudson Hornet for '52.



Upholstery for the Hudson Hornet is beautiful nylon, the most durable and luxurious fabric money can buy. Its exclusive three-dimensional weave prevents slipping, clinging to clothes, makes it easy to clean. Trim is Dura-fab, Hudson's wonder material that won't crack, chip or peel, and wipes clean with a damp cloth. Custom appointments include thick pile carpeting, front and rear, and giant 16" rear seat center arm rest, except in Convertible Brougham.

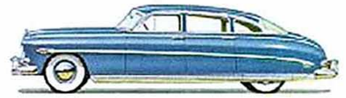
All doors are equipped with automatic courtesy lights. Door and window controls are placed in exclusive recessed panels, where they are instantly ready but never in your way. Front ventilating wings are crank-operated for positive control. Safety door locks make it impossible to lock yourself out, while interior locking knob prevents unintentional opening of door from inside or undesired opening from outside while you are in the car.

Back of front seat is beautifully tailored with hand grips at both ends, a robe cord covered in Dura-fab and a generous magazine pocket. Super-sized assist straps are located on pillar ahead of rear quarter window, and coat hanger hooks are provided over rear doors.

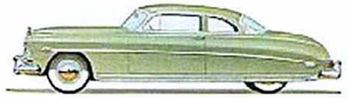
Here in the Hudson Hornet you will find a combination of superb styling, luxurious comfort and spacious room that is absolutely unmatched in any other motor car.

The Hudson Hornet Series

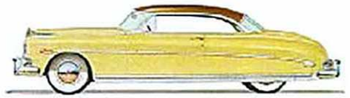
These fabulous motor cars are readily identified by the low-mounted *gold* and chrome hood emblem and the "flying H" on fenders and rear deck.



FOUR DOOR SEDAN



CLUB COUPE



HOLLYWOOD (HARDTOP CONVERTIBLE)



CONVERTIBLE BROUGHAM

Seven solid colors. Four *special* colors and your choice of fifteen two tone combinations, optional at extra cost. (No two-tone available for Convertible.)

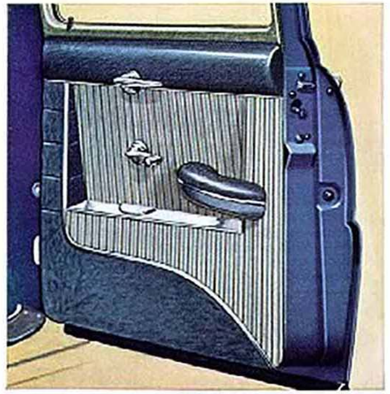


The luxurious **COMMODORE EIGHT** with Hudson-Aire styling

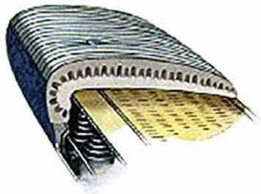
to delight the most discriminating...powered by the smooth, high-compression Super-Eight engine

Hudson-Aire Styling features tremendous visibility, front, sides and rear, in all models. The Commodore Eight Sedan (above) has greatly expanded glass area as do all new Hudsons. New Solex* tinted glass is available on all models to shield out day or night glare. Exterior styling and trim of the luxurious Commodore Eight follow the accentuated low-built beauty of the Hudson Hornet. See page 21 for specifications of the high-output, high-compression Super-Eight engine.

*Optional at extra cost



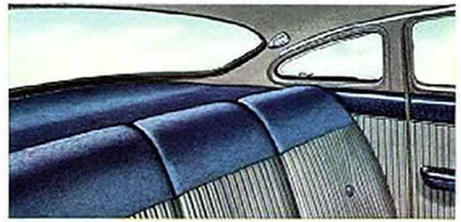
Inside of door is custom-tailored in nylon and Dura-fab for lasting beauty. Door and window controls, ash receiver and arm rest are nested in recessed panels. This Hudson exclusive greatly increases elbowroom. Front door ventilating wings are crank-operated for positive control.



Foam rubber seat cushions are standard equipment in the Commodore Eight and Hudson Hornet. No other material can offer equal comfort or wearing qualities.



This gleaming badge, positioned on front fenders and rear deck, identifies the stunning Commodore Eight series.



