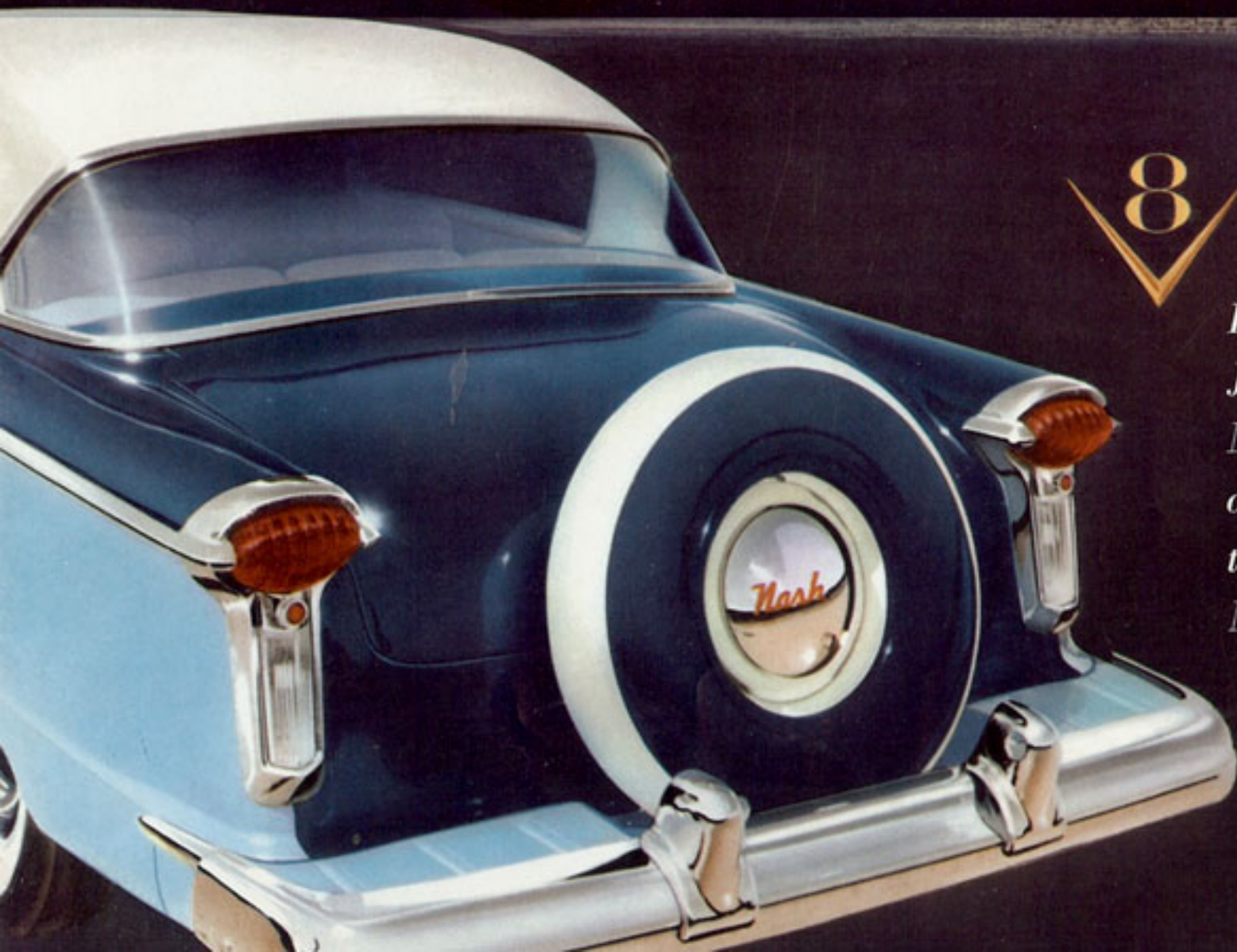


NASH PRESENTS FOR 1956

*The World's Finest
Travel Cars!*



8

Featuring

*Flashing New 220 H.P.
Jetfire V-8 Performance . . .
New Speedline Styling . . .
and New Bonus Features
that Double Your
Motoring Pleasure.*

Presenting the Finest Travel Cars of our Time

The 1956 Nash Ambassador with Feature after Feature the other Cars can't match!

IT'S TRUE. Not one of the cars costing thousands of dollars more can match the exclusive travel features that are yours in the new Nash Ambassador with 220 H.P. Jetfire V-8 engine.

Here you enjoy the greatest shoulder room ever built into an automobile . . . the widest front seat, most leg-room of any car. Here you enjoy the most magnificent view a motorist can know —through the widest of all wrap-around windshields, the Scena-Ramic Windshield by Nash.



1956 NASH AMBASSADOR CUSTOM COUNTRY CLUB. The proudest hardtop of them all, with distinction, safety and luxury that only American Motors can give. Yet, with All-Season Air Conditioning and every power convenience, it's yours for a good deal less than the other fine cars so equipped.



