

'57 **NASH**

*World's Newest,
Finest Travel Car!*



The Biggest of the Big V-8's

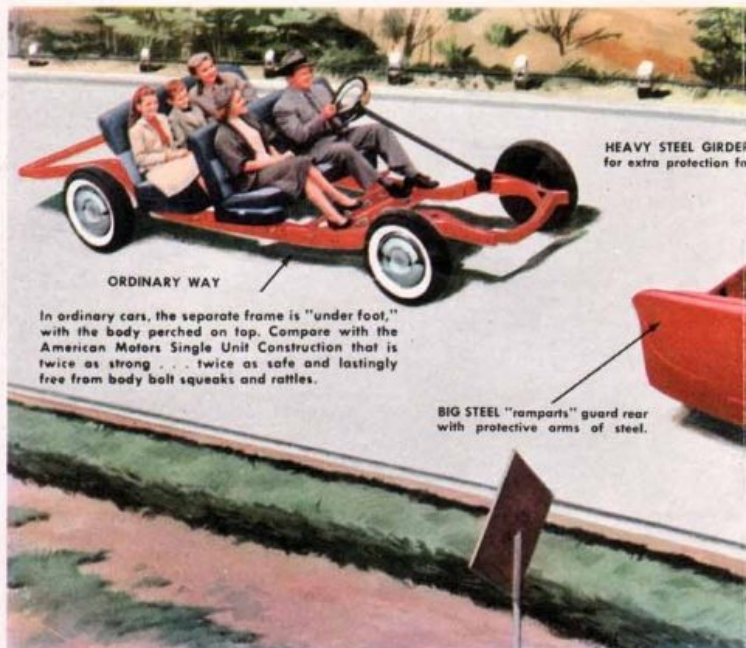
**ALL-NEW
NASH AMBASSADOR**

V-8



ALL-NEW NASH AMBASSADOR V-8—255 Blazing Horsepower! Nash, the pioneer in building overhead valve engines, now brings you the world's newest, most efficient V-8 with a new high power per pound engine rating. That's not all—thanks to Nash engineering skill and experience, it delivers high torque at the widest speed range in the industry for lightning acceleration.

SINGLE-UNIT CONSTRUCTION



HEAVY STEEL GIRDER for extra protection

ORDINARY WAY

In ordinary cars, the separate frame is "under foot," with the body perched on top. Compare with the American Motors Single Unit Construction that is twice as strong . . . twice as safe and lastingly free from body bolt squeaks and rattles.

BIG STEEL "ramparts" guard rear with protective arms of steel.

Enjoy travel luxury you've never known before!



◀ **AIRLINER RECLINING SEATS**, adjust to five comfortable positions to let you relax or doze the miles away while someone else drives.

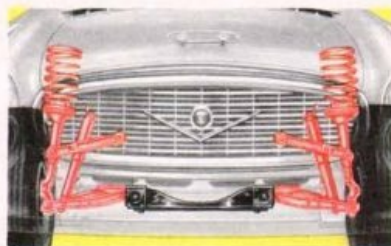


◀ **EVEN A CHAISE LONGUE!** Here is an instant "nap couch" for youngsters or a relaxing day-bed for grown-ups.



◀ **SLEEP WHERE YOU LIKE**—with Nash Twin Travel Beds—No need to worry about reservations—no bother with tents or cots.

◀ **THREE TIMES SMOOTHER!** Deep Coil Springs (on all four wheels) have three times more bump-absorbing capacity than old-style short, stiff springs.



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CONSTRUCTION - The Pattern of Cars to Come!



TS over rear seat
passengers.

MASSIVE BOX-GIRDER Cowl Con-
struction gives double rigidity.

HEAVY STRUCTURAL MEMBERS
extend forward to offer greater
impact protection.

AMERICAN MOTORS WAY

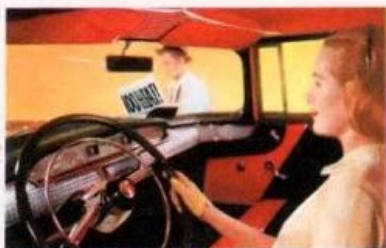
"BATTLESHIP"
BOX-SECTIONS give
greater protection
against collisions from the sides.

