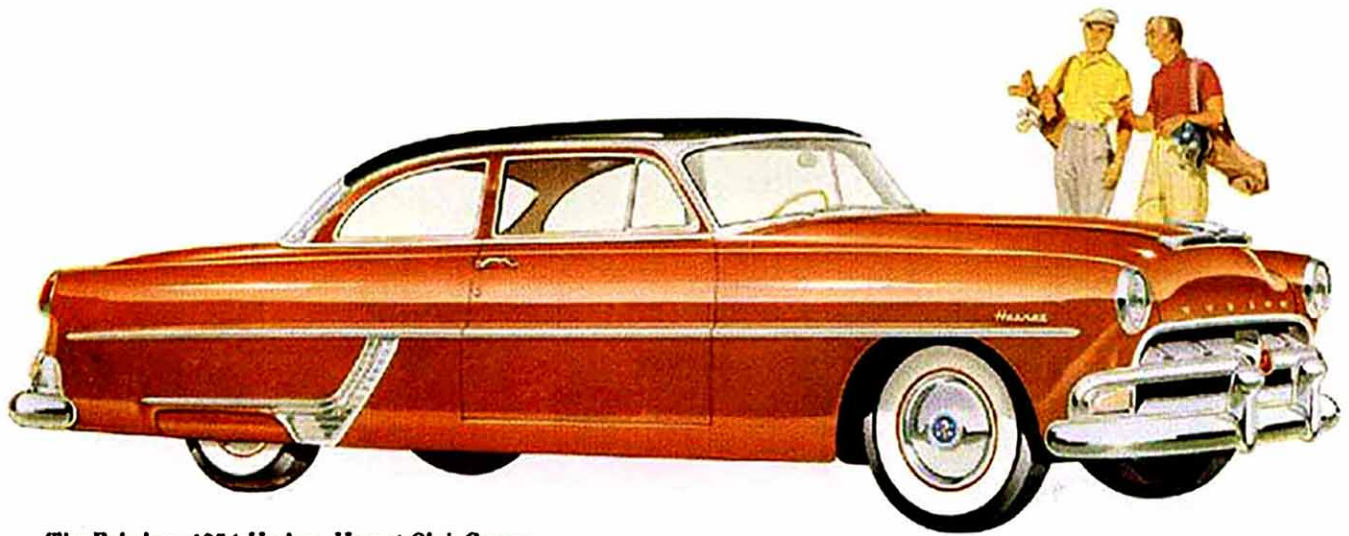


# 1954

## INTRODUCING THE BEAUTIFUL **ALL-NEW HUDSONS FOR '54**

including a magnificent new HUDSON HORNET



*The Fabulous 1954 Hudson Hornet Club Coupe*

### **NEVER BEFORE A CAR WITH ALL THIS—**

New Flight-Line Styling  
New Salon Lounge Interiors  
New Power, Performance  
New Perfected Power Steering\*  
New Improved Power Brakes\*  
Exclusive "Step-Down" Design  
Exclusive Twin Hi-Power\*  
Exclusive Monobilt Body-and-  
Frame . . . Trademark, Patented.  
New Dual-Range Hydra-Matic  
Drive\*

\* Available at extra cost on various models.  
See your Hudson Dealer for full information.

### *Instant Action Engines* with Super Induction

for the quickest power response you've ever seen

**N**EW HUDSONS for 1954 are here, with the greatest array of big, new features ever seen! Nothing on four wheels can match their all-new Flight-Line Styling, their comfortable Salon Lounge Interiors, their smart upholstery in rich, new fabrics.

There's new Perfected Power Steering\*, new Improved Power Brakes\*, and the quickest power response you've ever seen, from Instant Action Engines with Super Induction. When you step on it, something *happens!* Try a new Hudson as soon as you can.

Standard trim and other specifications and accessories subject to change without notice.

