



The New Hudson

1948

NOW...YOU'RE FACE TO FACE WITH TOMORROW



Hudson presents a motor car triumph!

MOST PEOPLE are aware that a low-built motor car opens up opportunities for beautiful, long sweeping body lines. Most people are also aware of the fact that a truly low center of gravity provides an ability to "hug" the road under all conditions.

So you've seen cars with floors slanted, tops lowered until inside headroom and comfort threaten to become only fond memories . . . and with all this, a *truly* low center of gravity has seldom been achieved.

But now . . . Hudson designers and engineers, without compromise or face-lifting, meet the challenge of the low-built car with an entirely *new kind* of automobile!

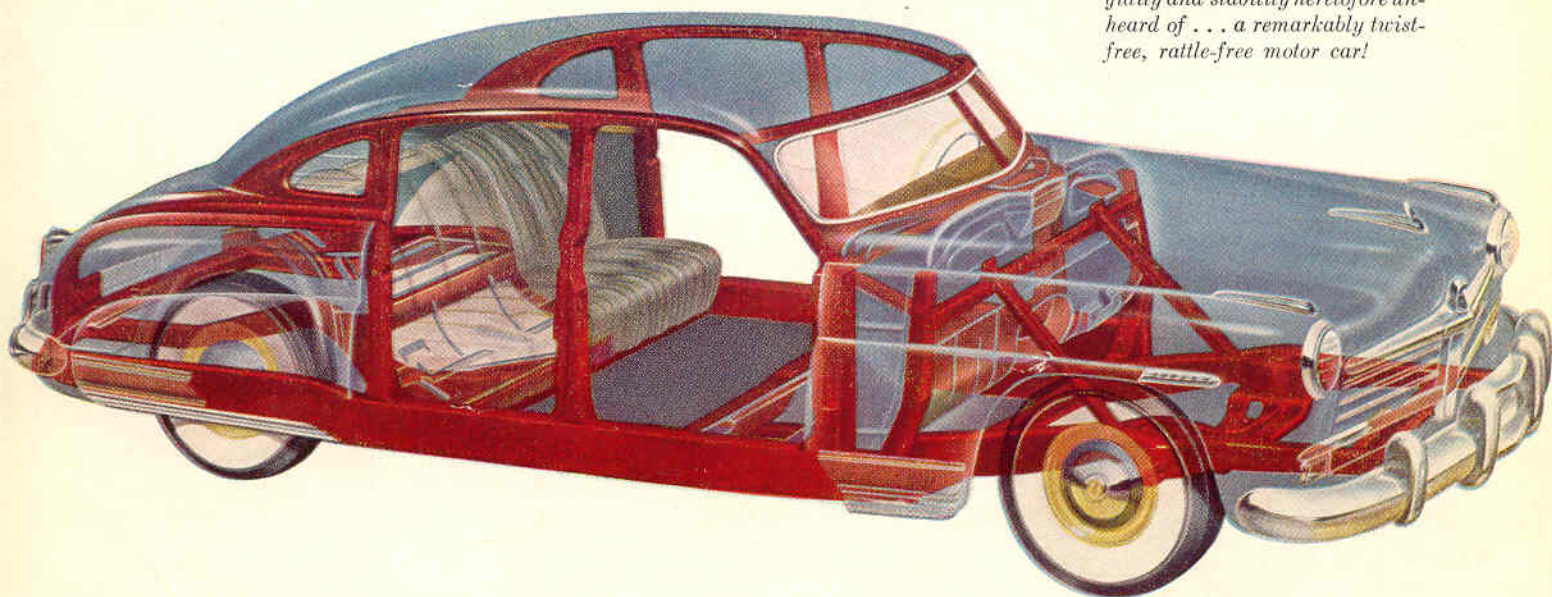
Here is a motor car that harmonizes low, sweeping

exterior lines, with a roomy comfortable interior; a car with a new, lower center of gravity, a car only five feet from ground to top, yet a car with more than enough inside headroom for the tallest person, a car that maintains road clearance!

The new Hudson with its all-steel Monobilt body-and-frame is a car you step *down* into when entering, not *up* on. As shown in the cut-away view below, you ride not on top of a frame, but cradled inside of and completely encircled by heavy box-steel girders. And for even softer going, you also ride not only between axles, but completely ahead of the rear wheels!

The new Hudson is truly tomorrow's motor car today!