Convenient, easy-to-reach rear-seat shelf for packages, purses, what-have-you is covered in leather-grain for interior harmony. Depth of shelf shows that rear seat is forward of rear window so that passengers are not bothered by sun on bright days. Sedan, Club Coupe and Hollywood have 16" rear-seat arm rest.

The Commodore Eight Series

That much-desired wider, lower look that so sets every Hudson apart from the crowd is expressed to perfection in these luxurious cars.



FOUR-DOOR SEDAN



CLUB COUPE



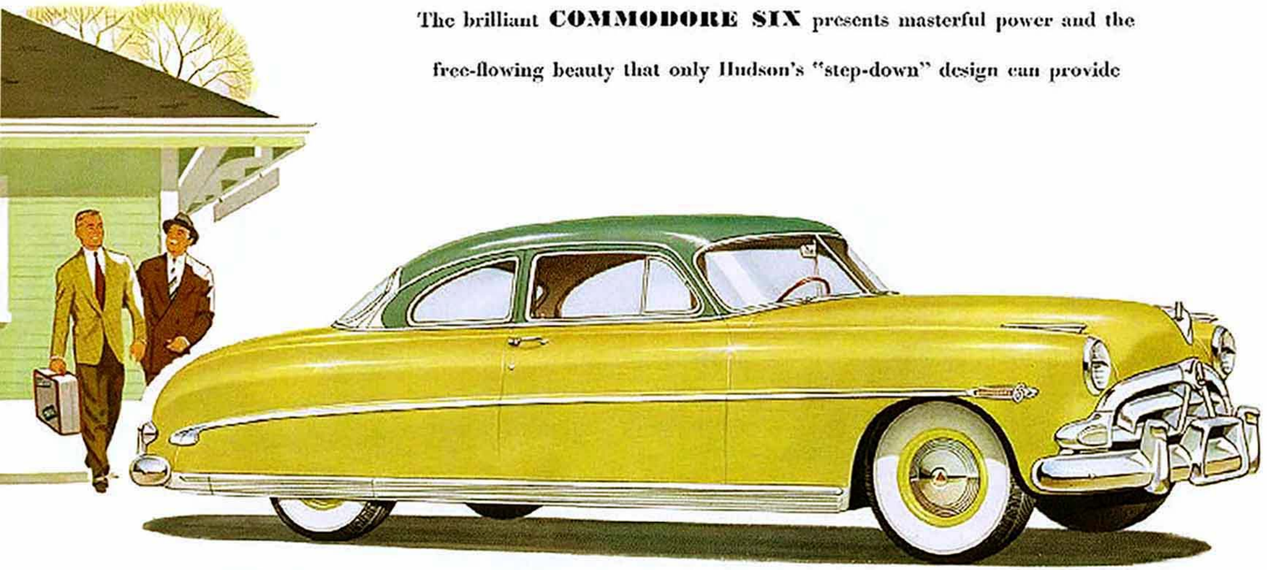
HOLLYWOOD (EXQUISITE NEW "HARDTOP" BODY STYLE)



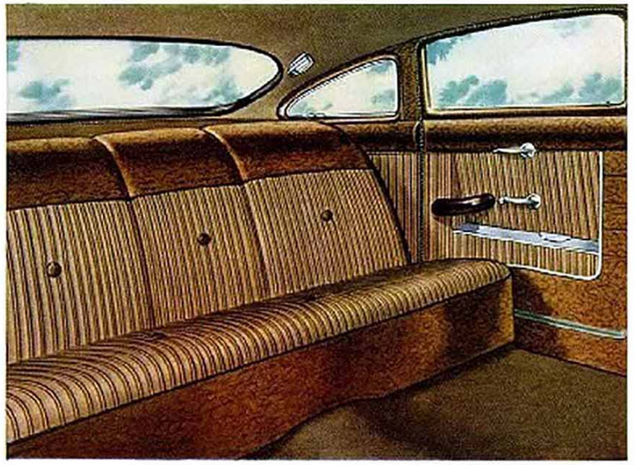
CONVERTIBLE BROUGHAM

Seven solid colors. Four *special* colors and your choice of fifteen two-tone combinations, optional at extra cost. (No two-tone available for Convertible.)