1956 NASH AMBASSADOR CUSTOM FOUR-DOOR. This magnificent motorcar, like the Ambassador Country Club has Airliner Reclining Seats, that turn into Twin Travel Beds, as standard equipment and is powered by the sensational new 220 H.P. Jetfire V-8 with Twin Ultramatic Transmission.



1956 NASH AMBASSADOR SUPER FOUR-DOOR SEDAN. Enjoy all the spaciousness and wonderful features of the Ambassador at lowest cost in this smart sedan. Super Jetfire 6 engine is standard. Le Mans Dual Jetfire engine optional. Dual-Range Hydra-Matic or Automatic Overdrive available.

NO OTHER CAR can equal the brilliant new 1956 Nash for long-distance travel comfort, nor for built-in roadability. Automotive experts say emphatically that the Nash Ambassador has the "finest shockproof ride in the industry."

If you love the finest in automobiles, Nash for '56 is a "must" for you to see and drive. You'll notice a vast difference in handling ease . . . in performance . . . in riding comfort from any other car you've ever known. Why not see your Nash dealer for a demonstration now?



COLOR-KEYED INSIDE AND OUT. See something new in style ideas. Interiors color-keyed by expert decorators in the most exciting new fabrics, new patterns, new color contrasts and blends you've ever seen. Pictured at left is one of the 14 new custom interior options color-keyed to 21 2-tone and 3-tone exterior color combinations.



