



Your  
 SIMCA DEALER  
 PRESENTS  
 the entirely new

'56 *Aeonde 1300*

# SIMCA - THE BYWORD IN EUROPE'S AUTOMOTIVE

*The history of the European automotive industry, particularly in its post-war phase, is synonymous with that of the development of the high efficiency small car.*

*Due to economic factors on the one hand, and extreme variations in geographic and road conditions on the other, European manufacturers had to meet the challenge offered by the following stringent requirements :*

- *minimum fuel consumption and running costs ;*
- *maximum performance even under the most rigorous driving conditions ;*
- *low selling price to reach the widest range of potential car owners ;*
- *top quality for long vehicle life.*

*This challenge was met successfully. The small European car, by completely revising all existing concepts of economy and road performance, gained world-wide popularity.*

*The leading role played by Simca in this development is attested by its phenomenal growth :*

*- 1935 : Simca manufactured 3.500 vehicles ;*

*- 1955 : Simca production level reached 150.000 vehicles ;*

*An extraordinary picture of progress and one of the world's foremost examples of industrial success.*

*The Simca success story is identified with the models it has produced, always extremely popular in Europe and, to a great extent, throughout the world.*

*The little SIMCA-5, produced in 1936, which attained international renown, is still frequently seen on European roads.*



*The SIMCA-8 1100 and 1200 models in 1937 and 1938 were among the first European small cars to prove that rapid acceleration, extraordinary climbing power and high cruising speeds were compatible with small car cost and economy.*

# PROGRESS

*The SIMCA-6 was the symbol of the rebirth of the French post-war automobile industry. Produced in 1948, during a period of restriction and scarcity, the "6" won fame with its amazing economy.*



*Then, in May 1951, the first Aronde, the SIMCA-9, marked the post-war maturity of the European automotive industry, ready once again to compete effectively in the free world market. The modern line with its convex windshield, built-in headlamps, and streamlined profile was introduced in European car manufacture and combined with economy and performance developed from past experience.*

*The same year saw the creation of the Simca Sport whose beauty of design gained it world-wide renown immediately after its showing at the Paris Salon de l'Automobile. The SIMCA-9 Aronde reached its final stage of development in the "Underslung 55" whose amazing road-holding ability and brilliant mechanical performance have become a byword in France and the world's export markets.*

NOW THE VAST, ULTRA-MODERN FACTORIES OF THE SIMCA GROUP PRESENT

THE COMPLETELY NEW *Aronde 1300*

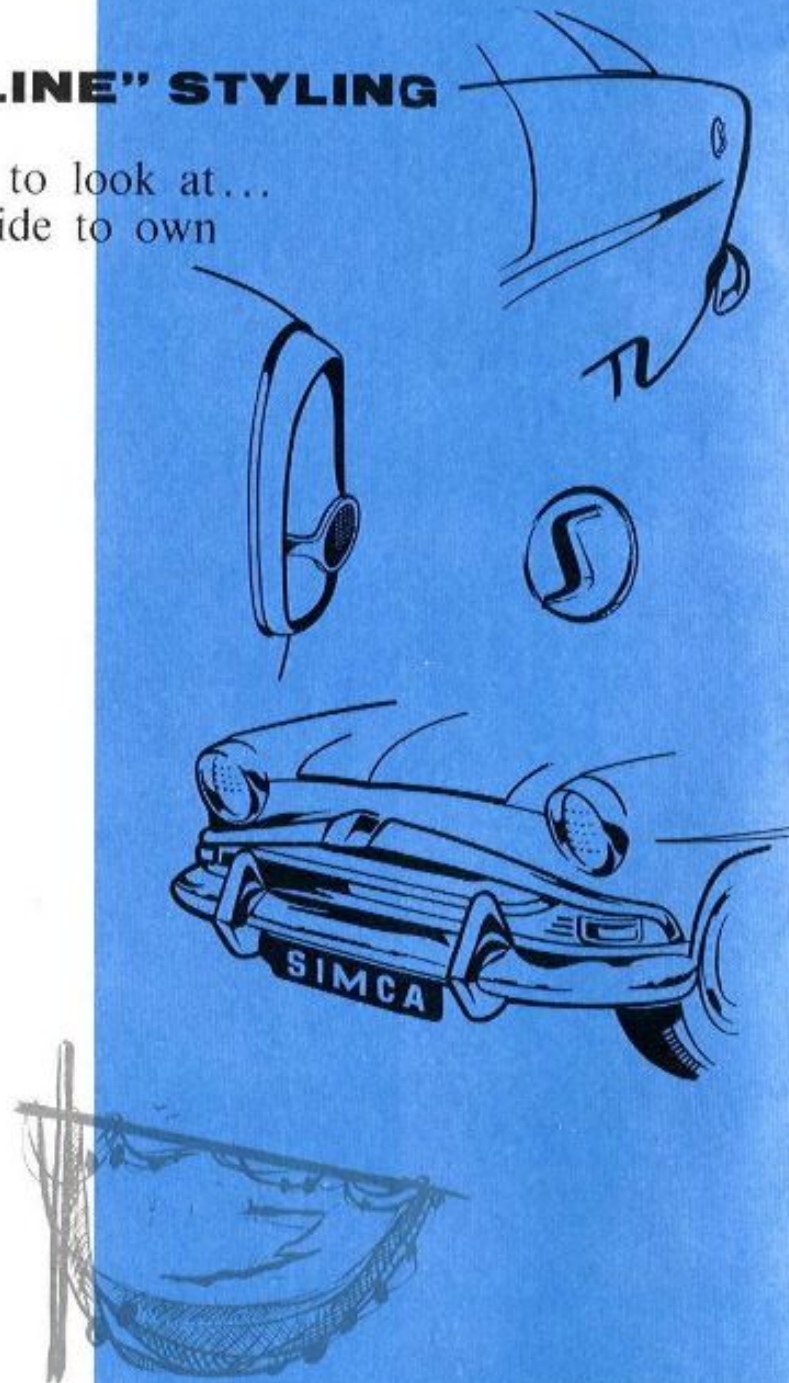
featuring : the new "Flight Line"; the new *Flash* engine ; the new "Comfort for 56"