The brilliant **COMMODORE SIX** presents masterful power and the free-flowing beauty that only Hudson's "step-down" design can provide



Hudson's exclusive beauty stems from a new and better way to build automobiles, famed the world around as "step-down" design. (See page 3.) In the Commodore Six, and all Hudsons, you find the lowest-built, truest streamlining with the most head room in any car and full road clearance. Commodore Six closed models (Club Coupe shown above), have a huge rear window and sparkling upper-body ornamentation. The new look of Hudson-Aire Styling all around is your assurance that these cars will stay young in appearance through the years ahead.



As in all Hudson series, upholstery is new and exclusive. Here, a special six-tone Bedford Cord with tan and brown stripes blends with Dura-fab of leather-grain finish. Front floor covering is a ribbed rubber mat with carpet in rear compartment. A 16" rear-seat center arm rest is augmented by arm rests at seat ends



Treatment of front seat back furnishes extra convenience. Metal hand grips ease entrance and exit. There is a generous tailored magazine pocket and large robe cord. All doors equipped with courtesy lights.

The Commodore Six Series

Powered by the exciting H-127 engine, this group of gorgeous motor cars offers exceptional performance and rare beauty. Specifications: pages 20, 21.



FOUR-DOOR SEDAN



CLUB COUPE



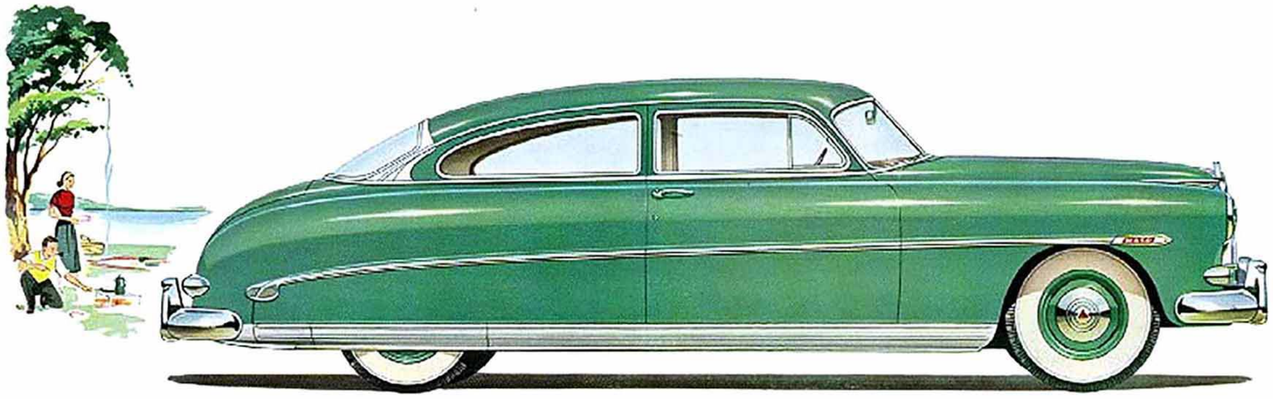
HOLLYWOOD [THE DASH OF A CONVERTIBLE WITH CLOSED-CAR LUXURY]



CONVERTIBLE BROUGHAM

Seven solid colors. Four *special* colors and your choice of fifteen two-tone combinations, optional at extra cost. (No two-tone available for Convertible.)

The spectacular **HUDSON WASP,** a new, lower-priced running mate for the fabulous Hudson Hornet...powered and styled to create a sensation on every count



This newest member of the Hudson family, with its power-packed H-127 engine, will sprint away and stride the miles as you've always dreamed of doing. With a 119-inch wheelbase, it is highly maneuverable and easy to park—a true beauty with low lines, massive grille and rear-end design, and the huge, wrap-around, brilliantly accented rear window that characterizes Hudson for '52. As in all Hudsons, exclusive design principles and new materials are skillfully used in the spectacular new Hudson Wasp to give you the most thorough sound and heat insulating in any motor car. This means new comfort in whisper-quiet motoring with added protection against winter cold and summer heat.



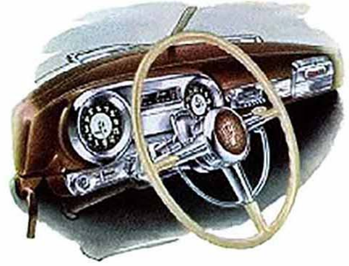
Exceptional luggage space is yours in every Hudson! With spare wheel in upright position, loading and unloading is a simple matter. Without jamming or trick packing, there is ample room for all the luggage you would take on a trip. Compartment carpeted with grey and green woven fabric mat. Special construction of rear deck lid gives increased strength, prevents "drumming" for quieter going.