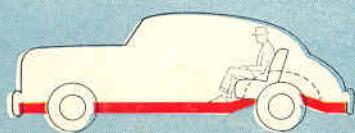
Hudson's new all-steel Monobilt body-and-frame is a sturdy, all-welded unit that provides rigidity and stability heretofore unheard of . . . a remarkably twist-free, rattle-free motor car!



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Other Cars



Other Cars



New Hudson



New Hudson

You ride within the new Hudson box-steel frame, as shown at the lower left, not on top of a frame, as shown at the upper left; and ahead of rear axles and wheels, as shown in the lower right, not up over an axle, as shown in the upper right.

TRY SOME

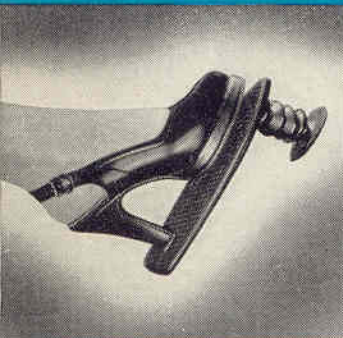
Super-Driving

WITH HUDSON "DRIVE-MASTER"

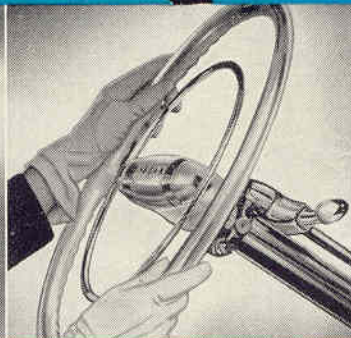
Here's the easiest of all ways to drive . . . no clutch pushing, no gear shifting in forward speeds. You simply accelerate as long and as fast as you like in Hudson's silent pick-up gear, then lift your toe from the accelerator ever so slightly, and you're in high.

You change gears when you're ready . . . *you're* in command at all times, but Hudson Drive-Master does all the work!

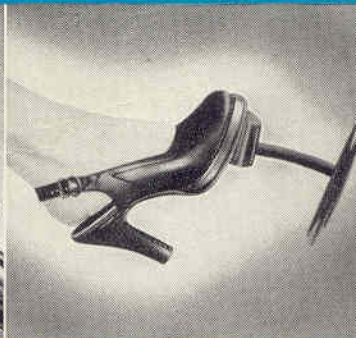
When you want to stop, just use your brake pedal and you stop . . . there's no creeping! While the car is stopping, Drive-Master shifts down to pick-up gear automatically.



*Accelerate
as you like*



*Shift with a
lift of your toe*



*To stop, use
only the brake pedal*

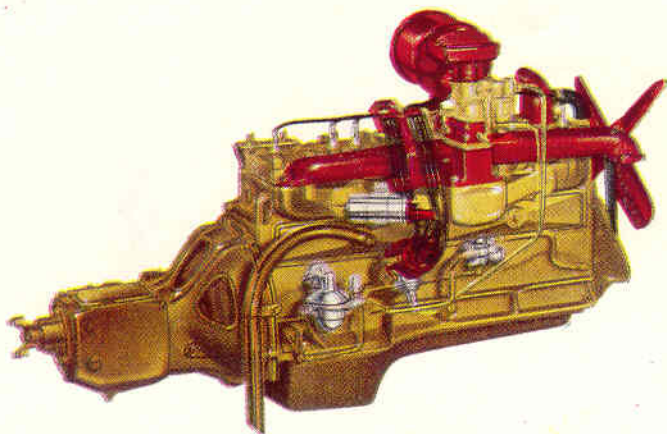
Your choice—three ways to drive. Hudson Drive-Master is equipped with instrument-panel control. You can have full Drive-Master super driving, or you can turn the control left for:

Vacumotive Drive—for manual shifting without clutch pushing. You shift gears effortlessly with Handy Shift at steering wheel; clutch is operated automatically. If you or some other member of your family prefer:

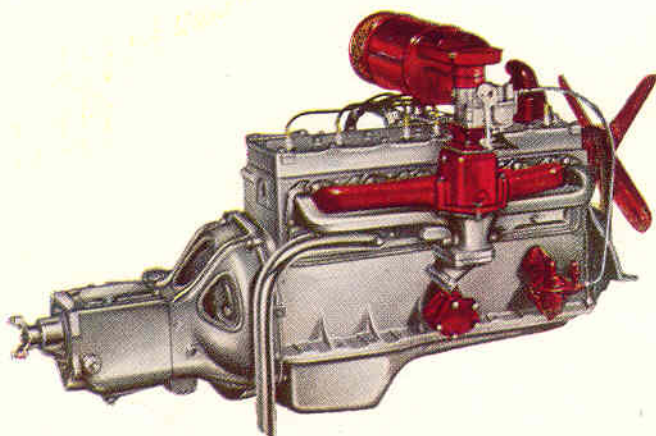
Conventional Drive—manual clutch and hand-shift driving—you simply turn instrument panel control button to center "Off" position, and car is ready for conventional driving.

With Drive-Master, which is exclusive with Hudson, you can "eat your cake and have it, too!"

Two great engines

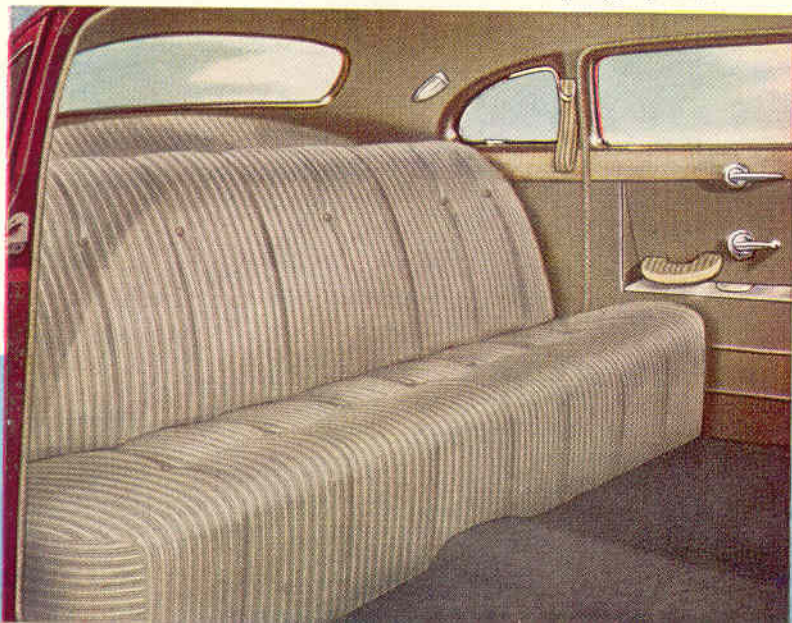


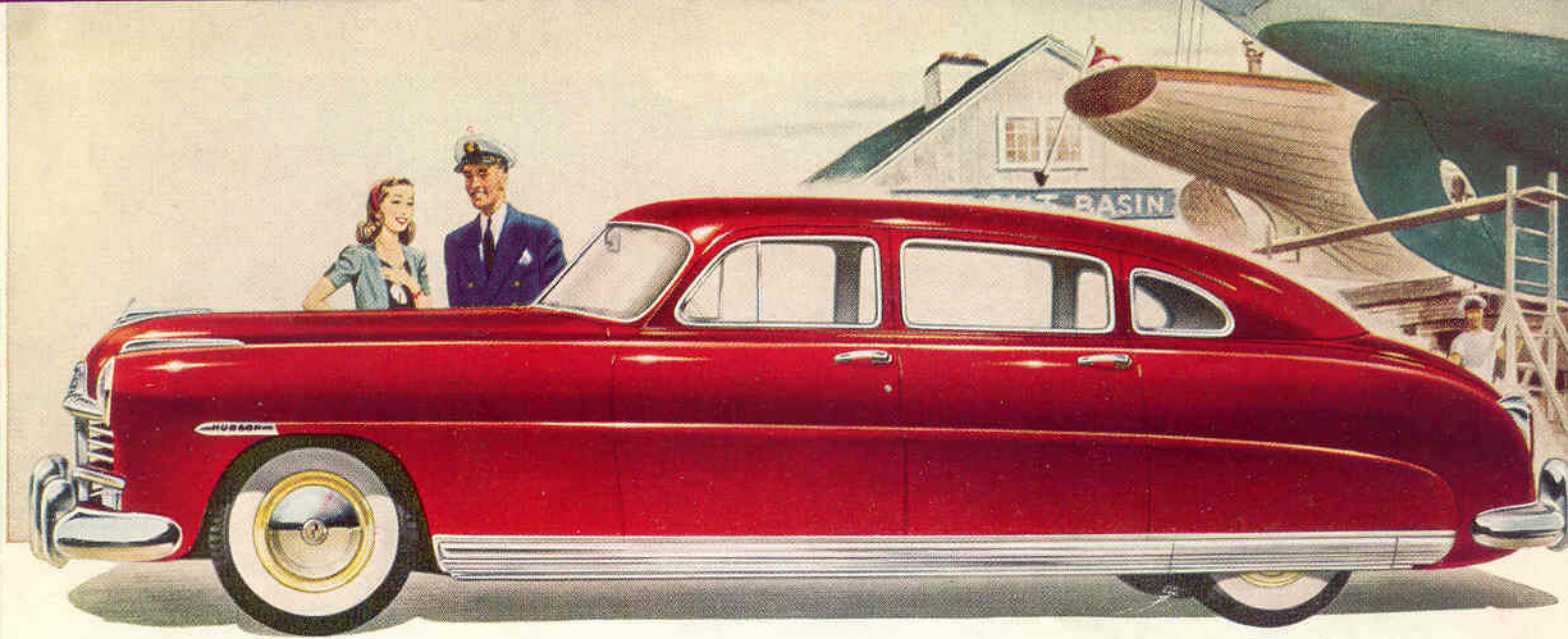
This improved Hudson Super-Eight engine is the answer for people who want action and power to spare, coupled with smooth performance. You'll get a thrill out of the way this great Super-Eight performs!