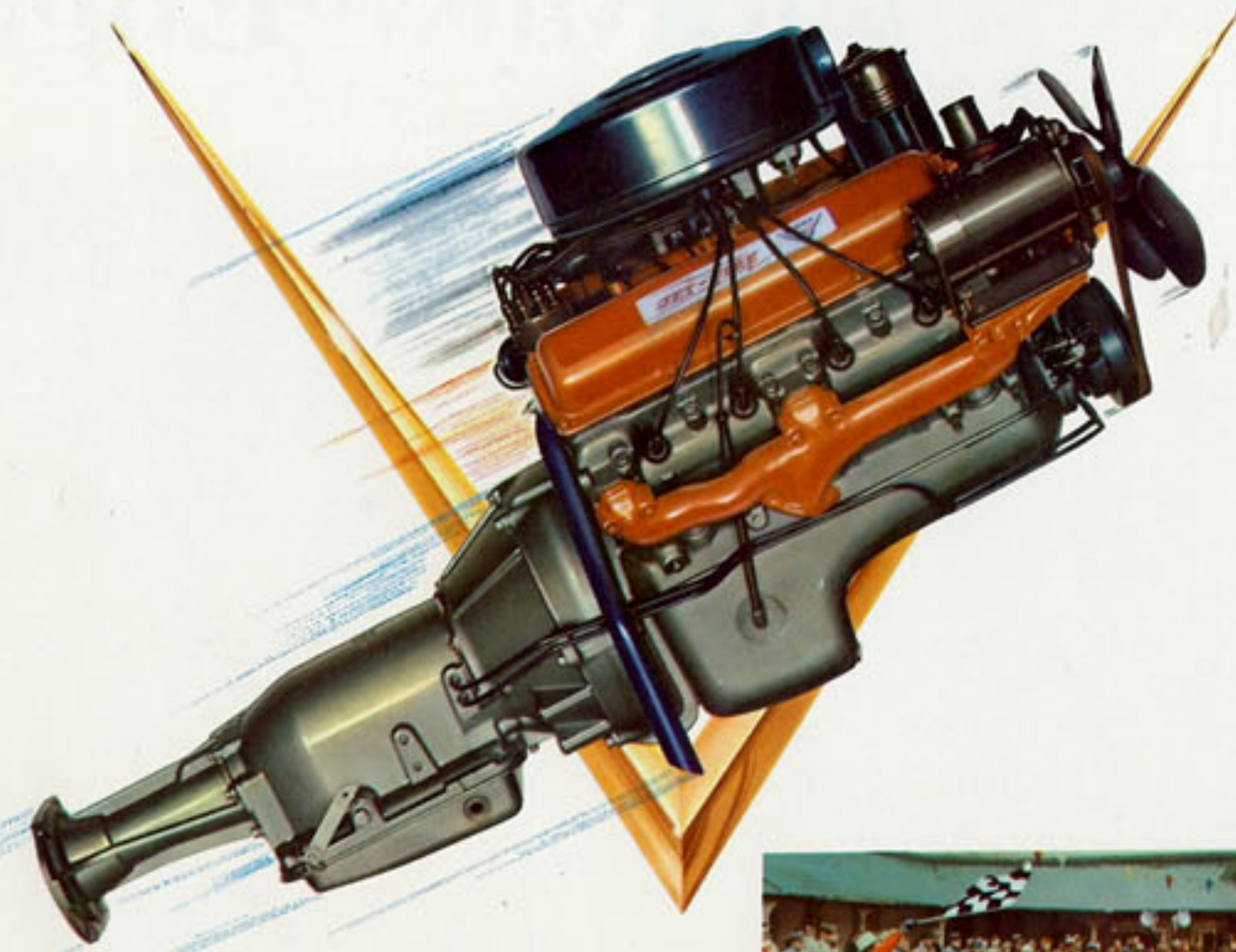
Nash for '56
World's Finest Travel Car

NOW YOU CAN GO-GO-GO



HERE IS THE ACTION CAR OF '56—With its new Speedline styling, exclusive features and blazing V-8 power, Nash gives every owner the urge to travel the open road to faraway places.

AS YOU'VE NEVER GONE BEFORE



Now It's 220 Blazing Jetfire V-8 Power

AND TWIN ULTRAMATIC TRANSMISSION. There's simply no team like it—220 H.P. Jetfire V-8 with Twin Ultramatic Drive, finest of all the automatic transmissions. You can feel the amazing difference—you get split-second action—from standstill to 60 in seconds. Exceptional economy, too.

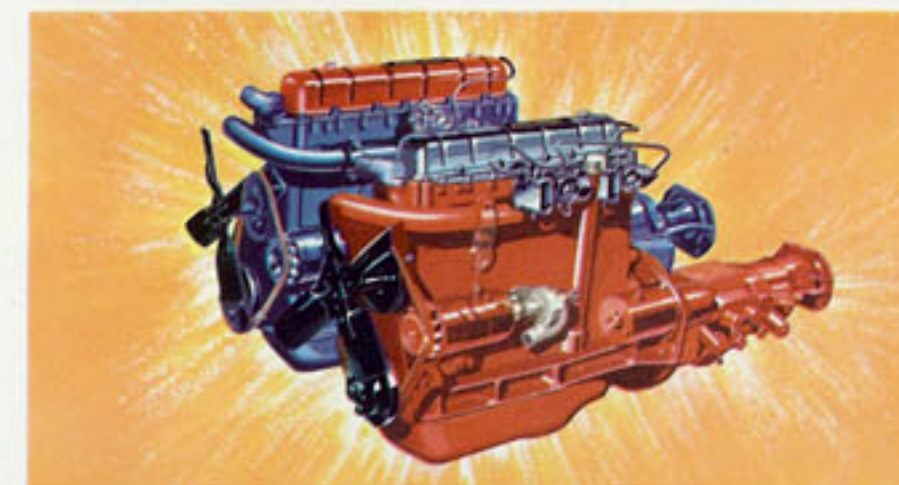
IF YOU haven't driven the new 1956 Nash Ambassador with Jetfire V-8 power, you simply can't know the amazing advance this engine represents.

There's silence so hushed the tick of the clock seems loud. There's just one smooth surge of furious acceleration from the first touch of the throttle.

Try it—in a 10-second takeoff test. Feel the lightning lunge of its getaway as it plasters you against the seat back.

Try it—out beyond the traffic lights where the turnpike leads to adventureland. Cruise at any speed you like. Then—slow down to a crawl . . . aim those twin torpedoes on the hood toward a mountain top and climb as a jet plane does—faster, faster—up and over the steepest slope—using only a fraction of that mighty reservoir of power.

Try it today—and go—go—GO as you've never gone before.



TWO GREAT AMBASSADOR SIXES, TOO! In the Ambassador Super Series you get the famous 135 H.P. Super Jetfire 6 that swept its field in the Mobilgas Economy Run, or optional at extra cost, the 145 H.P. Le Mans Dual Jetfire Engine that holds a great record among American powerplants in the 24-hour "Grand Prix d'Endurance" at Le Mans, France.



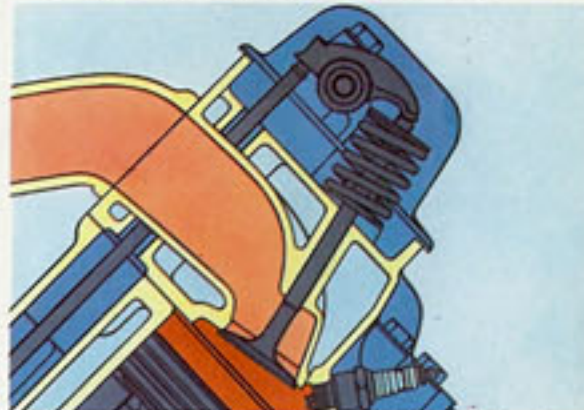
FIRST OF THE FINE CARS IN ECONOMY. The Nash Ambassador Super Jetfire 6 with Hydra-Matic won "Class C" in the 1955 Mobilgas Economy Run with 25.18 miles per gallon.