This striking insignia marks the spectacular new Hudson Wasp—a car that will win your instant respect as a top-flight performer—look for this distinguished insignia on fenders, where it is the finishing touch on the stainless steel rub-rail.



Custom-quality tan upholstery is arranged in an attractive block pattern in recessed door panel, where arm rest, door and window controls are convenient, but positioned to prevent accidental bumps and bruises.

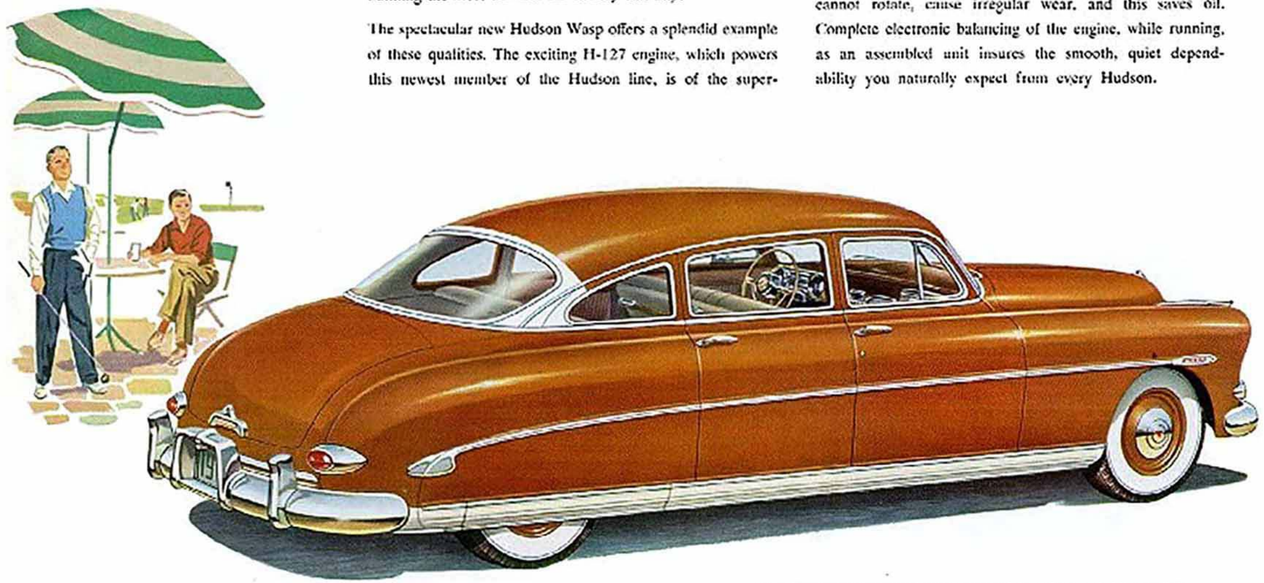


A slim, three-spoke, 18" steering wheel with chrome, half-circle horn ring and this smart instrument panel, fitted with its 30-hour clock, are typical of the Hudson Wasp's fittings.

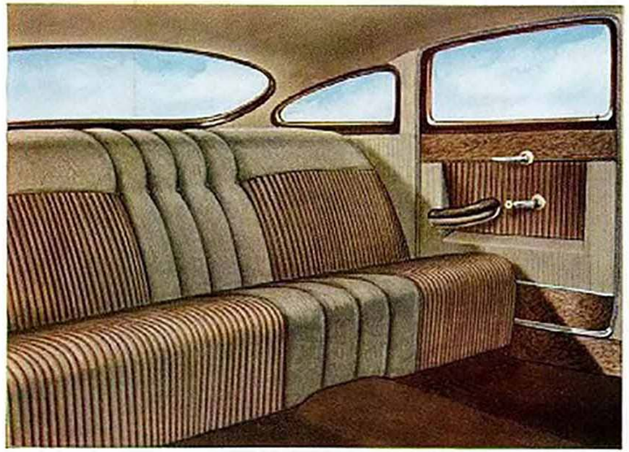
Through the years Hudson has won a reputation for fine engineering and quality manufacturing. Two parts of this reputation are probably most important to the average motorist: first, for designing and building high-compression engines that deliver flashing, eager, quiet power; secondly, for building the *most durable car money can buy*.