A NEW "JOIE DE VIVRE"....

# The Aronde 1300 ... WITH "FLIGHT LINE" STYLING



A pleasure to look at...  
A pride to own



The new "Flight Line" marks a further advancement in French automotive body design. The new style note: rear fenders sweeping back beyond the line of the luggage compartment in a clean attractive line and the smart new wrap-around grille. As it goes by, the Aronde 1300 creates an impression of grace and power.

The rear lights extend the unbroken sweep of the fenders.

Gasoline intake is flush with the fender and concealed under the SIMCA emblem.

Protective visors over the headlights accentuate the look of thrust.

A wrap-around grille lowers the line and gives fuller protection.

...And a dazzling new range of gem-like colors: Dusk Grey, Diamond Black, Ile de France Blue, Brittany Green, Tunis Blue, and Doe Beige.



## THE “FLIGHT LINE”

Elegant and sleek, the “Flight Line” design is an artful blending of fender, hood, and top contours into a perfectly balanced visual effect while the wrap-around grill accentuates the tapering hood. Even standing still, the Aronde 1300 seems ready to leap ahead!

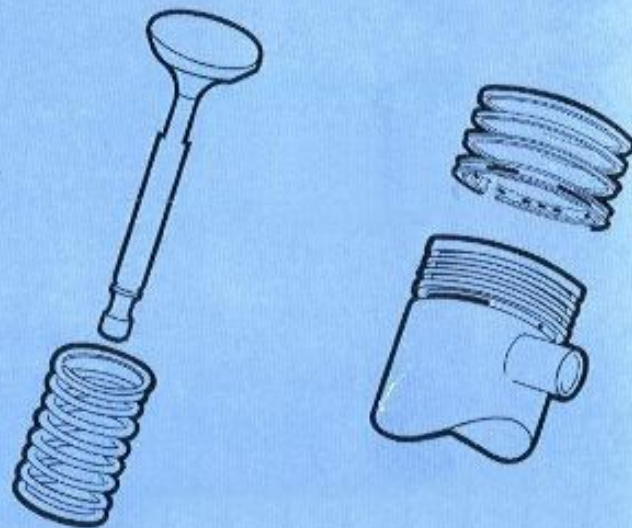
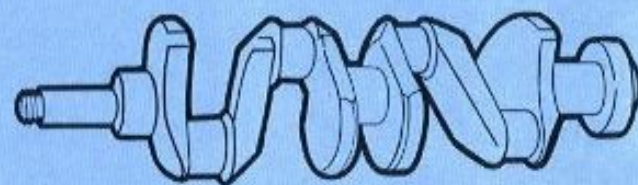
# *The Aronde 1300*

## WITH THE *Flash* ENGINE

The new *Flash* engine is an extraordinary combination of strength and smoothness. With a magnificent reserve of power, till now unheard of in cars of its size, this amazing new Aronde power plant permits passing cars more confidently, more safely... it really soars ahead.

The *Flash* engine has been designed and built by the top talent in French automotive engineering and based upon information gathered from exhaustive SIMCA road tests and performances over the past 3 years.

Economical, smooth, quiet, and marvellously responsive, the Aronde 1300 *Flash* engine is tops in its class.



## NEW DRIVING THRILLS WITH *The Aronde 1300*

With the *Flash* engine, your Aronde leaps forward...  
surges ahead...  
cruises effortlessly at high speeds.

The previous Aronde engine was tested hundreds of thousands of miles under all driving conditions: on the racing speedway, in Paris, and on European highways. From this experience, a new Aronde power unit was conceived—the *Flash* engine, amazingly rugged and responsive under all driving conditions.