SMOOTHEST OF ALL, because Jetfire V-8 crankshaft has more bearing surface, is mass-balanced with flywheel, connecting rods and pistons for vibration-free performance.



NEW 12-VOLT ELECTRICAL SYSTEM gives the hottest, fastest spark for quick starting in any weather . . . provides higher generator output to meet the demands of lights, radio and all electrical equipment.



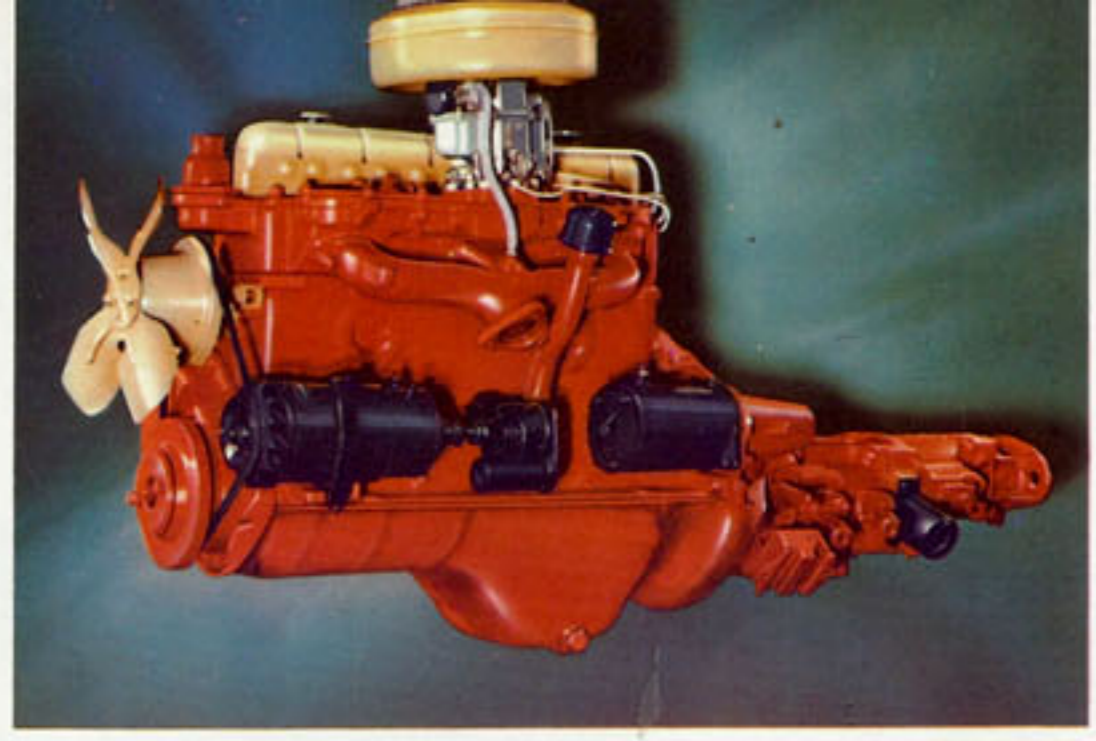
ELLIPTICAL COMBUSTION CHAMBER (above) provides more efficient burning of the fuel-air mixture to obtain maximum energy from every drop of gasoline for top economy.



Nash for '56

World's Finest Travel Car

Presenting The 1956 Nash Statesman with the All-New Overhead Valve Engine



130 H.P. OVERHEAD VALVE POWER PLANT. It's a complete new engine with twin-throat downdraft carburetor that mixes huge gulps of air with tiny sips of gasoline. It gets more power and more miles more consistently from every drop of fuel. New higher torque—175 foot pounds at 1800 RPM for blazing new acceleration and spectacular hill-climbing. New 12-volt ignition. You have your choice of three transmissions—Dual-Range Hydra-Matic, Automatic Overdrive or standard Silent Syncromesh.



1956 NASH STATESMAN 4-DOOR SEDAN—the most glamorous, roomiest, most economical big car in America.



YOU GET MORE ROOM—a wider front seat, more head-room, more shoulder room, a wider windshield than cars costing twice the Statesman's modest price. Airliner Reclining Seats and Twin Travel Beds are available. Get the most room per dollar—get a 1956 Nash Statesman.

NOW THE NASH STATESMAN—for years the largest, most spacious, most economical car at anywhere near its price—gets brand-new Speedline styling and brand-new power. Yes, there's a new thrill under the hood—and new value in the price tag. See and drive the new Statesman. Test the sensational new Overhead-Valve engine—with most power per cubic inch of any "six" in America. Yet it's so efficient that you get even more miles on a tank of regular gasoline! See it and compare. See the proof that the new 1956 Nash Statesman is America's big car buy.



COLOR-KEYED from floor mat to headlining, the spacious Statesman interiors reflect the finest expression of the decorator's art. These are truly "Salon" interiors with plenty of room for six big people.