The spectacular new Hudson Wasp offers a splendid example of these qualities. The exciting H-127 engine, which powers this newest member of the Hudson line, is of the super-efficient L-head, "In-Line" design. Equipped with Hudson's exclusive chrome-alloy cylinder block (toughest in the industry), it naturally lasts longer, runs smoother, requires less attention.

Pinned-in-position piston rings are another exclusive. They cannot rotate, cause irregular wear, and this saves oil. Complete electronic balancing of the engine, while running, as an assembled unit insures the smooth, quiet dependability you naturally expect from every Hudson.



Rear-bumper center guard houses license plate and concealed license light.



It's a "fashion first" interior for the Hudson Wasp. Special-weave tan cord upholstery with red and brown wide and narrow stripes is combined with Dura-fab trim at wear and scuff points. Door and window handles are chrome with plastic escutcheons. Front floor has long-wearing rubber mat and rear compartment is carpeted. All doors equipped with courtesy lights. Bright scuff plate adds to the welcome this interior extends.



The back of front seat is fitted for passenger comfort with convenient hand grips, an ash receiver, robe cord and large envelope-type magazine pocket.

The Hudson Wasp Series

In an exceptional range of gorgeous body styles



FOUR-DOOR SEDAN



TWO-DOOR BROUGHAM



CLUB COUPE



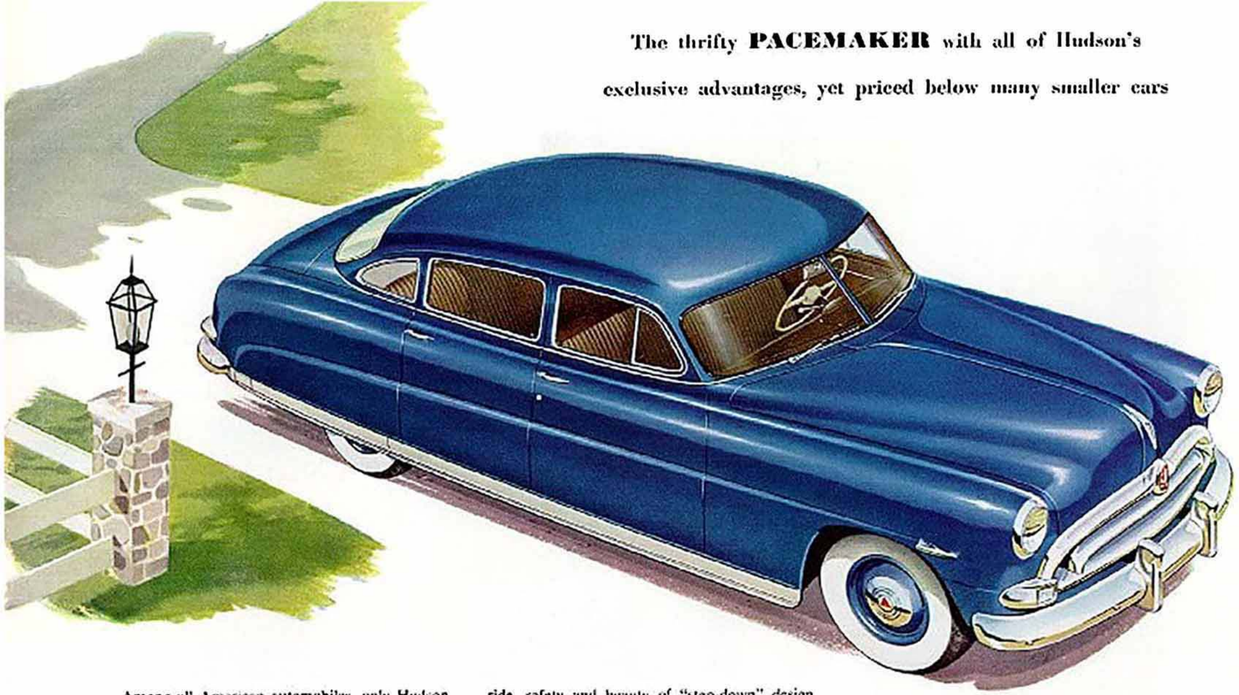
HOLLYWOOD (AMERICA'S NEWEST HARDTOP)



