

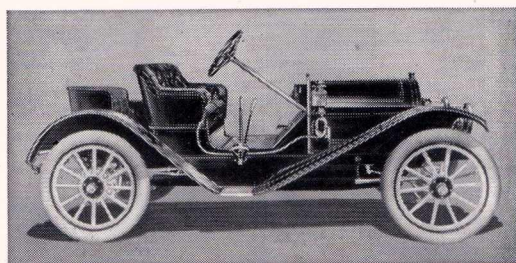
39 YEARS OF Engineering "Firsts" behind the great New Hudson

HUDSON has pioneered more than 80 important engineering "firsts"—many of which have since been adopted by the entire industry—many of which are still exclusively Hudson's. Here is a partial list of these milestones:

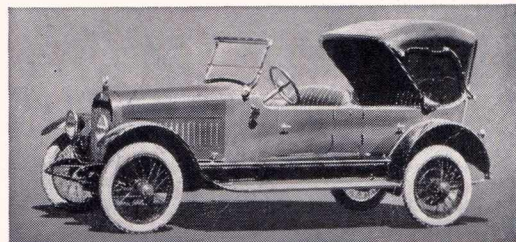
- | | |
|---|---|
| 1910 Fluid-Cushioned Clutch | 1934 Rear luggage compartment with enclosed tire |
| 1912 First successful 6-cylinder car at a popular price | 1935 First bodies all of steel |
| 1916 Simplified engine design | 1935 Shifting of gears at steering wheel |
| 1916 Compensated inherently balanced crankshaft | 1936 Patented Triple-Safe Hydraulic Brakes (Hydraulic and reserve mechanical systems from same foot pedal plus parking brake) |
| 1920 First coach, first low-priced closed body | 1937 Double carburetion on 6-cylinder engines |
| 1921 Adjustable seats | 1942 Automatic gear shifting with "Drive-Master" transmission |
| 1924 Full balloon tires—low-price field | 1948 Monobilt body-and-frame* with floor and seats moved down to harmonize with new lower top. New safety of girder protection all around—even outside rear wheels—with every unit welded into one rugged structure |
| 1924 Adjustable steering wheel—in low-price field | |
| 1926 First steel bodies built on a production basis in own manufacturer's plant | |
| 1926 Starter on instrument panel | |
| 1932 Unit Engineering | |

Today a new Hudson—a motor car that introduces a new concept in design and construction—has all America excited. Take time to examine the world's newest new car—the new Hudson. Eight body styles in Super and Commodore Series—choice, 121 h.p. all-new Super-Six or 128 h.p. improved Super-Eight engine.

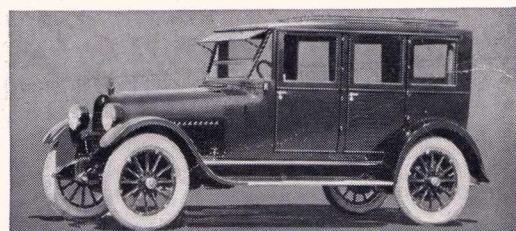
*Trade-mark and patents pending



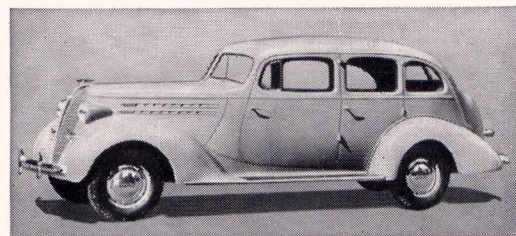
1909



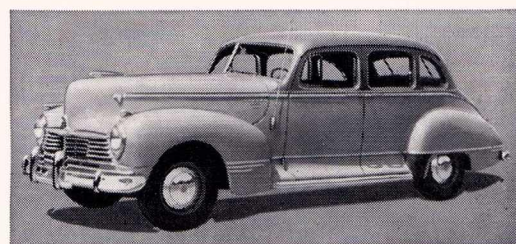
1916



1923



1936



1946

*The New
Hudson*

