

The background features a stylized illustration of a road intersection. A road enters from the bottom left and splits into two paths that lead towards the top right. Several small, colorful cars (red, blue, green) are scattered on the road. The word "Kaiser" is written across the intersection in large, bold, geometric letters. The 'K' is red. The 'a' is black. The 'i' is red with a yellow circle above it. The 's' is green with a white diagonal line. The 'e' is blue. The 'r' is yellow with a yellow circle above it.

# Kaiser

*for 1951*

*Built to better the best on the road*

# Design... 1951 KAISER



The 1951 Kaiser was developed from a new kind of thinking, a new application of science, a new consideration of human needs and wants as they have changed with the growth of motor transportation.

It brings you the triumph of a great and needed thing, *Anatomic Design*—the designing of the anatomy of the car to suit the anatomy and needs of the human being. *Anatomic Design* results in a car that meets the needs of your senses, your reflexes, your arms, legs, nerves, and muscles . . . a car that is easier to control, more comfortable, safer for you and your family to ride in.

You will find when you drive it that the 1951 Kaiser comes as close to becoming a part of you as a motor car may come—in much the same kind of relationship as that of horse to rider . . . with control always in your head, hands and feet — control that commands beautiful response.

*How the 1951 Kaiser  
considers your  
arms and legs*

**STRETCH!** Yes, stretch your legs as far as you will, front seat or rear. There is plenty of room regardless of your altitude. But if you happen to be short, *Anatomic Design* has given you a longer travel track for the front seat than in most cars. Dash controls, pedals, whatever you need to reach with your hands or feet—are within safe and easy reach.

There is no muscle tug with the Kaiser's new, effortless Truline steering. You turn or park your car like a trieyelo—and steering is self-recovering after the sharpest curve. Braking is sure, positive and smooth under extremely gentle pedal pressure.



*The 1951 Kaiser DeLuxe 2-Door Sedan*

The first 2-door Kaiser—and a particular triumph of *Anatomic Design*. You walk through wide doors into the rear compartment without having to squirm around pillar posts or seat ends. You enter with dignity and you slide



*Old-fashioned way*  
Wide corner post obscures vision;  
creates hazardous "blind spot."



*Kaiser-Frazer way*  
Slim, edgewise corner post is  
placed to give you "stereoscopic"  
vision. No "blind spot."

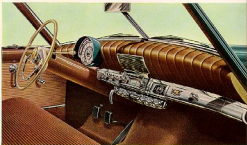
### *No corner post blind spot*

To make driving safer and easier on your eyes, Anatomic Design dictated a new type of front corner post. Kaiser-Frazer engineers turned the corner post edgewise, made it the slimmest in any car, and slanted it back  $51\frac{1}{2}$  degrees—out of your vision.



### *Instrument panel*

Anatomic Design places the driving information you need directly before your eyes and the controls where they are easiest to use. For example, the hand brake is placed below the ignition key, the natural place for 90% of drivers who are right-handed. All DeLuxe models have the vinyl padded cowl panel shown here.



### *Smart and luxurious*

Full-vision windows contribute to the comfort of rear seat passengers in Kaiser DeLuxe interiors. Upholsteries proclaim smart exclusiveness in colors and weaves. Fabrics are the finest quality from world-famous looms.



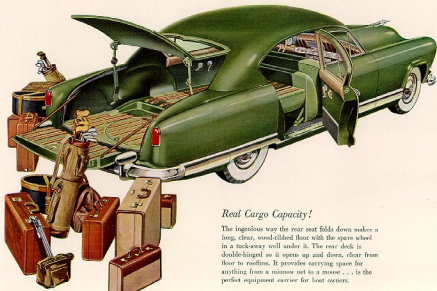
*How the 1951 Kaiser  
considers your framework  
and cushioning*

Anatomic Engineering designed the Single Roll body to provide exceptionally wide seating space inside—within garage-fitting outside dimensions. And what a lovely ride! Level-Flight, made possible by the Kaiser's ultra-modern spring suspension and high-line fenders that permit enough space for up and down movement of wheels so the springs take the shocks instead of you! Your vertebrae are 3-times cushioned. 1. Low-pressure tires. 2. Springs and shock absorbers. 3. Rubber insulation between the body and frame. 4. The most resilient cushions your body has ever thanked.