If you've ever longed for a six that can "show its heels" to any other six on the road—and to many eights, too!—here's your engine. This 121 h.p. new engine is the greatest Super-Six of them all—will out-perform anything of its kind!

Below: Close-up of the richest, roomiest, most comfortable motor-car rear compartment you can imagine. Chrome hand-holds on back of front seat in Commodore Sedan, plus robe cord and envelope-type pocket.





The Commodore Series FOUR-DOOR SEDAN

More than enough room for six passengers . . . 124-inch wheelbase . . . available with 121 h.p. new Super-Six or 128 h.p. improved Super-Eight engine. Choose from ten standard body colors. Two special body colors and five two-tone combinations, white sidewall tires, at small extra cost.

Two great series

The new Hudson in the distinguished Commodore Series and the brilliant Super Series is utterly beautiful—a thrilling symphony of rich color and clean, graceful lines that will fascinate you!

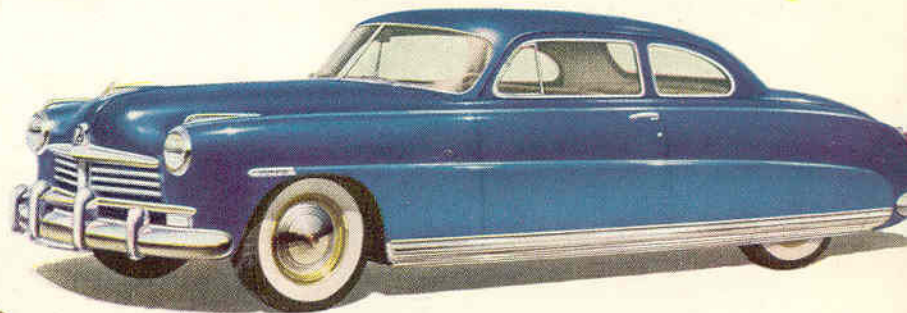
Notice the panel extending the entire length of this car, how it is set off with a bright metal base strip, how fenders have been absorbed into the body, and an embossed speed line is let into the side to give this new Hudson an appearance of forward motion, even when standing still.

This new kind of automobile *is* something to see, something to drive, *something to own!*



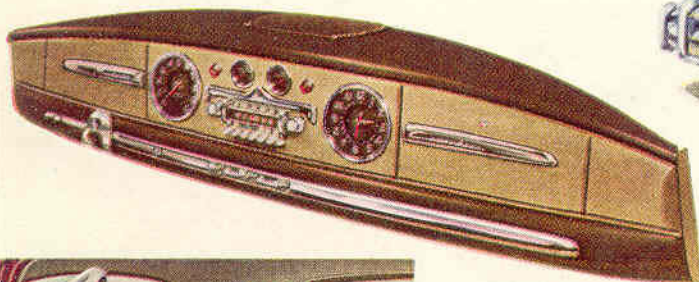
The Commodore Series CONVERTIBLE BROUGHAM

Six passengers . . . 124-inch wheelbase . . . 128 h.p. improved Super-Eight engine. Available in Super Series with 121 h.p. Super-Six engine. Three top colors to harmonize with same wide choice of body colors listed for other models. Choice of two colors in fabric or three colors in leather upholstery.