HUDSON **HORNET** HUDSON **WASP** HUDSON **JET**

# 1954

## INTRODUCING THE BEAUTIFUL ALL-NEW HUDSONS FOR '54

with a more powerful **WASP** at a new low price



*Ideal for the farm—the 1954 Hudson Wasp Club Sedan*

**NEVER BEFORE A CAR  
WITH ALL THIS—**

New Flight-Line Styling  
New Salon Lounge Interiors  
New Power, Performance  
New Perfected Power Steering\*  
New Improved Power Brakes\*  
Exclusive "Step-Down" Design  
Exclusive Monobilt Body-and-  
Frame Trademark. Patented.  
New Dual-Range Hydra-Matic  
Drive\*

\*Available at extra cost on various models.  
See your Hudson Dealer for full information.

### *Instant Action Engines* with Super Induction

for the quickest power response you've ever seen

**N**EW HUDSONS for 1954 are here, with the greatest array of big, new features ever seen! Nothing on four wheels can match their all-new Flight-Line Styling, their comfortable Salon Lounge Interiors, their smart upholstery in rich, new fabrics. But that's just the beginning!

There's new Perfected Power Steering\*, new Improved Power Brakes\*—and the quickest power response you've ever seen, from Hudson's Instant Action Engines with Super Induction. When you step on it in a Hudson—something *happens!* Try a 1954 Hudson at your dealer's, today.

Standard trim and other specifications and accessories subject to change without notice.

HUDSON **HORNET** HUDSON **WASP** HUDSON **JET**

**NEW**



Flight-Line Styling, Salon Lounge Interiors—Hudson for '54 is all new, with sleek, sweeping, dynamic lines. New interiors, in a wide choice of rich Plasti-Hide, Bedford Cord or worsted upholstery, styled and tailored to perfection!

**NEW**



Perfected Power Steering—Improved Power Brakes—Power Steering\* and true Center-Point mounting give most accurate control of any car. Power Brakes\* provide effortless, safe, sure stops!

# EXCITING NEW 1954 HUDSON HORNET

leads parade of all-new Hudsons  
to national acclaim



For 1954—magnificent new version of the fabulous Hudson Hornet Hollywood Hardtop

**NEW**



Instant Action Engines With Super Induction develop more power from fuel. Add Twin H-Power\* and you get truly sensational performance. When you step on it in a new Hudson, something happens!

\*Optional at extra cost on various models. See your Hudson dealer for complete information.

## Introducing *Instant Action Engines* with Super Induction

The swing is to Hudson! People everywhere are trying—buying these all-new motorcars. There's new styling, new luxury, Power Steering\*, Power Brakes\* —and new engine response.

This exciting power is practical because of exclusive "step-down" design. Driving a Hudson is the most exhilarating motoring imaginable. See the 1954 Hudsons—at dealers' now!

# 1954 HUDSON HORNET • WASP • JET

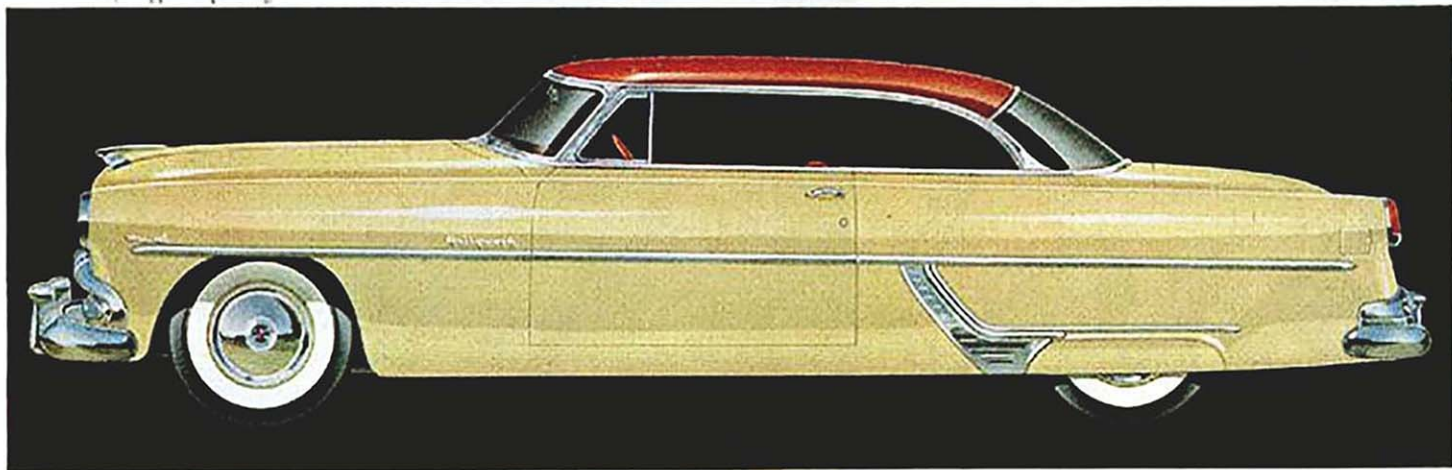
# BIG! GLAMOROUS!