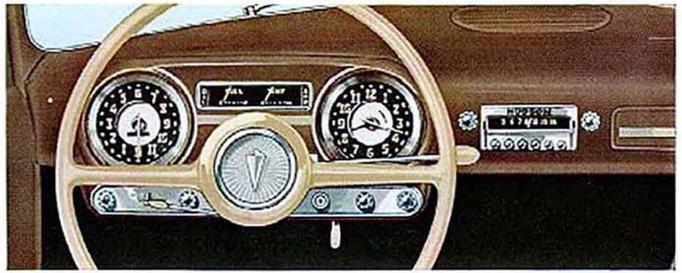
CONVERTIBLE BROUGHAM

Seven solid colors. Four *special* colors and your choice of fifteen two-tone combinations, optional at extra cost. (No two-tone available for Convertible.)

The thrifty **PACEMAKER** with all of Hudson's exclusive advantages, yet priced below many smaller cars



Among all American automobiles, only Hudson can bring you the benefits that come with a recessed floor ("step-down" design). And among all medium-priced American cars, only the Hudson Pacemaker! It is a major achievement to make the great advantages in room, ride, safety and beauty of "step-down" design available in the Pacemaker's price class. But here these advantages are—in full measure—and when combined with the thrifty, high-compression Pacemaker engine, this car is a standout for beauty and performance in any company!



This graceful, 18", 2-spoke steering wheel is finished in light tan to accompany an instrument panel that you'd expect only in the costliest car. With true Center-Point Steering, every Hudson tends to follow an arrow-straight course; control is practically effortless. Hydra-Matic Drive* available, as on all Hudsons!

Look for fine luxury touches! This large parcel locker (right) is equipped with locking, feather-touch latch, and rubber-cushioned door. *Optional at extra cost





All Hudsons offer the widest seats in any automobile. A full 64" of roomy comfort! "Step-down" design also provides the most head room and the lowest center of gravity. Pacemaker upholstery is grey cord with red and brown stripes.

Pacemaker Series

Handsome is as handsome does, and all of these elegantly styled models will prove their quality and value in any test you choose.



FOUR-DOOR SEDAN



CLUB COUPE

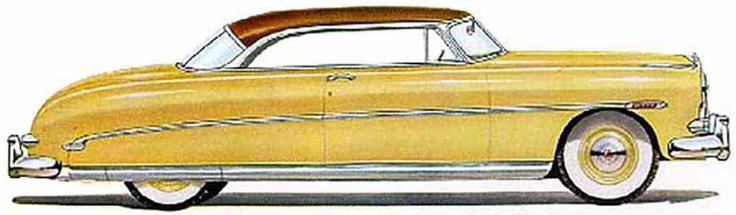


TWO DOOR BROUGHAM



BUSINESS COUPE

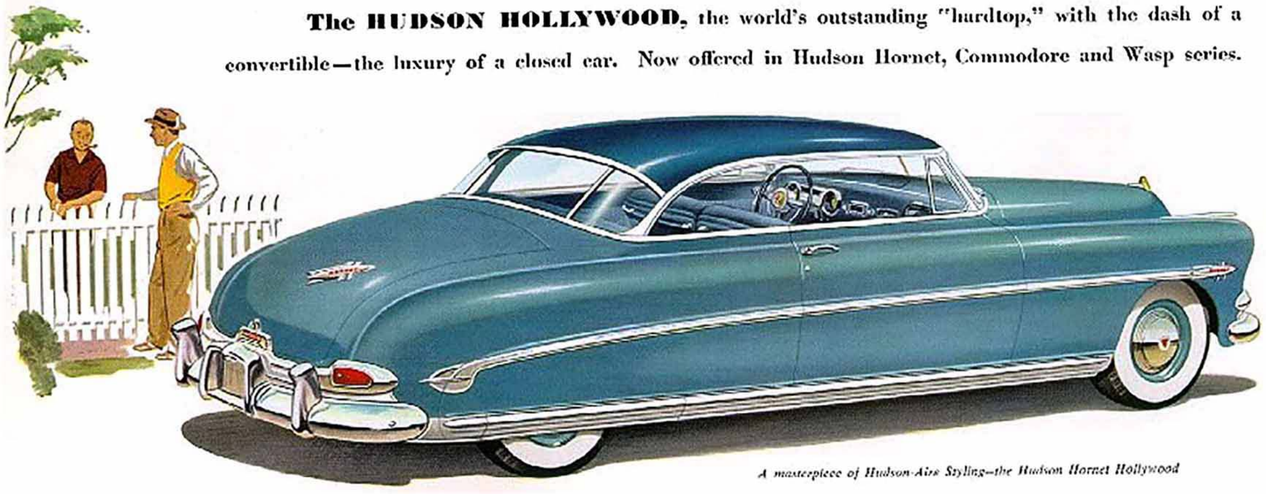
Five solid colors. Six *special* colors optional at extra cost.