HUGE LUGGAGE COMPARTMENT simply swallows up the whole family's luggage, with plenty of room for outboard motors, golf clubs and the rest of your vacation gear. There's 17 square feet of floor space—more than two average home closets!



World's Finest Travel Car



WHY ENTRUST YOUR FAMILY . . . AND YOUR CAR DOLLARS TO OLD-FASHIONED NUTS-AND-BOLTS CONSTRUCTION?

THINK OF IT! In ordinary cars built the old fashioned way, some two tons of body and frame are held together by a few little bolts—not as big around as your little finger! Naturally as these bolts loosen, the car rattles and squeaks, loses its rigidity.

In Nash, 8,000 electric welds join the body-and-frame into one single unit—more than twice as rigid as ordinary cars.

No wonder Nash has the greatest safety record of any car in America! No wonder Nash is the world's finest travel car.

See the Difference



The old-fashioned separate frame is below passenger space. Passengers ride *above* and *outside* its protection.



In Nash, huge box girders entirely surround passengers in one continuous, welded protective mass of sturdy steel.

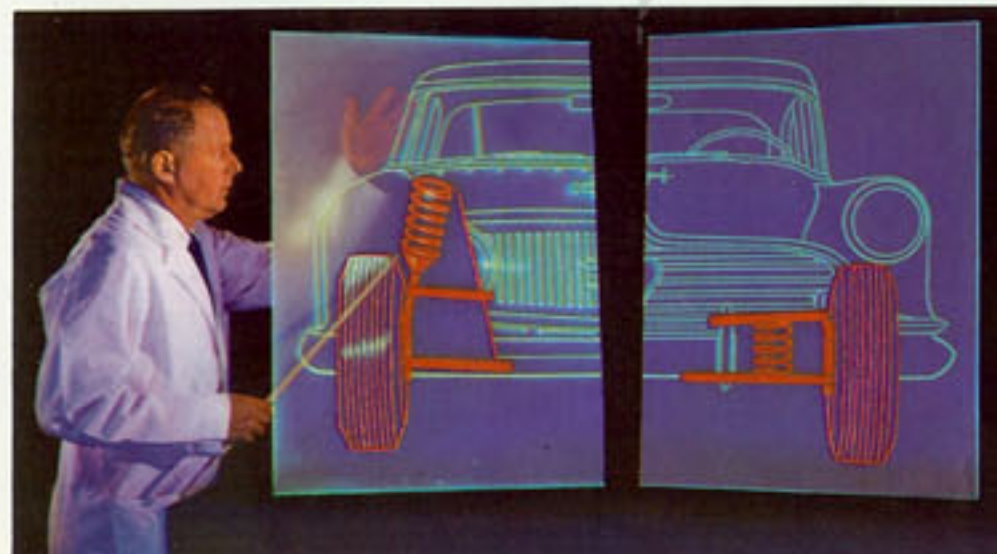
See the Difference



See the shortcomings of old-style construction. No protection above the frame except for thin body panels.



Huge members extend from Nash windshield to grille, surrounding the engine on all sides with rigid reinforcement.



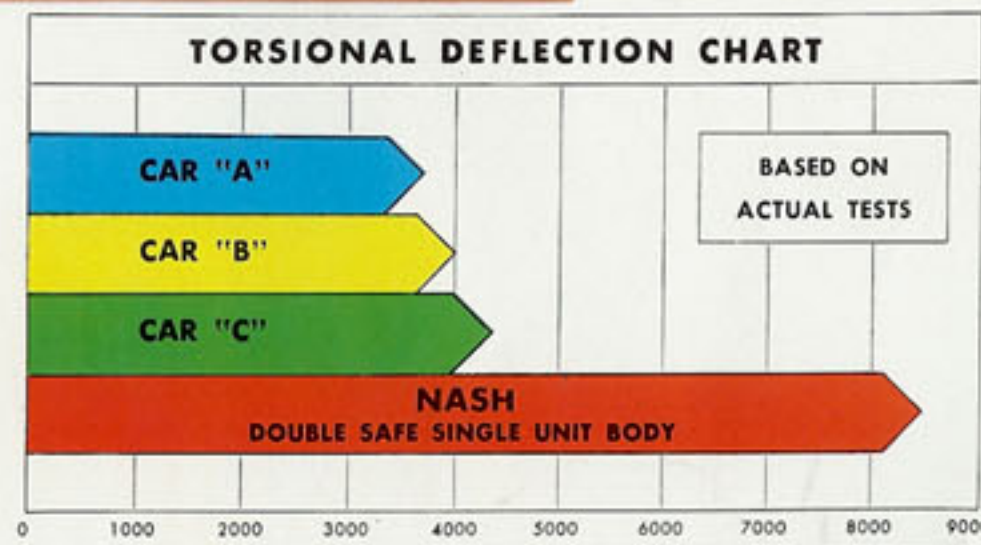
Old-type springs, right, are close together, short and stiff, permit roll on turns. Nash springs, left, are longer, mounted high, braced outward like "sea legs" to "corner" on a level keel eliminate "curve sway."