## And U.S. stock-car champion!



Here's a more powerful Hornet . . .  
and two great companion cars . . .  
with prices starting near the lowest

Once you take the wheel of a Hudson Hornet, you'll marvel that a car can be both so *glamorous* and so *alive!* For the Hornet, U. S. Stock-Car Champion for the last two years, now has a new Instant Action Engine—is more powerful than ever! See a Hudson dealer. Let him show you the 1954 Hornet, and its two great companion cars, the Wasp and Jet; all have new Instant Action Engines!



Hudson Hornet Hollywood Hardtop

These great exclusives are yours in Hudson: New Instant Action Engines, with Super Induction . . . "Step-down" design with its low center of gravity for safer, "cling-to-the-road" ride . . . Twin H-Power\* that develops more action from every drop of gas . . . Flight-Line Styling for true streamlining . . . Triple-Safe Brakes . . . Monobilt body-and-frame, most rugged construction known.

Power steering\*, power brakes\* and fully automatic drives\* are also available on most models. Let a dealer show you how much more you get for your money in Hudson.

\*Optional at extra cost. †Trademark. Patented.

## 1954 HUDSON HORNET

HUDSON **WASP**

Spectacular running mate of the Hudson Hornet, gives you Hornet-like glamour and power in the low-medium price field: at a new lower price for 1954.

HUDSON **JET**

Compact, economical edition of the Hornet, with outstanding gas economy and handling ease. Has the amazing roadability of the Hornet. Prices start near the lowest.

THREE OF A KIND . . . in Glamour, Performance and Quality



# Glamour that packs a wallop!

Come see the mighty Hornet—and its two great companion cars—at prices starting near the lowest

Here, in the Hornet and in its spectacular running mates, is sheer luxury. Here, too, is a new kind of power from new Instant Action Engines with Super Induction! When you step on it in any Hudson, something happens . . . instantly!



Hudson Hornet Hollywood Hardtop

Hudson brings you these great advances, not one of which you'll find in any other car at any price:

*New Instant Action Engines . . . "Step-down" design with its low center of gravity for a safer, "cling-to-the-road" ride . . . Twin H-Power\* that develops more action from every drop of gas . . . Flight-Line Styling for true streamlining . . . Triple-Safe Brakes . . . Monobilt body-and-frame\*, most rugged construction known.*

Power steering\*, power brakes\* and fully automatic drives\* are also available on most models. You get more for your money in Hudson. Stop by and see your dealer soon.

\*Optional at extra cost. †Trademark. Patented.

## 1954 HUDSON HORNET

### HUDSON WASP

Spectacular running mate of the Hudson Hornet, gives you Hornet-like glamour and power in the low-medium price field: at a new lower price for 1954.

### HUDSON JET

Compact, economical edition of the Hornet, with outstanding gas economy and handling ease. Has the amazing roadability of the Hornet. Prices start near the lowest.

**THREE OF A KIND . . . in Glamour, Performance and Quality**

Standard trim and other specifications and accessories subject to change without notice.

# Glamour with a powerhouse punch!

In three great Hudsons, with prices starting near the lowest!