You Ride Protected Front, Rear and All-Around

You owe your loved ones the protection of A.M.C. Double Safe Single Unit Construction. This is the greatest safety feature ever built into an automobile. In ordinary cars with body bolted to a separate, flat frame, passengers ride above frame protection. A.M.C. Single Unit Construction, on the other hand, extends frame girders up front, above, at sides and rear, making a steel, box-girder enclosure that gives true wrap-around protection—twice as safe as other cars. Single Unit Construction, too, makes possible the extra room, the solid comfort, the traditional economy of Nash. Someday all cars will be built this better way. But it's yours to enjoy—today—in Nash.

ALL-SEASON AIR
CONDITIONING means
no sweltering heat
in summer, no hair-muss-
ing in winter. And this great
feature is available at a
surprisingly low-priced.

ATTENTEDLY THE
COUNTRY'S BEST heating
system, the Weather Eye revolu-
tionary winter driving with
high fresh air intake.
In heat with a com-
fortable change of air in less
than a minute.



*Travel
Safety
for You
and Your
Family!*



▶ NASH PIONEERED SEAT BELTS seven years ago—just one of the many features that make Nash the safest car you can buy. Dealer installed at low extra cost on all models.

▶ TWO-DOOR SAFETY with four-door convenience. Nash "Child-Guard" door locks safely keep rear doors closed to children. You unlock them with your car keys.

▶ SAFETY-PADDED INSTRUMENT PANEL was first offered by Nash as a custom feature in 1952—years ahead! Now it's standard at no extra cost on all models. Padded sun visors, too, are standard on Custom models.

JOIN THE SWING TO THE TRAVEL KING!

Nash

World's Finest Travel Car!



1957 NASH AMBASSADOR CUSTOM COUNTRY CLUB HARDTOP—A more modern car, a more luxurious car, a more spacious car, a finer performer. It's the proudest hardtop of them all with the distinction and safety that only Nash can give.

If you like to get off the beaten path—away from crawling, horn-honking traffic—there's just one car for you—the 1957 Nash Ambassador.

You're king of the wide open spaces when you slide into the widest "driver's seat" in any car . . . look through the broadest windshield . . . enjoy the greatest shoulder room and headroom. At throttle touch, the all-new, all-Nash 255 Horsepower Ambassador V-8 engine can flatten out the steepest mountains. A new kind of springing floats you over the roughest roads for the finest shock-proof ride in the industry.

All-new 14-inch wheels and oversize tubeless tires offer greater traction power and riding comfort.

Travel-Test the new '57 Nash today. See why Nash families go more places together, have more fun and spend lots less.



OPEN THE DOOR to the leveliest, most spacious room on the road—as lavishly upholstered and appointed as a custom limousine. Choose from a wide selection of glamorous yet durable fabrics and vinyls—all color-keyed to a rainbow of new exterior hues.

1957 NASH AMBASSADOR CUSTOM FOUR-DOOR SEDAN—Enjoy the convenience, the safety and easy entrance of four doors with the smart styling and visibility of a two-door. Take a few minutes at the wheel and discover the big difference in fine car values today.



1957 NASH AMBASSADOR SUPER COUNTRY CLUB HARDTOP—Here is the fresh-air fun of a convertible . . . the snuggles of a sedan. Its attractive price and flashing V-8 power make it a car you would love to own.

1957 NASH AMBASSADOR SUPER FOUR-DOOR SEDAN—Here's the biggest room, the biggest value per dollar on the automobile market today. Compare it with the costliest cars for size and luxurious comfort.



IF IT'S NEW . . . NASH HAS IT, WORLD'S FINEST TRAVEL CAR!



ALL-NEW! Nash 4-Beam Headlight System. Total power increased to 150 watts. Provides ample light at higher levels . . . better visibility in rain, fog, snow or slush. Yet, reduces glare for oncoming drivers.



ALL-NEW! Dual exhaust! Coupled with sweep-type exhaust manifolds and free-flow dual mufflers, engine back pressure is reduced to the minimum. Optimum tire mount and exhaust extensions for added smartness.



ALL-NEW! Look at that swift sweep of racing line—new Lighting Streak styling. You'll see exciting new colors that make these smart lines even smarter—12 choices in single-tone, two-tone and three-tone.



ALL-NEW! Look at the new low neckline barely five feet from road to roof. Yet, Nash headroom tops them all! And talk about long, low lines! More than 18 feet long with Continental tire mount—looks even longer.