Nash Gives You Twice the Strength and Safety with Double Safe **SINGLE UNIT** Car Construction

See the Difference



Tests by scientific engineering laboratories prove Nash has more than twice the torsional strength of ordinary cars. With today's wrap-around windshields, this double-rigidity is more important than ever.



LIKE THE BULKHEADS IN A BATTLESHIP, BOX-SECTIONS IN A NASH ABSORB IMPACT.



Force is localized to keep it from reaching passenger compartment. Highway statistics from all sections of the country show that Nash gives far greater life-saving safety to passengers.

DOUBLE SAFE CONSTRUCTION AND DEEP COIL SPRINGING GIVE YOU THE INDUSTRY'S FINEST SHOCK-PROOF RIDE

Try it yourself and see why experts report that the 1956 Nash will "out-ride" any other car—over any kind of road—from backwoods washboard to super-highway concrete.

What makes this difference? Simply this. Every engineer knows that the more rigidly the car is constructed,

the better the ride it can provide.

That is why Nash can use the biggest, longest, front coil springs—with *three* times the cushioning effect of ordinary old-style short, stiff springs.

And you get the same softer coil springing on rear wheels!

BRIDGE-GIRDER arches over rear seat for extra protection for passengers.

WIDEST WINDSHIELD and rear window—best visibility on the road.

MASSIVE BOX-GIRDER Cowl Construction gives double rigidity.

HUGE STRUCTURAL MEMBERS extend forward to offer greater impact protection.

"BATTLESHIP" BOX-SECTIONS give twice the front-end protection.

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

See the Difference

Note how ordinary cars are built with old-type, bolted body-and-frame (left). See how in Nash (above), body-and-frame are *welded*, with double the safety, strength and durability.

YES, AND HIGHER RESALE VALUE WITH DOUBLE LIFETIME DURABILITY



Your Nash is built to stay new years longer. Instead of ordinary lacquer, Nash uses two thick coats of Baked Enamel on top of two primer coats. Every inch of sheet steel is Bondersized to prevent rust and eliminate cracking or peeling.



Nash for '56
World's Finest Travel Car

PICTURESQUE SUN VALLEY, IDAHO—WINTER PLAYGROUND

The Greatest Travel Features ever built into a Car!



SOLID COMFORT! While someone else drives relax in a Nash Airliner Reclining Seat. The greatest travel feature ever built into an automobile.

EVER TRAVEL with children when they're fretting and whimpering because it's nap-time and no way to sleep?

Ever turn the wheel over to someone else and then find you can't relax sitting up straight—no matter how tired you are?

Ever drive hours longer because every hotel, every motel was full?

Is your car drafty, slow to warm, with frosted windows in winter—hot, humid and dusty in summer?

There's just one answer! Trade for a new 1956 Nash, the world's finest travel car. On these pages, you'll see features ordinary cars don't have—features you'll want on your next car. But just don't dream about them. Ask your Nash dealer to show them to you today.



NASH AIRLINER RECLINING SEATS adjust to five comfortable positions—even make up into a luxurious chaise longue or a day bed that is ideal for napping children.



GOING TRAVELING—CAMPING? Don't worry about reservations—tents or cots! Sleep anywhere, high and dry, safe from insects or other pests, with Nash Twin Travel Beds.

POWER ASSISTS FOR YOUR TRAVEL PLEASURE



NASH POWER BRAKES stop you quickly—but gently—with only toe-tip pressure on the pedal... actually reduce pressure and effort by 45 per cent. Standard on Custom models.



NASH POWER-LIFT WINDOWS let driver raise or lower all four windows by merely touching a button on front-door panel. Windows can also be individually controlled by passengers.

NASH POWER STEERING takes the effort out of driving. Yet, you still retain the "feel of the wheel." Even when parked, front wheels can be turned with one finger.

ENJOY an extra measure of travel pleasure by ordering the optional "Plus" Power Features on your new Nash. You'll find they take all work out of driving... bring you added safety and operating ease... make motoring a new, exciting adventure in carefree convenience. Ask your Nash dealer to demonstrate the complete line of Power Assists available to you with the new 1956 Nash Ambassador and Statesman.



NOW EVERYONE CAN AFFORD NEW NASH ALL-SEASON AIR CONDITIONING



SMOKE BOMB exploded in a Nash proves ventilating efficiency. In less than a minute, Nash Weather Eye has dissipated every trace of smoke.



WHY DENY YOURSELF and your family the greatest health, comfort and safety feature you can have in a car? (Safety, because medical research proves you're twice as alert in a cool automobile—a safer driver.)