1954 Hudson Hornet Hollywood Hardtop

If you like flashing response; if you like "geared-to-the-road" safety (which results from Hudson's exclusive "step-down" design), five minutes in a Hudson will spoil you for anything else! Want proof?—see the famous Hudson exclusives listed below. Want a ride?—ask your nearest Hudson dealer. Quickest power response ever seen—from new Instant Action Engines with Super Induction. Step on it—you go—instantly! Safest, smoothest "cling-to-the-road" ride is the result of Hudson's exclusive "step-down"

design, which provides an unusually low center of gravity.

More power from every drop of gas—with Hudson's exclusive Twin H-Power\*. Uses regular gas; saves money.

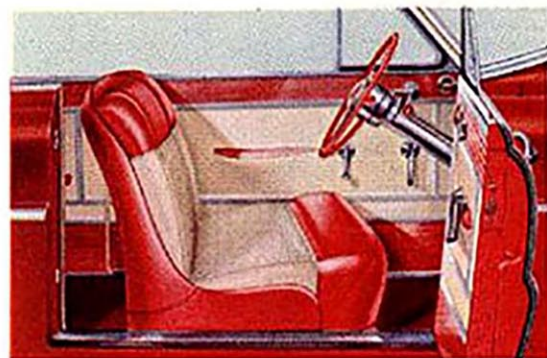
Unique Flight-Line styling. Beautiful cars just five feet high with flowing lines possible only because of "step-down" design.

Safe, rugged construction. Hudson's Monobilt body-and-frame\* protects your family with box-section steel girders which completely

surround the passenger compartment.

Triple-Safe Brakes, standard on most models; the finest hydraulics with a reserve mechanical system on the same pedal, ready to take over automatically should hydraulics fail through accident or neglect.

Service costs cut. Hudson engines seldom need attention. Chrome-alloy cylinder blocks (toughest in the industry) and the only pinned-in-position piston rings in any U. S. car, help Hudson engines to outlast all others.



Sheer luxury!—plus Perfected Power Steering\*  
Improved Power Brakes\*—Fully Automatic Drives\*

(\*Trademark. Patented. \*Optional at extra cost.

1954

## HUDSON HORNET

The **WASP**

The **JET**

Spectacular running mate of the Hudson Hornet, gives you Hornet-like glamour and power in the low-medium price field; at a new lower price for 1954.

Compact, economical edition of the Hornet, with outstanding gas economy and handling ease. Has the amazing roadability of the Hornet. Prices start near the lowest.

