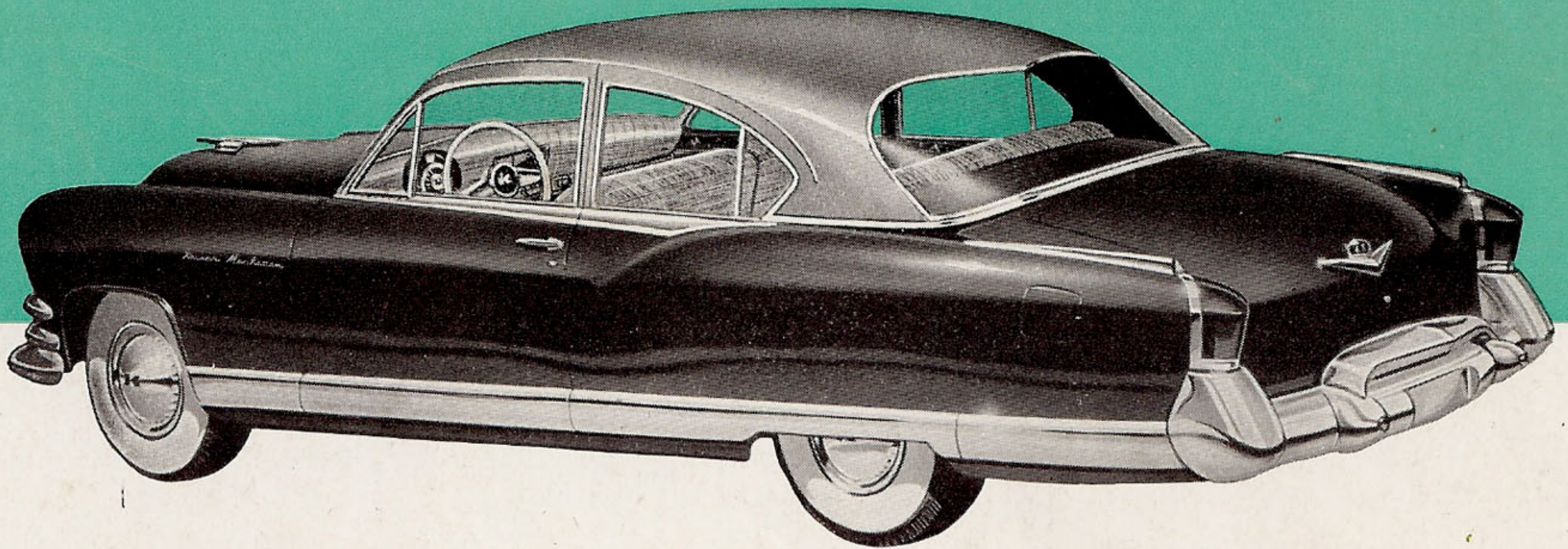


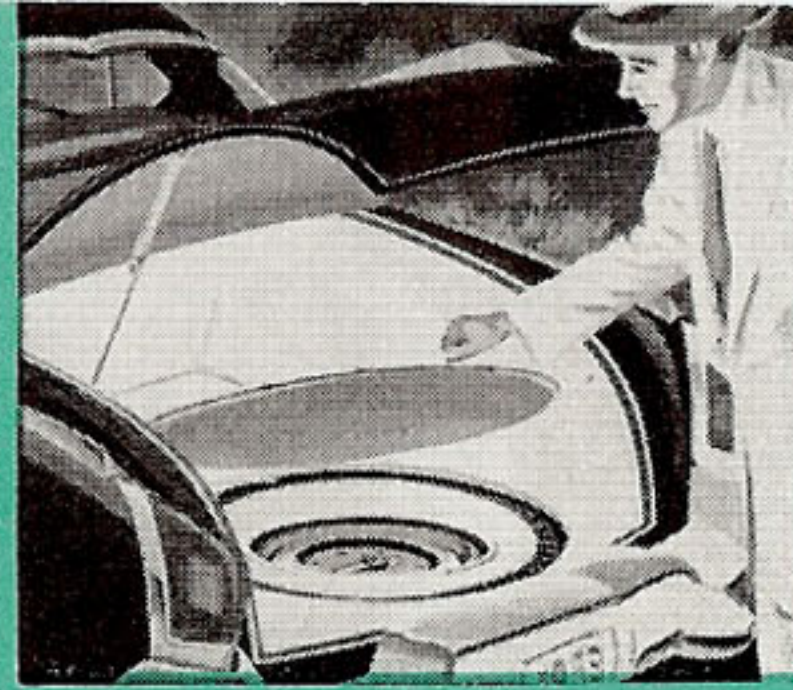
*Presenting the world's
first Safety  first car!*