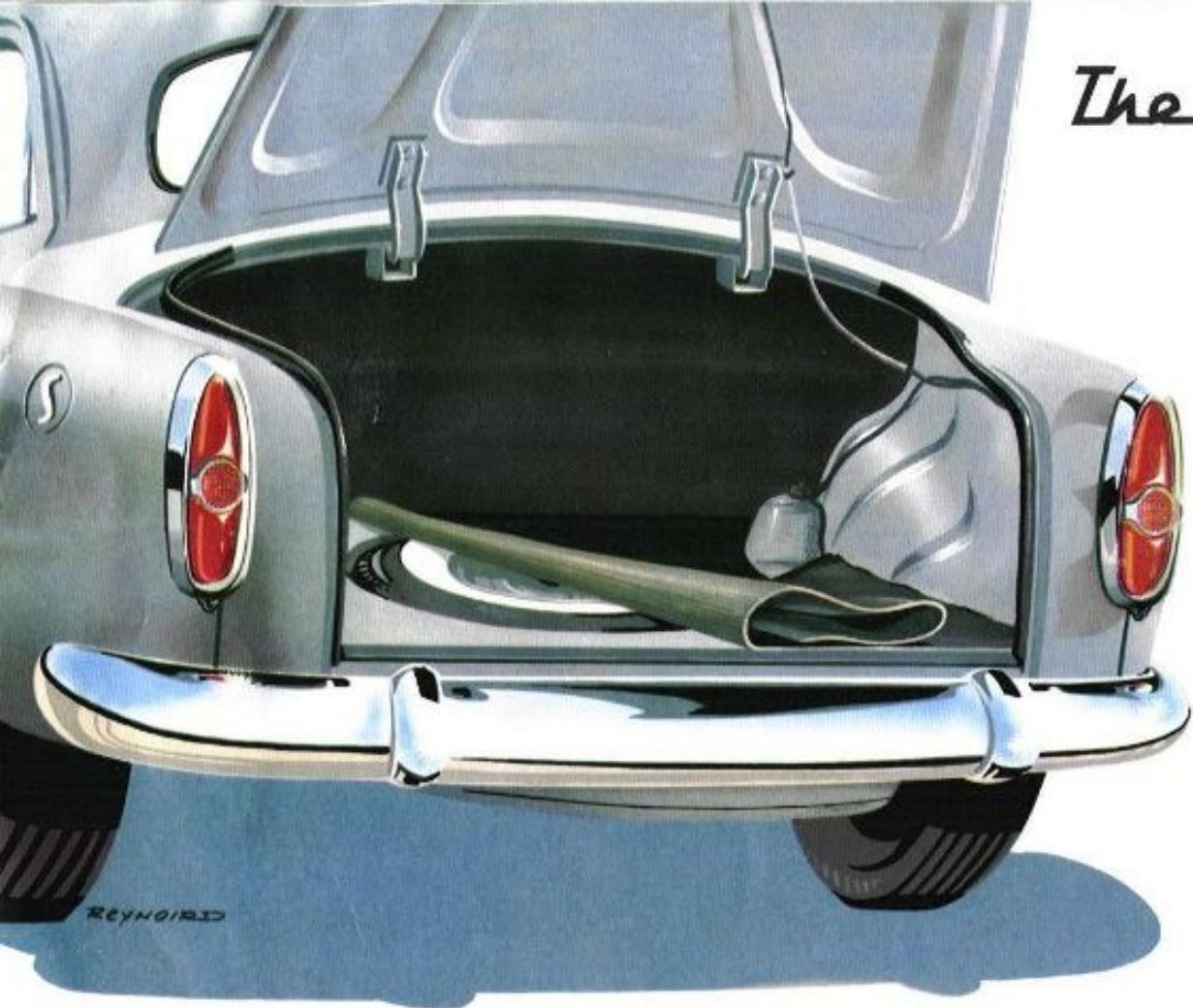
The *Flash* engine permits cruising with ease, always a comfortable margin away from the point of mechanical strain; it surges forward without noise or vibration yet retains at all speeds a considerable reserve of power.

It's a high-efficiency masterpiece in design and construction, built for your driving enjoyment and to stand up superbly for miles without end.

The high-lights of the *Flash* engine.