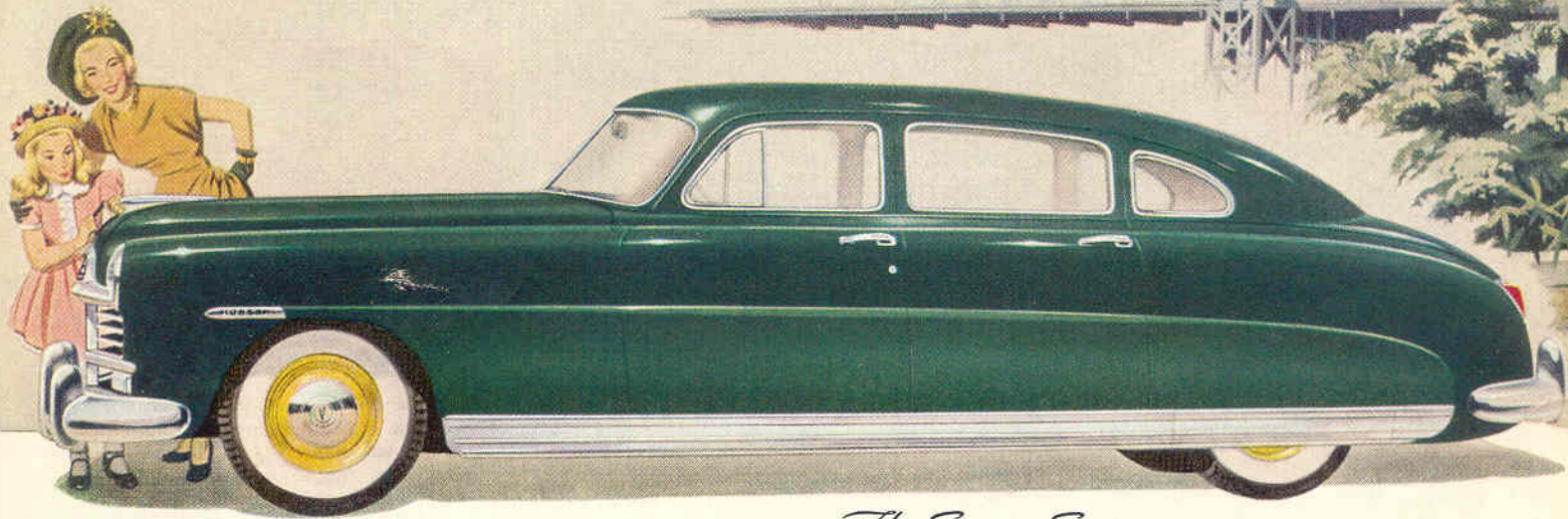
The Commodore Series CLUB COUPE

More than enough room for six passengers . . . 124-inch wheelbase . . . 121 h.p. new Super-Six or 128 h.p. improved Super-Eight engine. Choose from ten standard body colors. Two special body colors and five two-tone color combinations, white sidewall tires, at small extra cost.



Commodore Series instrument panel has two harmonizing shades of grained walnut. Teleflash warning signals for oil pressure and generator charging rate. Dials and needle indicators all indirectly night-lighted to eliminate glare.

Left: Big "two-person" arm rest in down position, full 16 inches wide. Airfoam upholstered. Folds back into, and flush with, back cushion. Side arm rests recessed to give full use of spacious interiors. Plenty of head room, in these back seats, for a "six footer plus."



The Super Series **FOUR-DOOR SEDAN**

More than enough room for six passengers . . . 124-inch wheelbase . . . 121 h.p. new Super-Six or 128 h.p. improved Super-Eight engine. Ten standard body colors. Two special body colors, five two-tone combinations, bumper guards, white sidewall tires, extra cost.