NEW '53 KAISER

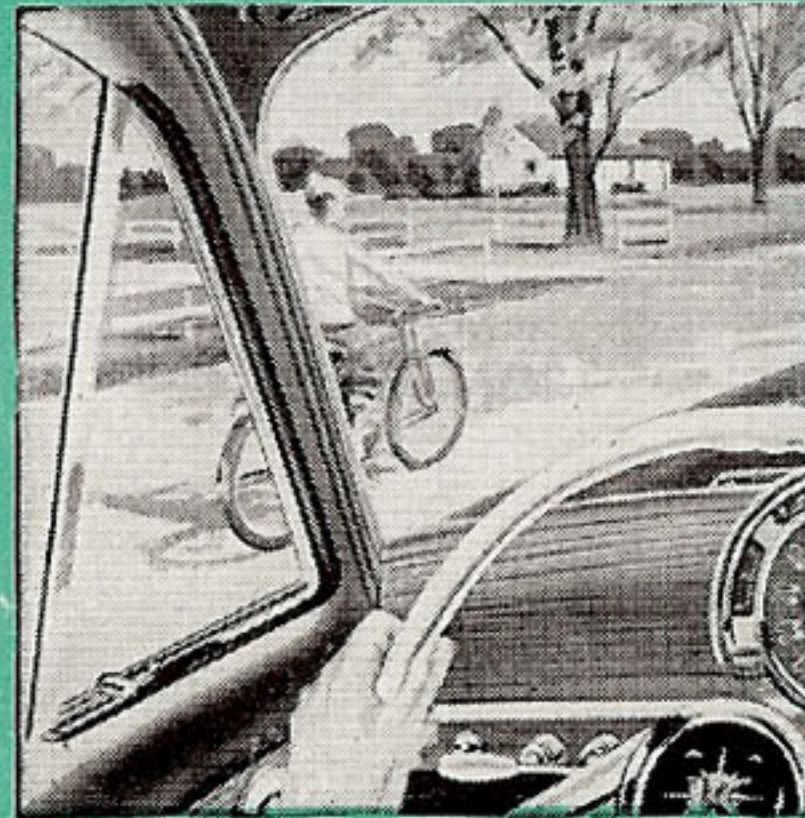


'53 Kaiser Manhattan 2-Door Sedan

Only Kaiser puts your safety first

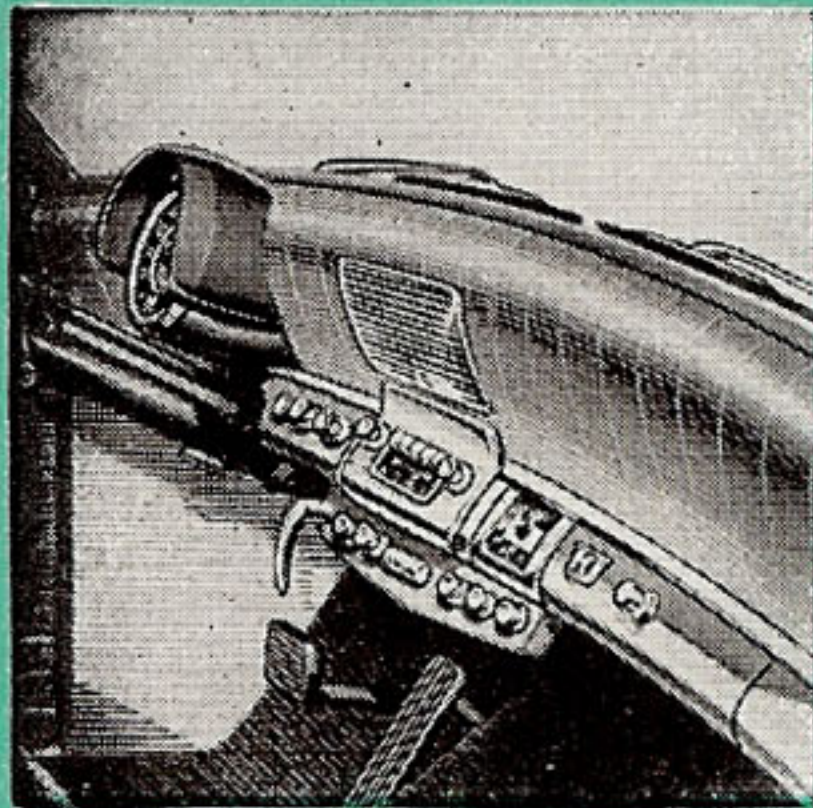


3. *New lighting! Three-directional tail lights, plus special trunk light for emergencies at night!*