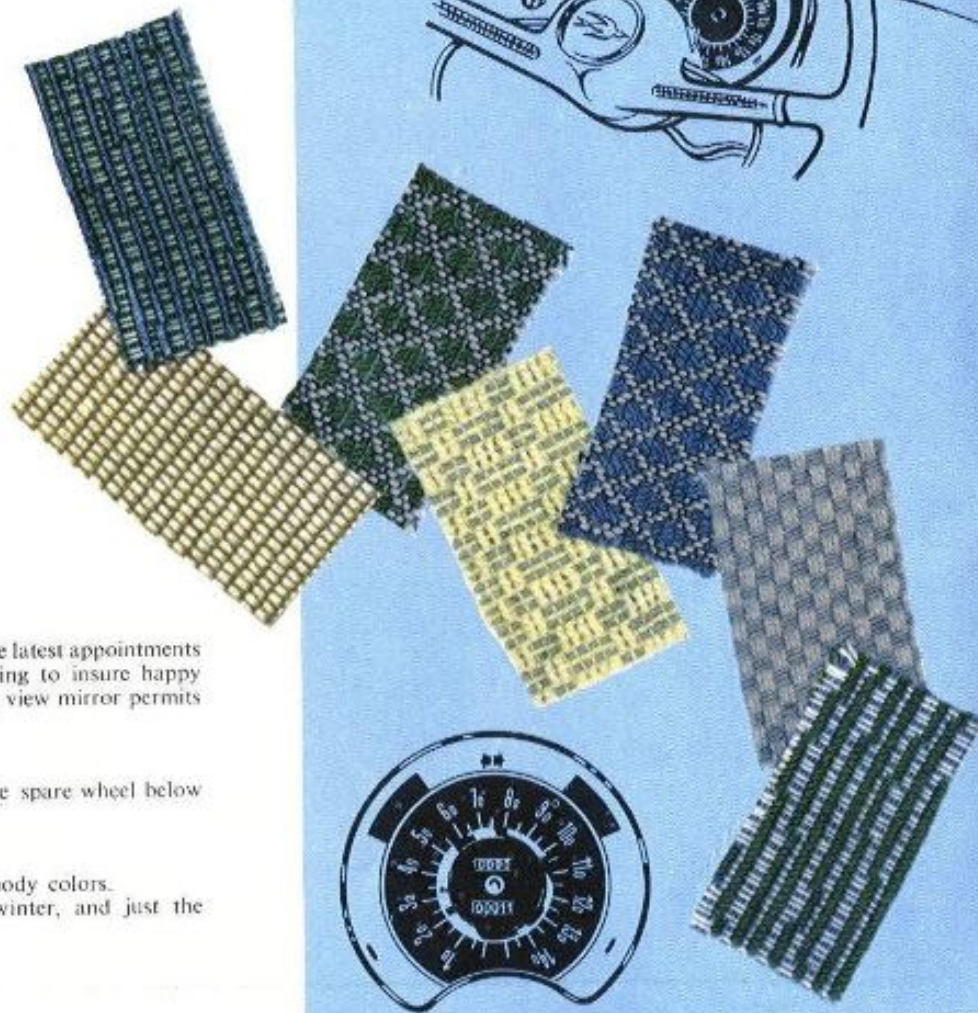
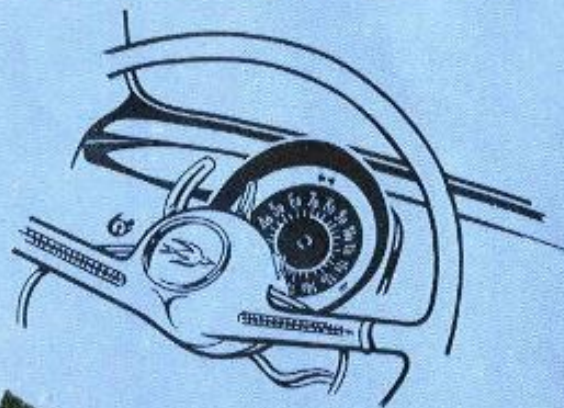
- 4 cylinder, Overhead Valve bore 74 mm., stroke 75 mm., "Competition" type heavy-duty crankshaft.
- Thin-sectioned babbit liners on main bearings; tri-metal liners on connecting rod bearings.
- Controlled-expansion, precision-fitted pistons with special scraper rings.
- Grooved valve stems eliminate carbon deposit mechanically.
- Self-regulated lubrication.
- Pressure transfer clutch.
- Automatic choke.
- Solenoid starter.





## *The Aronde 1300*

**NEW "COMFORT FOR 56"**



### **THE PLEASURE OF FEELING COMFORTABLE AND SECURE**

The "Dunlopillo" seating gives you easy-chair comfort on every trip. The Aronde 1300 surrounds you with all the latest appointments and conveniences: protective knee padding, built-in dashboard controls, key-operated solenoid starter, everything to insure happy motoring. Self-parking windshield wipers allow unobstructed visibility. The convex, anti-glare, wide-angle rear view mirror permits complete rear vision... increasing your safety and permitting easy maneuvering.