THREE OF A KIND... in Glamour, Performance, and Quality

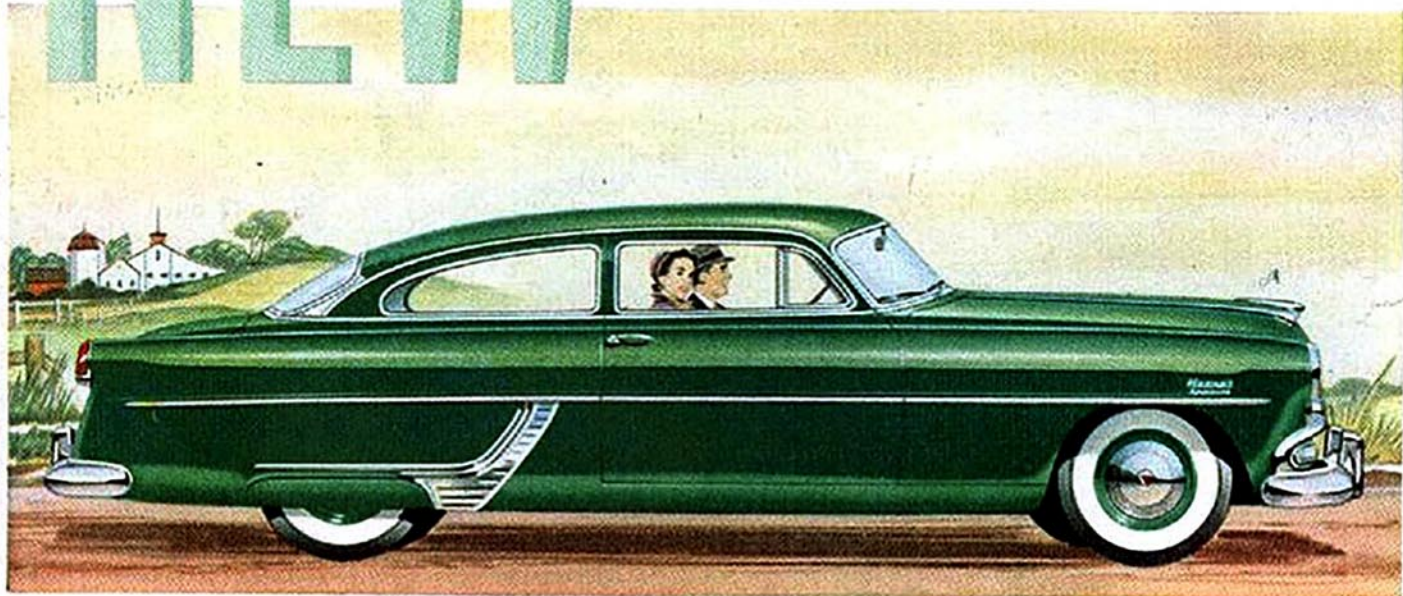
# NEW

ANNOUNCING THE HUDSON

## HORNET SPECIAL

WITH A

### NEW LOW PRICE



New Hornet Special Club Sedan. Also available in Four-Door Sedan and Club Coupe.

**It's here**—the magnificent new Hornet Special, built for those who want Hornet performance, at a new low price! This great car has full Hornet Instant Action Power. When you step on it at any point in the driving range, something happens—instantly!

The new Hornet Special is the same over-all size as the Hornet. It has the Hornet's beautiful Flight-Line styling, and luxury far beyond its price.

It has a low center of gravity and safe, geared-to-the-road ride—the result of exclusive "step-down" design.

It has Hudson's rugged Monobilt body-and-frame\*, with box-section steel girders completely surrounding the passenger compartment.

The new Hornet Special has the *lowest price tag anywhere* for such performance, such luxury, such features. Your Hudson dealer will show you this great new value.

\*Trademark. Patented.

**Power Steering, Power Brakes, Fully Automatic Drives are optional at extra cost.**

# HUDSON

The **HORNETS**  
in the medium price field

The **WASPS**  
in the low-medium  
price field

The **JETS**  
at prices starting  
with the lowest

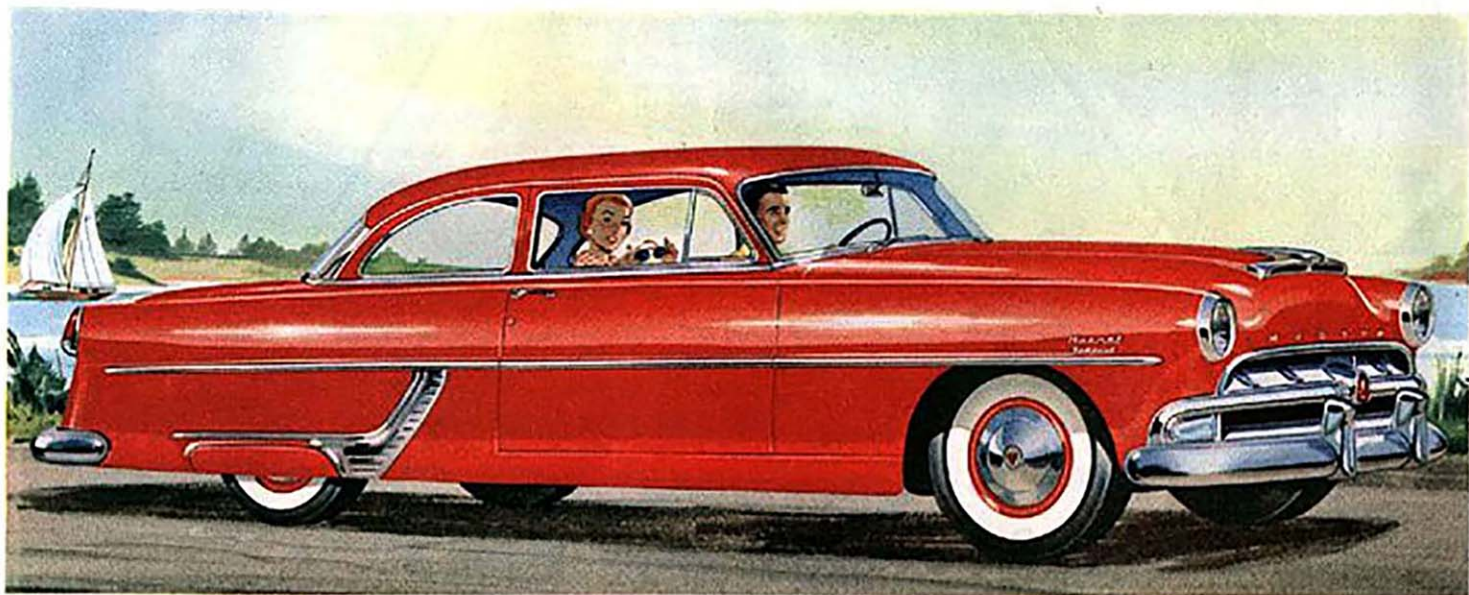
Standard trim and other specifications and accessories subject to change without notice.