Trim as a yacht, new as tomorrow—the Hudson Wasp Hollywood

Here you see the fullest expression of Hudson-Aire Styling. A free sweep of unbroken view from windshield to rear window, and even this separated only by a trim post! Interiors of all Hudson Hollywood models are lavish in their use of rich materials. Long-lustre brilliance is in great evidence in both exterior upper body and window trim and in the interior, where window moulding and even special "in-view" top bows are so finished.

The HUDSON HOLLYWOOD, the world's outstanding "hardtop," with the dash of a convertible—the luxury of a closed car. Now offered in Hudson Hornet, Commodore and Wasp series.



A masterpiece of Hudson-Aire Styling—the Hudson Hornet Hollywood



Commodore Eight—note the exclusive windshield header for added safety.

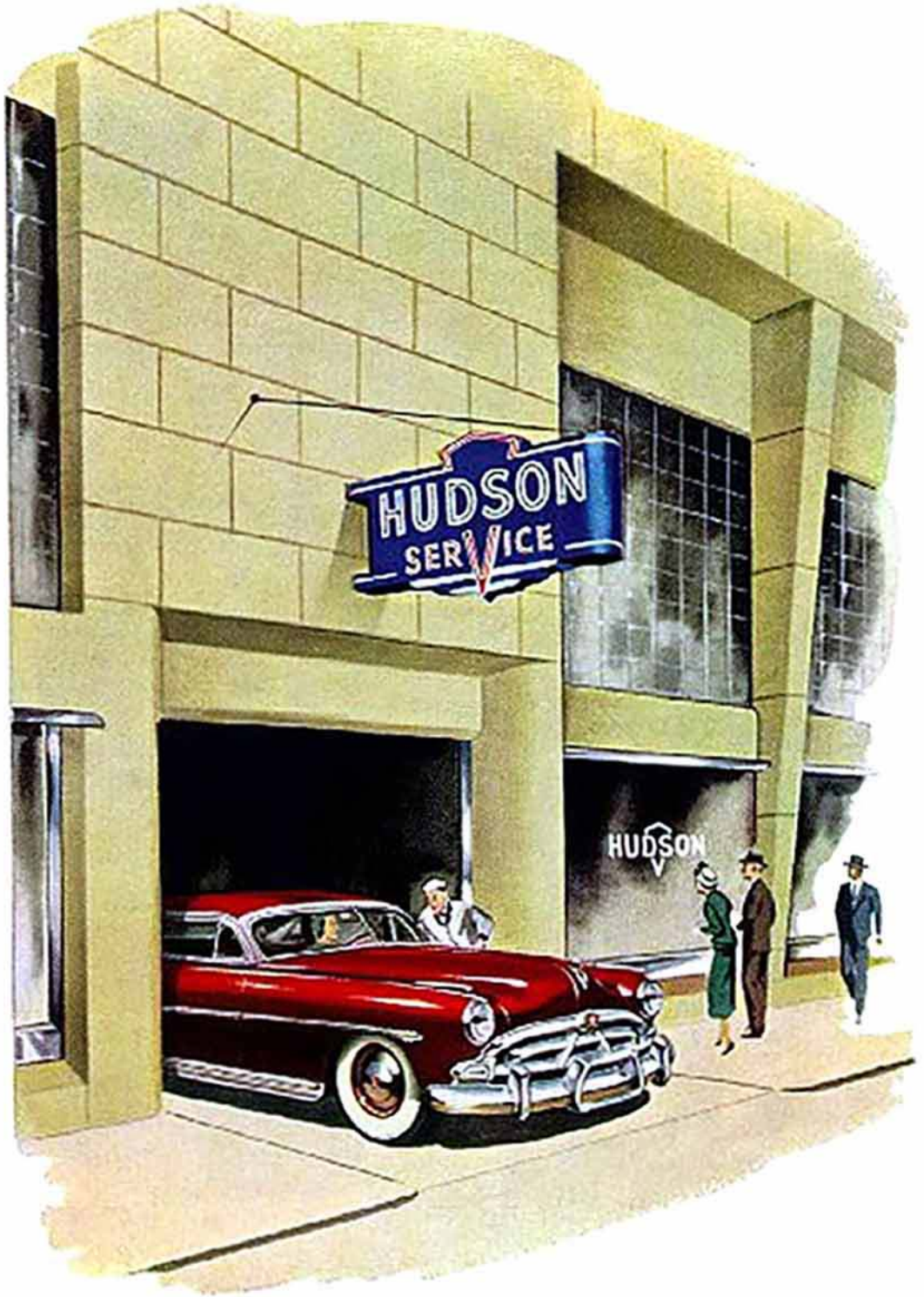
The Hudson CONVERTIBLE BROUGHAM — most glamorous sports car ever built