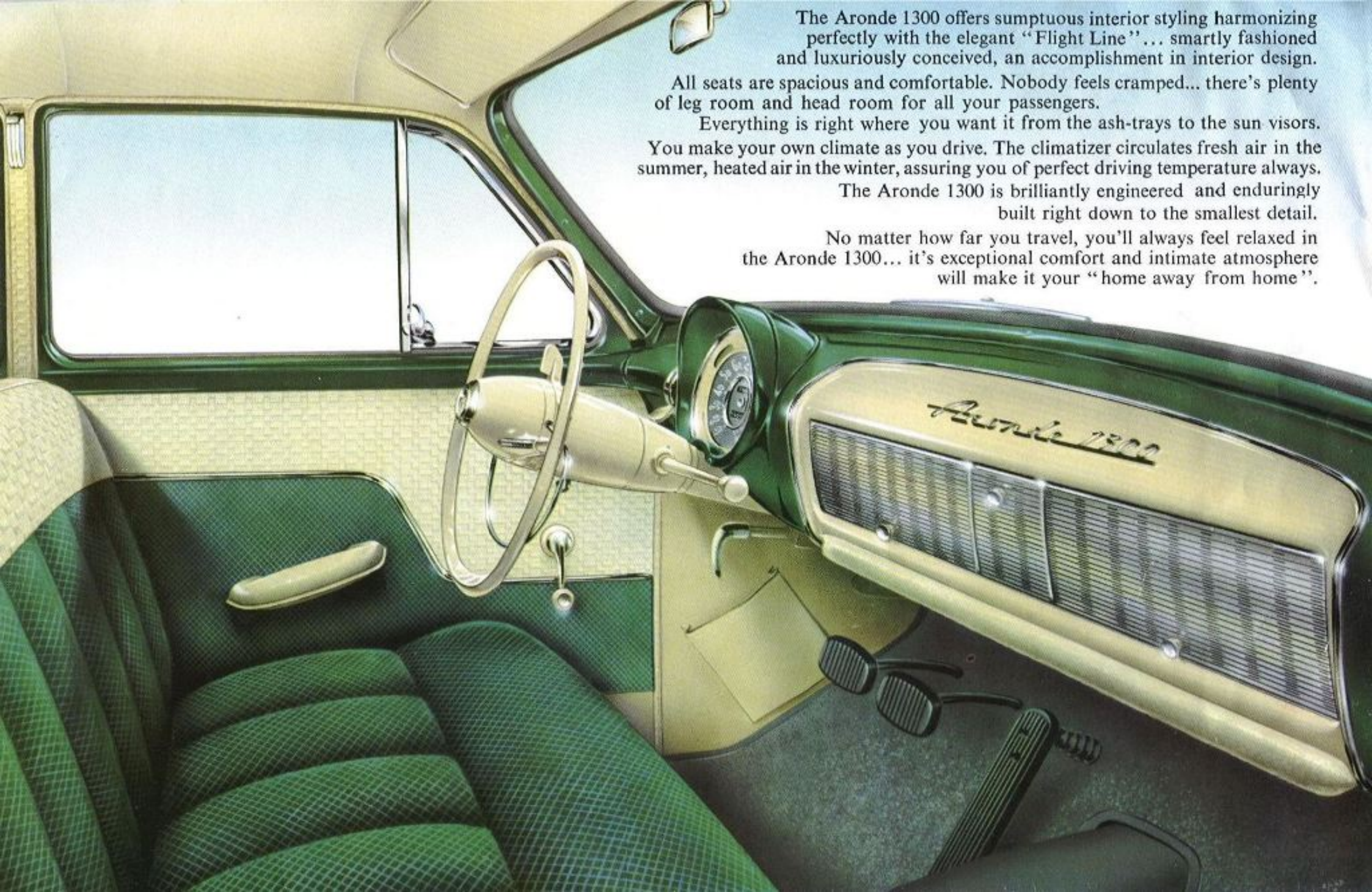
### **THE PLEASURE OF SPACIOUSNESS**

The "Flight Line" styling allows for plenty of head and elbow room for driver and passengers. By lowering the spare wheel below the floor of the luggage compartment, an exceptionally vast luggage capacity has been made available.

### **THE PLEASURE OF RIDING WITH YOUR FRIENDS IN A SUPERBLY FASHIONED INTERIOR**

Seats, dash-board, window molding, floor covering in beautifully harmonized tones to match the attractive body colors. All-around visibility for each passenger, handy ash-trays, a fast acting climatizer both in summer and winter, and just the right suspension... your Aronde 1300 will be the envy of all your friends.





The Aronde 1300 offers sumptuous interior styling harmonizing perfectly with the elegant "Flight Line"... smartly fashioned and luxuriously conceived, an accomplishment in interior design.

All seats are spacious and comfortable. Nobody feels cramped... there's plenty of leg room and head room for all your passengers.

Everything is right where you want it from the ash-trays to the sun visors. You make your own climate as you drive. The climatizer circulates fresh air in the summer, heated air in the winter, assuring you of perfect driving temperature always.

The Aronde 1300 is brilliantly engineered and enduringly built right down to the smallest detail.

No matter how far you travel, you'll always feel relaxed in the Aronde 1300... it's exceptional comfort and intimate atmosphere will make it your "home away from home".

Headline news for car enthusiasts the world over  
**THE 56 ARONDE 1300**

Reflection of beauty and elegance...

And the new 1300 has all the traditional Aronde qualities

**SURE AND SILENT TRANSMISSION.**

Thanks to Simca's "Unit Transmission" clutch and gear box, pick-up is instantaneous. Directly synchronized gears function silently without strain or wear.

**COMPLETE BRAKING SECURITY.**

The small diameter wheels react perfectly to sharp braking and offer perfect control at all speeds.

**PROVEN IN GRUELLING ROAD TESTS**

100,000 kms at 100 km/hr at Monthléry  
100,000 kms in 100 days through Paris traffic  
100,000 kms by 100 owners over all the roads in France

**THE AMAZING ROADABILITY OF THE "UNDERSLUNG 55".**

The frictionless Gemmer steering offers absolute fingertip control of the front wheels without play or time lag.

The 14 inch diameter wheels really snug down on the road. There is no weave or wander even on the sharpest curves.

**GENTLE ARMSTRONG SUSPENSION.**

The Aronde eases itself over rough spots.

The Armstrong double-acting shock-absorbers level the road to insure delightful riding comfort while having the necessary firmness to prevent leaning over in the curves.

**STURDY HYPOID REAR AXLE.**

The meshing point of the gear and pinion has been lowered thus providing the rugged reliability and high efficiency which have established the worldwide reputation of this type of drive.

THE ARONDE...