The Super Series **TWO-DOOR BROUGHAM**

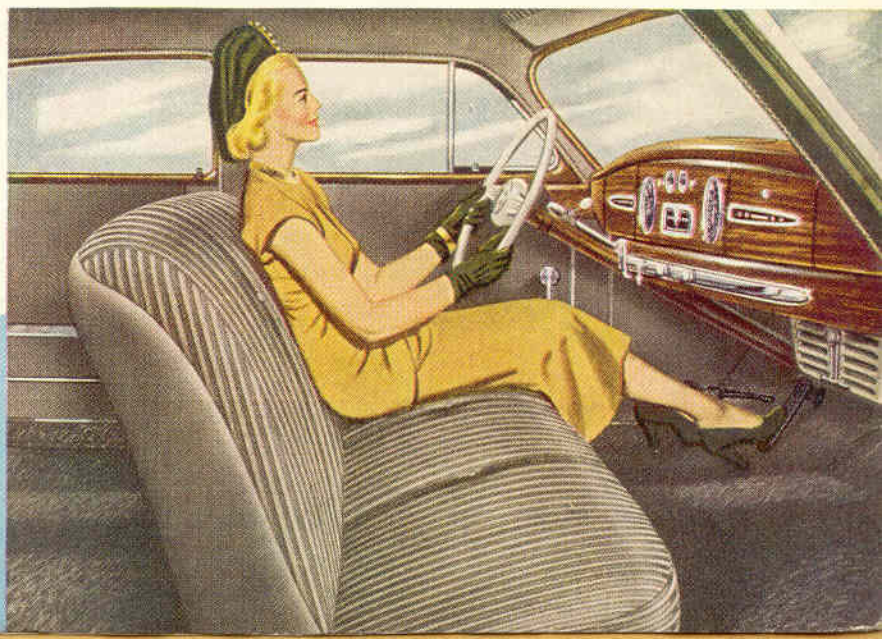
More than enough room for six passengers . . . 124-inch wheelbase . . . 121 h.p. new Super-Six engine. Ten standard body colors. Two special body colors, five two-tone color combinations, bumper guards, white sidewall tires, at small extra cost.



The Super Series **CLUB COUPE**

124-inch wheelbase . . . 121 h.p. new Super-Six or 128 h.p. improved Super-Eight engine. Ten standard body colors. Two special body colors, five two-tone combinations, bumper guards, white sidewall tires, extra cost. Available in three-passenger Business Coupe.

At right: Interior of Super Series line is beautifully finished and tailored. Dark walnut-color instrument panel and window garnish mouldings; striped Bedford Cord upholstery blended in tone with richly colored interior fabrics.



All yours ... but only in Hudson!

TRUE CENTER-POINT STEERING

Acts equally on either wheel; most accurately designed and easy to handle steering system known.

STEEL FLYWHEEL

Hudson's steel flywheel is lighter and stronger than cast-iron types. Requires less power to start.

COIL AND LEAF SPRINGS

Hudson has special silicon steel coil springs in front and long, leaf springs (mounted in splayed position) in rear.

TRIPLE-SAFE BRAKES

Finest hydraulics, plus mechanical reserve system operating from same brake pedal; finger-tip released parking brake.

SYNCHRONIZED SILENT TRANSMISSION

Synchronized silent transmission has been specially designed to operate with Hudson's handy shift lever.

FULLY BALANCED CRANKSHAFT

Crankshaft fully compensated. Drop-forged with integral counterweights. Statically and dynamically balanced.

HIGH CHROME ALLOY ENGINE BLOCK

Entire engine block is made of high chrome alloy, eliminates need for valve seat inserts, outwears softer blocks.

DUAL CARBURETION

Dual carburetion gives more equal distribution of fuel mixture to all cylinders for maximum performance.



HUDSON MOTOR CAR COMPANY

DETROIT 14, MICHIGAN

FRIENDLY HUDSON DEALERS...

wherever you go!



Travel wherever you wish on the North American Continent, or to the far ends of the earth, or cruise your own neighborhood, and you're never far from the red, blue and white sign that identifies more than 3,000 Hudson dealer and distributor establishments. Every Hudson dealer maintains a service department that is modernly equipped, and provided with a balanced stock of genuine Hudson parts. He is further supported by 166 strategically located, distributor-operated Parts Depots. Service men are ready to help you at all times and are especially skilled in the kind of preventive maintenance that keeps your car new long after "delivery" day. With a Hudson, you need mighty little service, but what little you need is mighty easy to get!

THIS TIME IT'S HUDSON