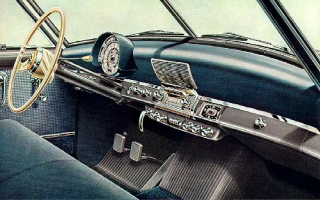
*The 1951 Kaiser DeLuxe Club Coupe*

Intimate and dashing, the DeLuxe Club Coupe nevertheless provides comfortable seating for six passengers. The extra large doors which open at a 75 degree angle, provide easy entrance to the rear seat.



### *Real Cargo Capacity!*

The ingenious way the rear seat folds down makes a long, clear, wood-ribbed floor with the spare wheel in a tuck-away well under it. The rear deck is double-hinged so it opens up and closes, clear from floor to roofline. It provides carrying space for anything from a mouse net to a moose . . . is the perfect equipment carrier for host owners.



*In the Kaiser, all controls are recessed under a smooth obstruction-free dash. Instruments are in a single cluster in direct view—all controls are within easy reach.*



## **The 1951 Kaiser Special Series**



The Kaiser Special offers Anatomic Design at remarkably low cost and with unsurpassed value. Its roominess, ride, performance, and efficiency make it the clear-cut value leader of the medium-price field. It has the control tower vision, tuck-away tire well, bin-opening package compartment and other features exclusive to the 1951 Kaiser. And it is powered by the powerful, economical 115 h.p. Kaiser Superomnic



### *Kaiser Special 2-Door Sedan*

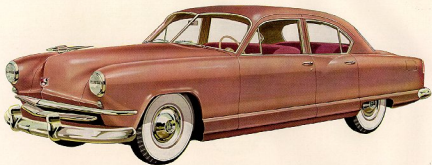
The wholly new conception of motor car design expressed in Anatomic Design is yours at a remarkably low cost in the Special 2-door Sedan. If you like absence of chrome and want the most modern motor car transportation at low cost this may well become the car of your choice. Of course, it has all the major improvements which assure the complete satisfaction of every 1951 Kaiser owner.



### *Clean, Clear Luggage Space*

The Special like the Deluxe has the innovation of a truck-way well for the spare wheel leaving a





### *The Kaiser Special 4-Door Sedan*

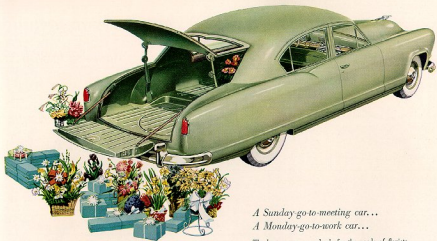
Spaciousness for six—with graciousness and comfort for all. The wide-opening *High-Bridge* doors of the 4-Door Sedan make it an exceptionally easy car to step into—and the floor is level-flush with the sills. Inside door locks are the recessed plunger type. When locked, rear compartment doors cannot be opened by accidental pressure on handles—an important safety factor for families with small children. These are among the many reasons why the Kaiser Special 4-Door is the first-choice car for the average American family.

*Smart buy of the year...*

*Kaiser Special Coupe*

All the flair and fitness of the newest new car in years —at the price of a business coupe. Carrying space behind the seat and in the luggage compartment totals 79.85 cubic feet. This, plus its extraordinary gasoline mileage and trouble-free, low-cost maintenance, makes this model an ideal car for salesmen and others who must have comfortable, fatigue-free transportation on limited budgets. A Special Club Coupe for six passengers, as illustrated, is also available.





*A Sunday-go-to-meeting car...*  
*A Monday-go-to-work car...*

The best answer on wheels for the needs of florists . . . salesmen . . . repairmen . . . in fact, for everyone whose business activity requires pick-up and delivery or the carrying of bulky equipment . . . and who needs a smart sedan for family use. The Traveler is the only car you ride in, play in, and work in . . . and what a beauty it is, too!