BYWORD FOR RUGGED DURABILITY

Headline news for car enthusiasts the world over  
**THE 56 ARONDE 1300**  
 Reflection of beauty and elegance...



General specifications

Overall length	4,313 in. (102 in.)
Overall width	1,339 in. (34.2 in.)
Height (unloaded)	1,338 in. (34.2 in.)
Height (loaded)	1,448 in. (36.7 in.)
Ground clearance	5,140 in. (13.1 in.)
Rear track	2,276 in. (57.3 in.)
Front track	1,231 in. (31.2 in.)
Wheelbase	2,940 in. (74.6 in.)
Turning radius	6,756 in. (167 in.)
Normal capacity	
4 passengers + 150 lbs. of luggage	
Fuel Capacity	48 liters (12.7 U.S. gal.)
Flow	1,000 l/h
Weight dry (no spare wheel and tools)	885 kg (1,946 lbs.)

Mechanical Specifications of the Aronde 1300 "1300 cc"

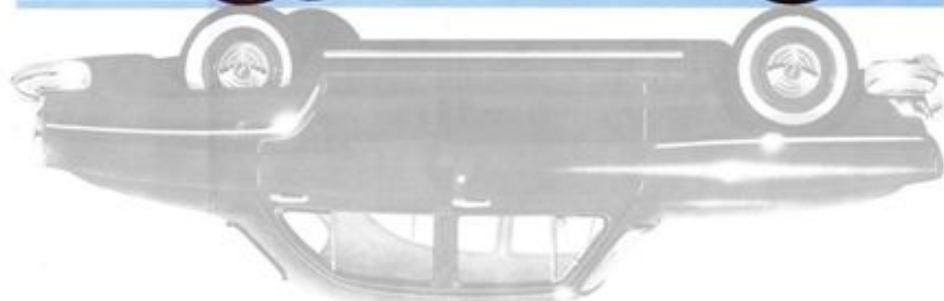
"1300 cc" Engine: Chevrolet origin, 4 cylinders in line, bore 74 mm stroke 75 mm, displacement: 1,295 cc, 7 French liter 50 racing pistons, 40 HP at 4,500 rpm, compression ratio 8.5:1, Carburetor: Solex 31 PAV equipped with automatic choke. Material and dimensionally hardened steel bearing, chrome-plated crankshaft, polished aluminum pistons, polished ball-bearing bearings. Transversally oriented cooling fan, with centrifugal water pump and 16 and 18 volt optional. Front and rear shock absorbers, with average shock absorber and 400-gramm shock absorber. Full pressure lubrication system, crankcase separate filter. Transmission: 4 Forward gears and reverse. 2nd, 3rd and 4th direct synchronous. Central drive on the output shaft. 5th gear 50 also direct with reverse transfer gearbox. Wheel rim only - 10x13 4x4. Suspension: Front: Independent with springs with shock-absorbing constant shock absorbers. Rear: Semi-attached variable-rate springs and double-acting shock absorbers, lateral sway controlled by a mechanical stabilizer. Steering: Ball bearing universal steering box gear plus. Turning radius 6.75 m. Body and Chassis: Heavy gauge rigid monocoque construction, heavily made of pressed steel, all joints being electrically welded. All floor areas open to the sun and are equipped with built-in heating resistance. The car floor does not sag supported with adjustable deflection. Manual and automatic are standard equipment. Large capacity trunk with variable height compartment lid. The entire load being used under the floor of the luggage compartment, there is no obstruction for luggage. All dimensions are measured in a climate in the driver's line of vision. The equipment is restricted for passenger safety.

**SAFETY UNDER ALL CONDITIONS.**

The Aronde's rugged steel reinforced monocoque body and new padded dashboard insure the safety of driver and passengers.

**REAL DRIVING PLEASURE.**

Designed to add new thrills to your motoring, the beautiful new Aronde will enchant you for miles on end.





# The Aronde 1300

## “HARD TOP”

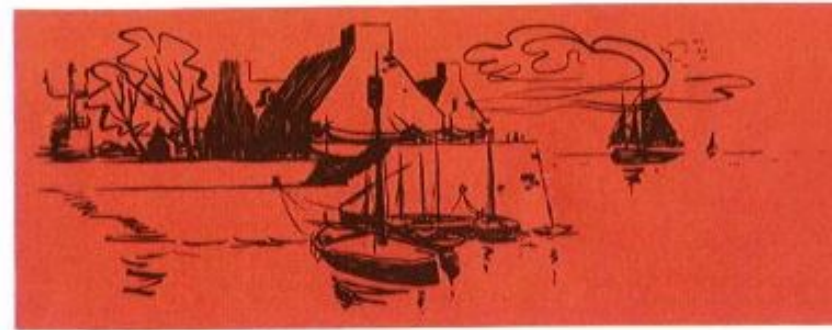
This refreshingly different “panoramic” hard top really gives total visibility. Europe’s first “glass-all-around” car.

From the gleaming two-tone body, the distinctive chrome trim, right down to the smallest detail, the Hard Top is one of the most beautiful achievements in styling.

It’s a car with the utmost in comfort...

Silent Climatizer system, built in back seat ash-trays, and smartly fashioned all-new interiors and upholstery.