Compare Nash All-Season Air Conditioning with other systems. Prove to yourself no other system or combination of systems warms so quickly in winter, nor cools so quickly in summer, provides the refreshing, draft-free, constant controlled circulation of clean, sweet, fresh outside air winter or summer. Pictured below you see another big advantage. Only Nash gives you the double protection above-cowl fresh-air intake and Fiberglas pollen filter. Compare prices! See how much you save! You'll find Nash All-Season Air Conditioning costs less than cooling alone on other cars!



BIG, ROOMY Sliding glove drawer pulls out instead of spilling out. Another example of the many things Nash thinks of to make travel all pleasure.



HANDI-PAK net carrier, located above Scena-Ramic windshield holds maps, cigarettes, matches, small miscellaneous items right in plain sight for your convenience.



FOR COOL WEATHER, enjoy the warmth of the Nash Weather Eye Heating and Ventilating System—the finest and fastest in any car.



ONE KNOB DOES IT ALL! Slide left to cool, slide right to heat. One single temperature control—not 6 or 8 as in some cars.



DIRECT THE FLOW of cool air anywhere you wish in the car. Air duct covers above the instrument panel may be tilted to control air flow at your command.



DISNEYLAND, CALIFORNIA
NEWEST TOURIST MAGNET

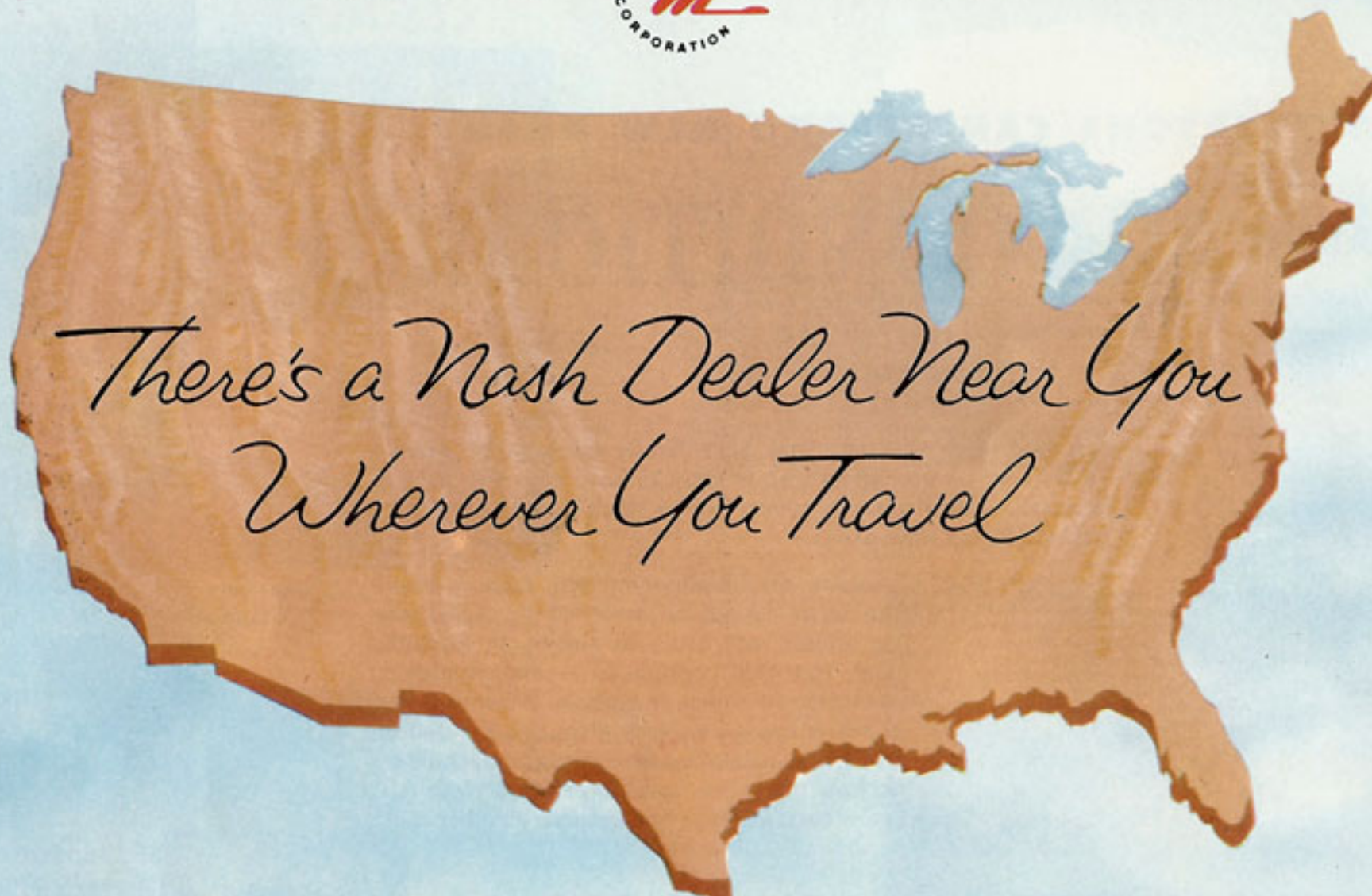
Nash for '56
World's Finest Travel Car.