# NEW LOW PRICE FOR THE NATIONAL CHAMPION

**Winner of more stock-car events  
than all other makes combined!**



"Family cars like those you buy from dealers, compete in stock-car events throughout the U. S. Records show which is safest, most roadable, durable. These records show it's Hudson—with no other make even close," says Frank Mundy, AAA champion, shown in his winning Hornet.



Hudson Hornet Special Club Coupe. Also available in Four-Door Sedan and Club Sedan.

## New HUDSON HORNET SPECIAL

Now! You can own the fabulous champion of the U. S. stock-car tracks . . . at a new low price. It's the Hudson Hornet Special. It has a Hornet engine, full Hornet size, gives you full championship performance.

It gives you a silk-smooth, rock-solid, safe ride due to its low center of gravity . . . the result of Hudson's exclusive "step-down" design. It's the safest car built; and one of the most comfortable.

The Hornet Special gives you Flight-Line Styling, luxury far beyond its low price. Nothing, save the Hornet itself, can equal it. Your Hudson dealer will gladly let you drive the new Hornet Special. Call him soon.

THE  
HORNETS  
THE  
WASPS  
THE  
JETS

**HUDSON DIVISION OF AMERICAN MOTORS**

Standard trim and other specifications and accessories subject to change without notice.



# Here they measure real motor-car value right before your eyes

The results shown on these  
tough public proving grounds can  
help you choose your family car!