THE ARONDE HARD TOP has been awarded the citation “BEAUTE FRANCE” as the most elegant mass-produced car in France.



*Super de Luxe version of the Hard Top, The 1300 “Rue de la Paix” is luxuriously appointed in the tradition of master coach builders : built in radio, automatic windshield washers, tailored interior finishing and many other distinctive details. The body colors and complementing upholstery are made to order following your instructions. The “Rue de la Paix” tops them all in style and craftsmanship.*



## *The Aronde 1300*

### **“ÉLYSÉE”**

The most beautiful four-door sedan of its category ever built... that extra degree of detail and styling that will make heads turn wherever it goes. The Aronde 1300 “ÉLYSÉE” offers you the driving thrills that discriminating car owners demand: flashing get-away, high-efficiency power, astonishing roadability and ease of handling. Luxurious in finish and appointments... the silent under-the-hood climatizer, the attractive chrome trim, the new “comfort for '56”, the “ÉLYSÉE” has all the refinements you would expect to find in only luxury cars.

With the new “Flight Line” styling, the *Flash* engine, and quality craftsmanship inside and out, the Aronde 1300 “ÉLYSÉE” is an automobile which you will be justly proud to own.





## THE SIMCA 56 "COUPÉ DE VILLE"

The car that created a sensation in body design amongst car enthusiasts everywhere.

Smart, dashing, and youthful, the COUPE DE VILLE is now more than ever the favorite among those who love to drive.

Already tops in elegance, performance, and manœuverability, the COUPE DE VILLE, equipped with the new Supertuned *Flash* engine, is the most sought-after 2-seater in Europe.



REYNARD



REYNOLDS

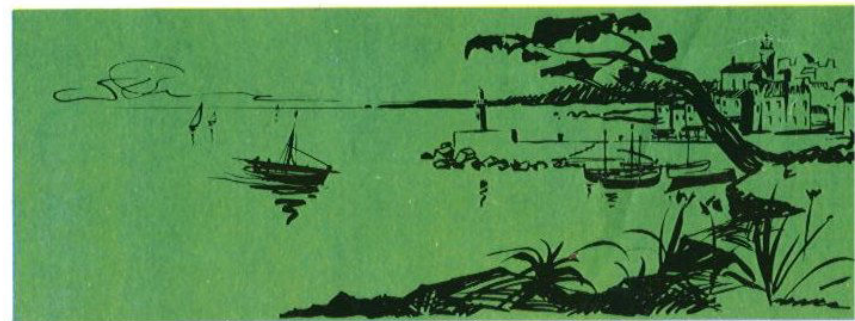


## THE SIMCA 56 "WEEK END CONVERTIBLE"

The only mass-produced convertible offering luxury styling by Europe's internationally famous master body designers.

As lithe and spirited as a thoroughbred, yet with all the silence and comfort of a large touring car, the "WEEK END" will be the center of attraction wherever discriminating sportsmen gather . . .

And the "WEEK END" is equipped with the Supertuned *Flash* engine.





## *The Aronde 1300*

### **TOWN AND COUNTRY "CHATELAINE"**

The best answer to your multiple transportation needs, the Aronde Station Wagon provides roomy passenger space and yet an immense luggage or utility capacity.

By use of the vertically-opening rear door, the large reinforced storage platform of the "CHATELAINE" can be further extended allowing you to carry the most cumbersome loads... and for your friends, a flick of the wrist and the rear seat pops up in place.

Powered by the new *Flash* engine, the Aronde "CHATELAINE", even loaded to the roof, clips along with boundless enthusiasm.

The Aronde 1300 "CHATELAINE", truly outstanding in finish and appointments, will be the first choice among sportsmen and practical car owners.