Nash

A PRODUCT OF



AMERICAN MOTORS



AMERICAN MOTORS MEANS MORE FOR AMERICANS

Specifications

NASH AMBASSADOR

BODY: Double Safe Single Unit Car Construction, Bonderized for rust protection. Wheelbase 121 $\frac{1}{4}$ ", overall length 209 $\frac{1}{4}$ " (219 $\frac{1}{4}$ " with Continental rear tire mount), width 78", loaded height 62 $\frac{1}{4}$ ", front tread 56 $\frac{5}{16}$ ", rear 60 $\frac{1}{2}$ ", road clearance 8" at rear axle.

MECHANICAL: Overhead valve Super Jetfire engine, 6 cylinders, 252.6 cu. in., 135 HP, 7.6:1 compression ratio. The 145 HP "Le Mans" Dual Jetfire engine has dual carburetion. Seven-main-bearing crankshaft. 12-Volt Electrical System. Direct-Draft horizontal carburetion. U-Flex lower oil control ring. Integral Iso-Thermal intake manifold. Deep Coil front suspension. Coil springs, all four wheels. Torque tube drive. Duo-Servo 11" diameter brakes. Three transmission choices: Dual-Range Hydra-Matic, Automatic Overdrive, Standard Syncromesh. 7.10 x 15 tubeless tires. 20-gallon fuel tank. **Ambassador V-8 models**—Overhead valve advanced design. Displacement 352 cu. in. Bore 4", Stroke 3 $\frac{1}{2}$ ", 220 HP, 320 lb. ft. torque, Twin Ultramatic Drive, 7.60 x 15 tubeless tires.

EQUIPMENT: Custom models shown include as standard equipment: Power Brakes. Continental rear tire mount. Foam cushions, front and rear. Two-tone nylon and vinyl upholstery. Rear seat center arm rest. Electric clock. Map and glove box light. Automatic dome light. Directional signals. Cigarette Lighter. Chrome wheel discs. Vinyl-covered rubber crash pad. Handi-Pak net carrier. Plastic sun visors. Hood insulation.

EXTRA COST EQUIPMENT: "Le Mans" Dual Jetfire engine. 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 and Twin Travel Beds (Std. on Custom). Twin Ultramatic Drive (V-8). Dual-Range Hydra-Matic. Automatic Overdrive. Twin speaker radio. White sidewall tubeless tires (Std. on V-8 Country Club). Solex glass. Hood ornament. Back-O-Matic Lights (Std. on Custom V-8). Special leather seat trim (Std. on Custom V-8). Two-Tone Paint (Std. on V-8 Country Club). Three-Tone Paint (for Custom only).

NASH STATESMAN

BODY: Double Safe Single Unit Car Construction, Bonderized for rust protection. Wheelbase 114 $\frac{1}{4}$ ", overall length 202 $\frac{1}{4}$ ", width 78", loaded height 61 $\frac{3}{4}$ ", front tread 56 $\frac{5}{16}$ ", rear 59 $\frac{1}{16}$ ", road clearance 7 $\frac{1}{2}$ " at rear axle.

MECHANICAL: New Overhead Valve engine, 6 cylinders, 195.6 cu. in., 130 HP, 7.44:1 compression ratio, and dual throat Uniflo-Jet carburetor. Integral Iso-Thermal intake manifold. 12-Volt Electrical System. U-Flex lower oil control ring. Deep Coil front suspension. Coil springs, all four wheels. Torque tube drive 10" diameter brakes. Three transmission choices: Dual-Range Hydra-Matic, Automatic Overdrive, Standard Syncromesh. 6.70 x 15 tubeless tires. 20-gallon fuel tank.

EQUIPMENT: Super model shown includes as standard equipment: Foam cushions, front. Two-tone cloth and Vinyl upholstery. Automatic dome light. Directional signals. Cigarette lighter. Hub caps. Vinyl-covered rubber crash pad. Twin sun visors. Custom steering wheel. Hood insulation.

EXTRA COST EQUIPMENT: Power Steering. Power Brakes. Power-Lift Windows. Weather Eye Heating and Ventilating System. All-Season Air Conditioning (heats, cools, ventilates). Airliner Reclining Seats and Twin Travel Beds. Electric clock. Dual-Range Hydra-Matic, Automatic Overdrive. Duo-Coustic radio with twin speakers. White sidewall tubeless tires. Solex glass. Hood ornament. Back-O-Matic Lights. Two-Tone Paint.

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

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