Commodore Six—styled in every line to make your heart beat faster.

For 1952 the renowned Hudson Convertible Brougham is available in the Hudson Hornet, Commodore Eight and Six and the Hudson Wasp series.

These sleek beauties are built with famous "step-down" design, with the addition of special rugged girders and bulkheads to give bedrock stability and the greatest strength and safety ever offered in a convertible model.



WHEREVER YOU GO...

Friendly Service at the Hudson Sign

At home or away, a Hudson owner is never far from an efficient Hudson dealer or distributor service establishment.

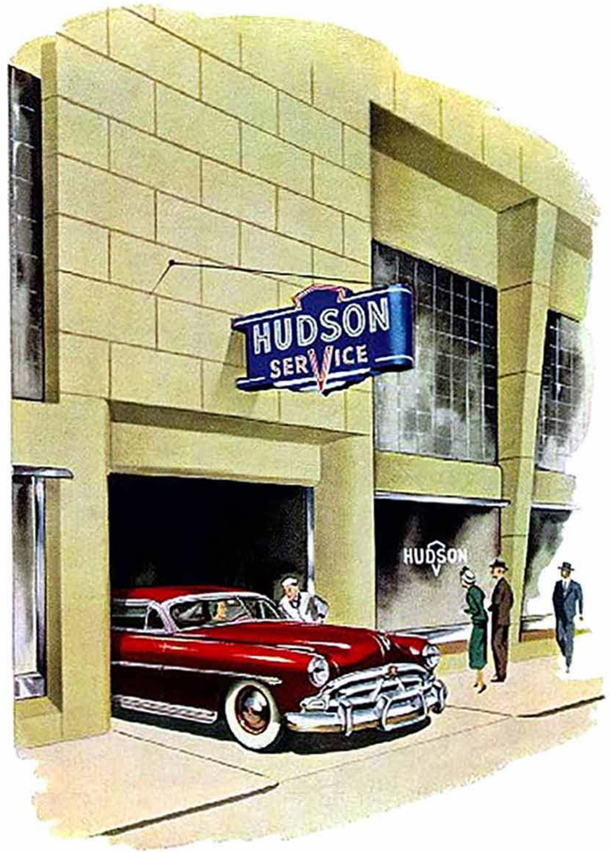
Since the founding of the Hudson Motor Car Company 42 years ago, each Hudson retailer has been required to maintain a modern service department, staffed with trained Hudson mechanics, equipped with proper tools. Each dealer carries at all times a well-balanced stock of genuine Hudson parts. Master parts stocks are also carried at centrally located Zone Office and Distributor Parts Depots.

Today Hudson service stations are strategically located from coast to coast and from Canada to Mexico, ready to serve you. At any time, call on the most convenient Hudson dealer. You will be treated as a friend, for he and his service manager are pledged to give courteous, economical and efficient service for your Hudson.

• • •

Note: The Hudson Motor Car Company reserves the right to make any changes or improvements on its products without incurring any liability or obligation whatsoever, and without being required to make any corresponding changes or improvements on products theretofore manufactured or sold. Standard trim and other specifications and accessories are subject to change without notice.

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WHEREVER YOU GO...

Friendly Service at the Hudson Sign

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HUDSON FOR '52



A Fabulous new HUDSON HORNET

Luxurious new COMMODORE EIGHT and SIX

The Spectacular new HUDSON WASP

Thrifty and handsome new PACEMAKER