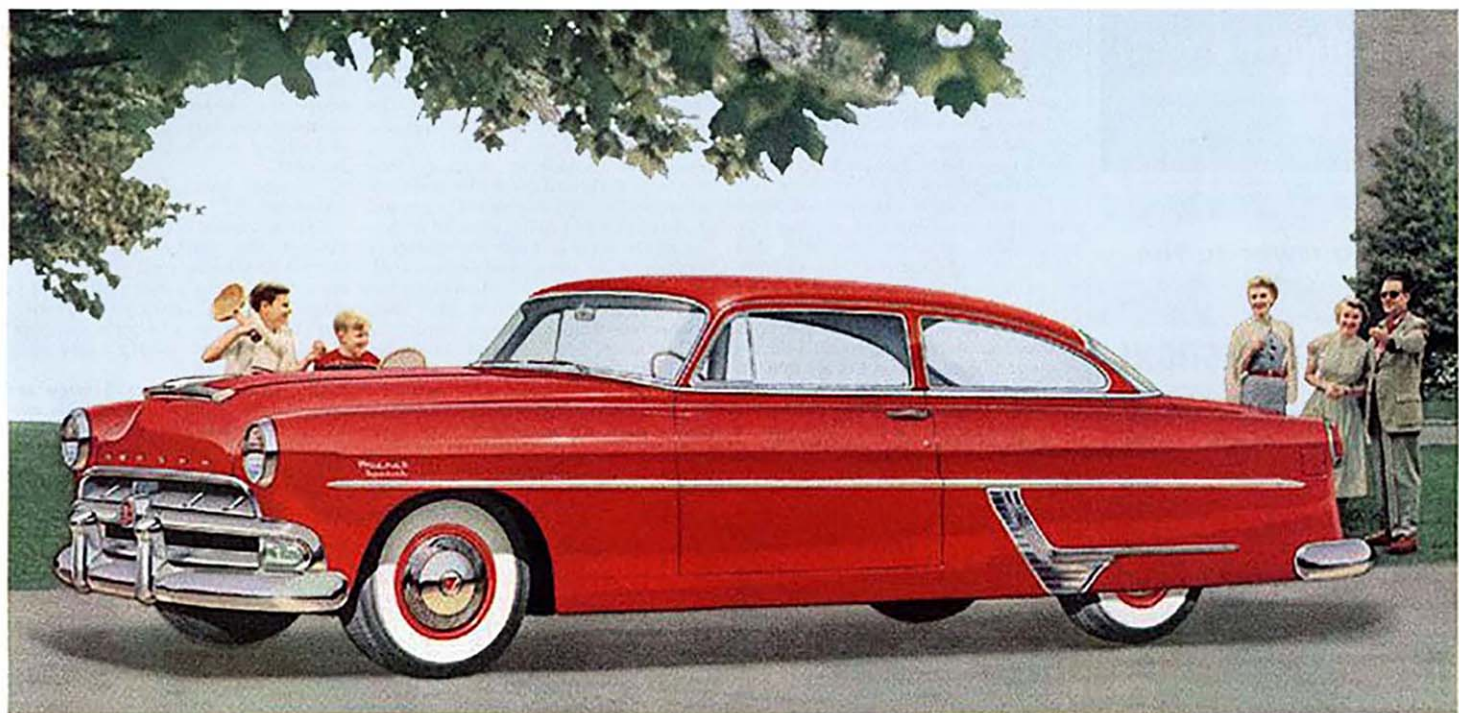
Stock-car events are held coast to coast. Two years ago, Hudson scored 47 wins in 55 events; became U.S. Champion for 1952



Each event equals 50,000 miles of ordinary driving. Last year, Hudson had 46 wins in 66 starts; became U.S. Champion for 1953



With a total of 119 wins in 3½ years, Hudson continues its victory stride! Hornets took the first five places at Langhorne in May, and they've already captured 13 firsts in 20 starts in 1954



Standard trim and other specifications and accessories subject to change without notice.

## New Hornet Special...New Low Price!

The instant power that gets Hudson Hornets out of tight spots and ahead on the track can whisk you out of danger on a crowded road; lets you drive relaxed and confident.

The low center of gravity that makes the Hornets steadier on tight track turns can save you on an unexpected highway curve. And that road-hugging feature also takes all effort out of driving, even on day-long trips.