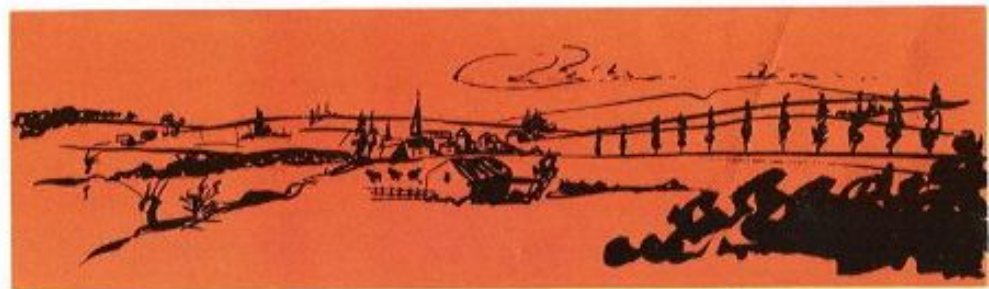


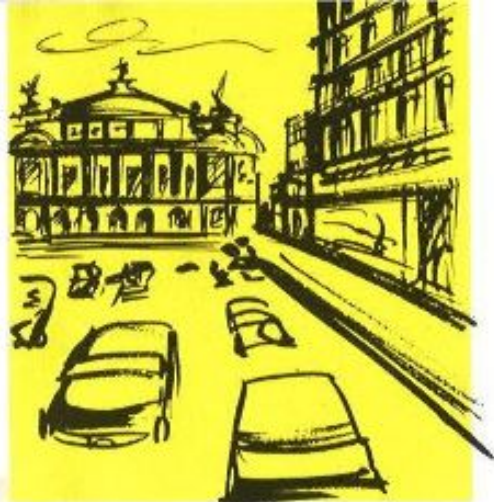
# *The Aronde 1300*

## **"COMMERCIALE"**

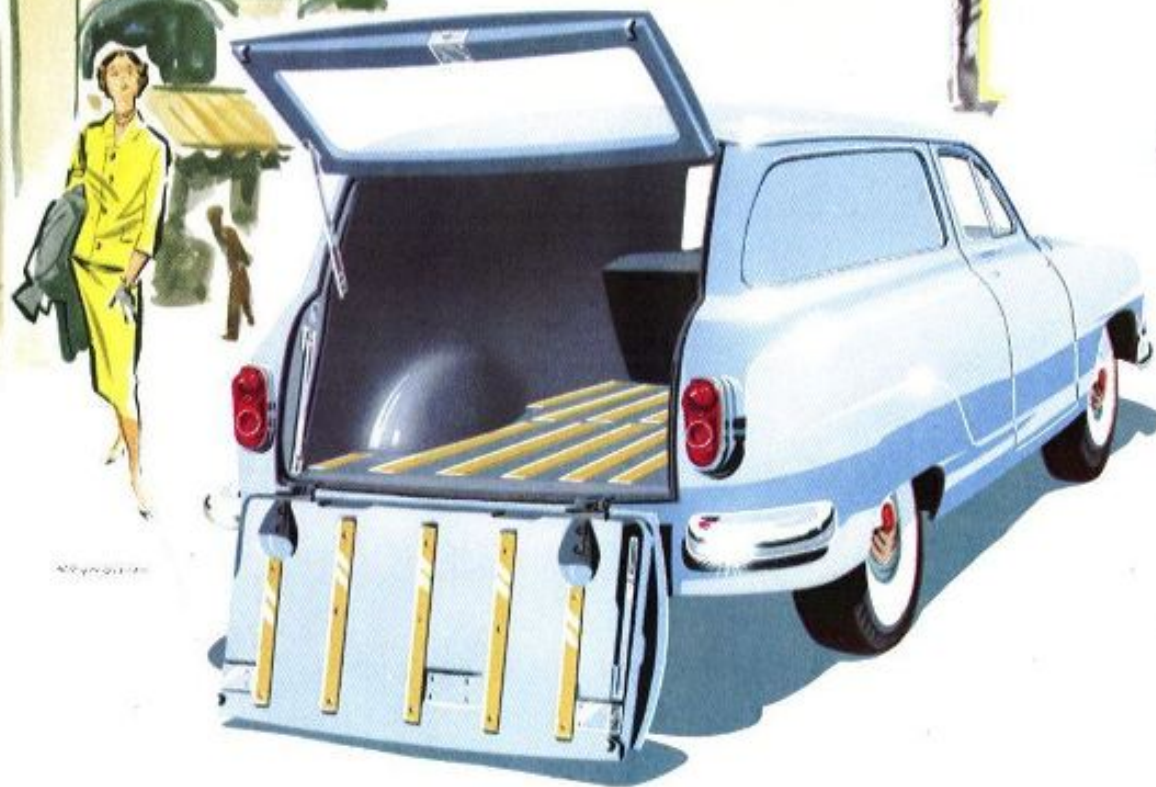
The multi-purpose, dependable Aronde "COMMERCIALE"  
... a sturdy day in, day out work  
horse or, when you desire, a comfortable 4-seater,

With the removable front and rear seats  
out of the way, the Aronde "COMMERCIALE" can  
carry the toughest loads briskly and effortlessly.





## *The Aronde 1300* "MESSAGÈRE"



The Aronde "MESSAGÈRE" is enduringly built to provide you with satisfaction and pride.

Flowing sweep of line, luxurious sedan comfort for two, plus an extra-large loading platform add up to the "MESSAGÈRE," the world's best buy for those who insist on rapid and attractive delivery service.

ALL THE SERVICE CARS IN THE SIMCA 1300 LINE ARE POWERED BY THE *Flash* ENGINE.



## *The Aronde 1300* **"STEWARD" PICKUP**

The Aronde "STEWARD"... all the comfort and performance of a touring sedan... all the possibilities and advantages of a small pickup truck.

Even over long distances, both driver and passenger can sit back and relax in real comfort. The spacious platform, with the protective tarpaulin rolled back, allows the transporting of even the bulkiest loads.

Nimble, dependable, and sure-footed, the Aronde "STEWARD" is the smartest covered pick-up on the road today.

And there's a new color too... brilliant R.A.F. blue.





## *The Aronde 1300*

### **"DELUXE"**

This low, alluring sedan has the beautiful flowing lines appropriate to its brilliant performance... excellence of styling matched by excellence of engineering.

Discover for yourself the vivacity and spirit of the new *Flash* engine and how it gives you a new degree of driving pleasure.

You'll find, too, the smoothest, most comfortable ride ever built into an inexpensive car coupled with an enduring economy.

AND ITS NEW LOW PRICE WILL AMAZE YOU!