ALL-NEW! Luxurious new fabrics, new vinyls, new leathers. Pictured above is the widest front seat ever built into an automobile. Inside, you'll see shoulder room and headroom that top even the highest-price cars.

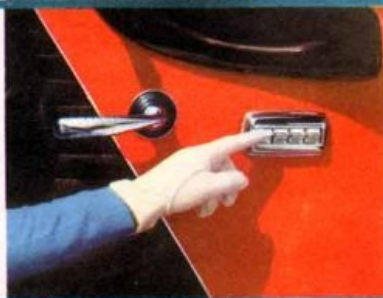


ALL-NEW! The big, new long-wheelbase Nash turns in a radius only six inches more than the average of small "low-peaked three" cars. You park with astonishing ease. Try it and see how maneuverable it is!

NEW TRANSISTOR-POWERED RADIO—Twin, balanced "Hi-Fi" speakers give you clearer, concert-tone reception. Optional. Roomy, sliding glove drawer pulls out instead of spilling things in your lap. Tops in convenience.



NASH POWER-LIFT WINDOWS let the driver raise or lower any window with four-button master control. Windows can also be individually controlled by passengers. Optional at low extra cost.



NASH POWER-BRAKES stop you gently—quickly—with only toe-tip pressure on the pedal . . . actually reduce effort by 45 per cent. Power-brakes are standard on all Nash custom models.



FLASHAWAY HYDRAMATIC DRIVE with Selecto-Lift starting, finest of all automatic drives, is one of three transmission choices. Silent Synchronesh is standard. For extra miles to the gallon, Nash offers Automatic Overdrive.



NASH POWER STEERING takes 75% of the tiring "work" out of driving and parking, yet lets you keep the good feel of the road. You steer with fingertip control. Optional on all models at low extra cost.



1957 Nash Ambassador Specifications

BODY: Double Safe Single Unit Car Construction, Bonderized for rust protection, Double Coat Baked Enamel. Wheelbase 121 $\frac{1}{4}$ ", overall length 209 $\frac{1}{4}$ " (219 $\frac{1}{4}$ " with optional Continental tire mount), width 78", loaded height 60 $\frac{3}{8}$ ", front tread 59 $\frac{1}{16}$ ", rear 60 $\frac{1}{2}$ ".

MECHANICAL: Ambassador V-8 engine. Horsepower 255 B.H.P. Torque 345 lb. ft. Overhead Valve Low-Friction Design. Displacement 327 cu. in., Bore 4", Stroke 3 $\frac{1}{4}$ ", Compression Ratio 9:1, 4-Barrel Carburetor, Dual-Exhausts. 12-Volt Electrical System. Coil springs, all four wheels. Torque Tube drive, Duo-Servo 11" diameter brakes. Three transmission choices: Flashaway Hydra-Matic, Automatic Overdrive, Standard Synchronesh. 8.00 x 14 tubeless tires. 20-gallon fuel tank.

EQUIPMENT: Custom models shown include as standard equipment: Power Brakes. Airliner Reclining Seats. Foam Cushions, front and rear. Two-tone nylon and vinyl upholstery. Rear seat center arm rest. Carpet floor mats. Electric clock. Automatic dome light. Directional signals. Cigarette lighter. Chrome wheel discs. Padded instrument panel. Padded sun visors. Handi-Pak net carrier. Hood insulation. Hood ornament.

EXTRA COST EQUIPMENT: Power Steering. Power Brakes (Std. on Custom). Power-Lift Windows. Weather Eye Heating and Ventilating System. All-Season Air Conditioning (Heats, cools, ventilates). Airliner Reclining Seats (Std. on Custom). Electric clock (Std. on Custom). Oil Filter. Oil-Bath air cleaner. Flashaway Hydra-Matic. Automatic Overdrive. Continental Tire Mount. Twin speaker radio. Whitewall tubeless tires. Heavy-Duty 4-Ply nylon black or whitewall tubeless tires. Solex glass. Back-O-Matic Lights. Windshield washer. Special leather seat trim (for custom only). Two-Tone Paint. Three-Tone Paint (for Custom only). Heavy-Duty rear springs and shocks. Factory applied undercoating. Padded sun visors (Std. on Custom). Dealer installed Seat Belts.

NASH MOTORS, DIVISION AMERICAN MOTORS CORPORATION, DETROIT 32, MICHIGAN

American Motors Means  More For Americans

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