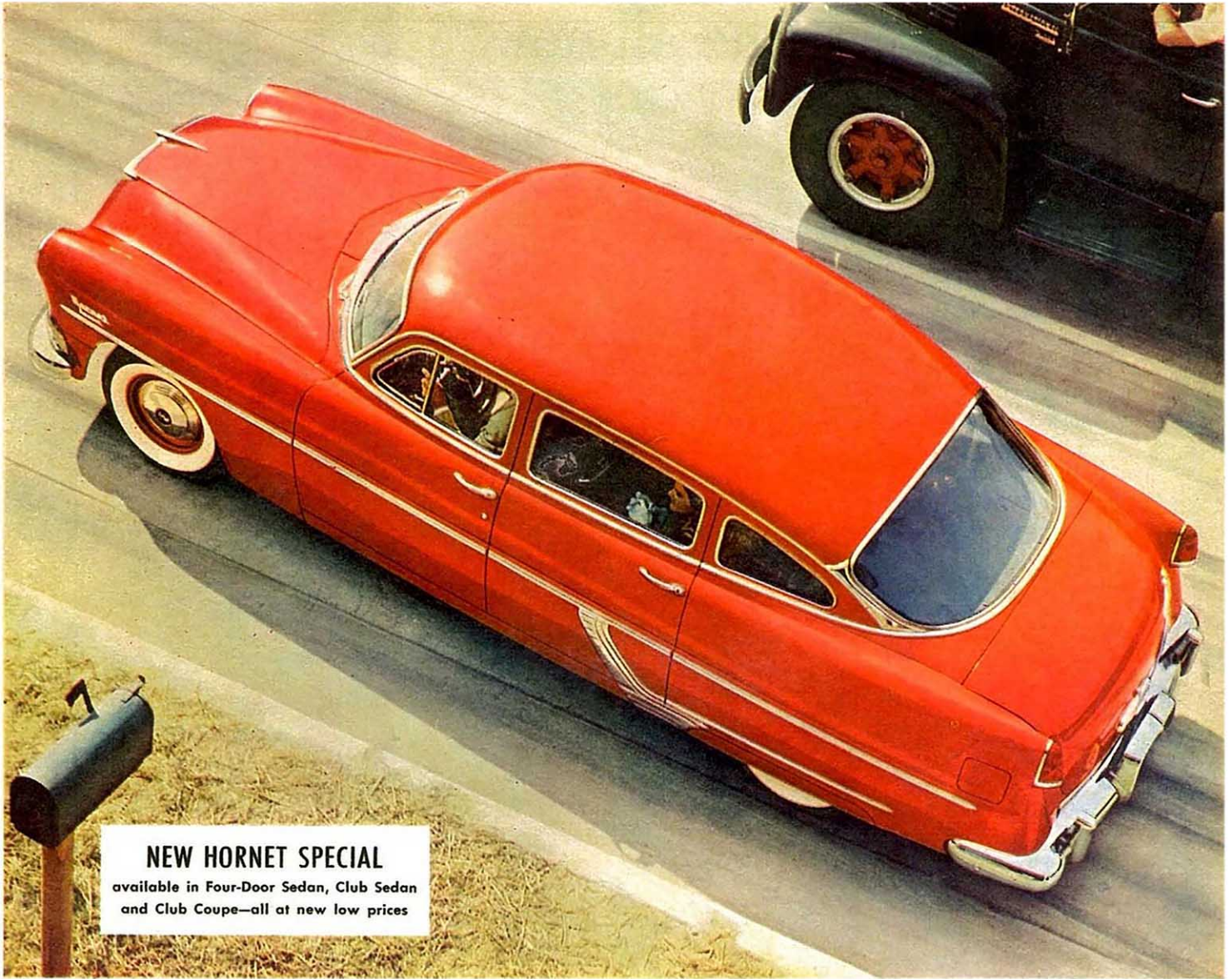
The durability and stamina that bring Hudsons in first show this is a car that needs little mechanical attention—that saves you inconvenience and money.

Best yet, you can enjoy this great and lasting performance at a new low price—in the new Hornet Special—full Hornet power, full Hornet size! Power steering, power brakes optional. See your Hudson dealer.

# HUDSON



HORNETS • WASPS • JETS  
Products of  
AMERICAN MOTORS



**NEW HORNET SPECIAL**  
 available in Four-Door Sedan, Club Sedan  
 and Club Coupe—all at new low prices

Standard trim and other specifications and accessories subject to change without notice.

# Here's lightning-quick passing power —with priceless new driving ease and safety



You zoom up to passing speeds in a Hornet in only three fourths the time it takes most cars. This is proved, time after time, in electrically accurate tests with the fifth wheel, as shown to the left. Hudson's new, deep-breathing engines give you instant action power — quick response at *every* point in your driving range. You have new command of the road — relaxed, safer driving.



Hudson adds more ease and safety with an extremely low center of weight, so these cars hug the road. They are amazingly easy to handle on curves and rough surfaces. Unitized body-and-frame construction (base frame extending outside the rear wheels) adds more rugged safety. Perfected power steering, improved power brakes are optional extras. Try Hudson — very soon.

**HUDSON CARS PERFORM**



**HORNETS • WASPS • JETS**  
 Products of AMERICAN MOTORS