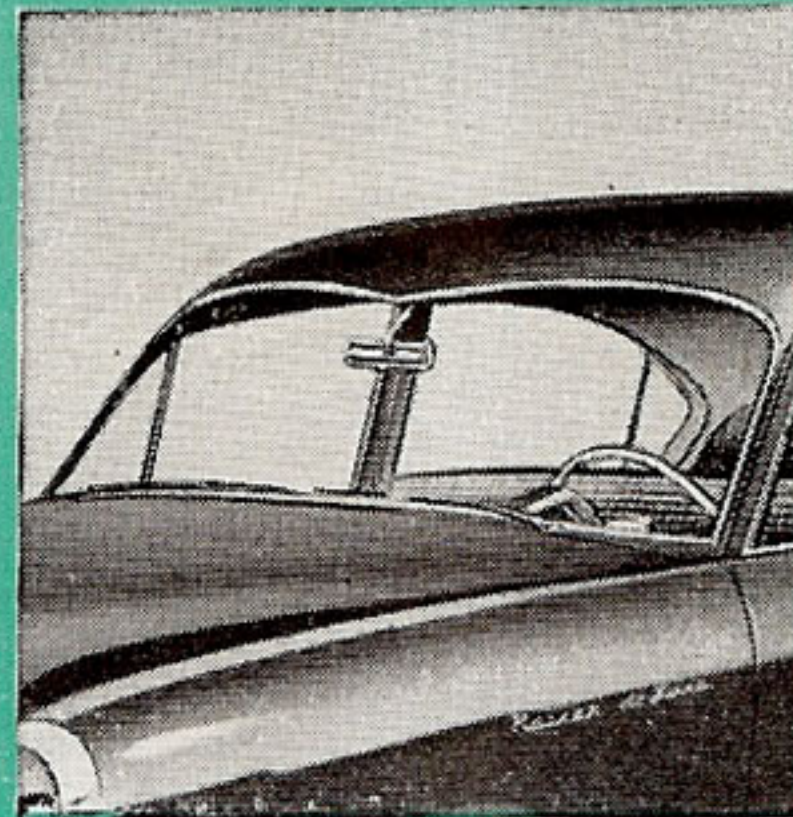


2. *Largest glass area of any standard American sedan, with E-Z Eye shaded safety glass at slight extra cost!*

4. *Curve-Master Steering center-point controlled for effortless parking and turning!*



1. *Full-length padded instrument panel, finished in beautiful Vinyl . . . all instruments recessed!*

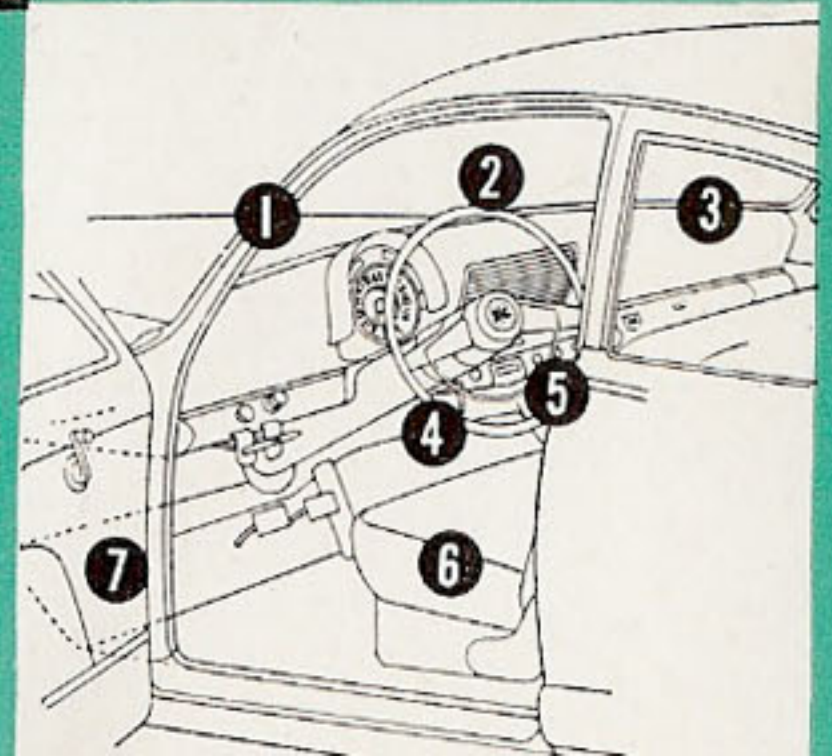


5. *Exclusive Safety-Mounted windshield that is designed to yield outward in one piece upon accident impact!*



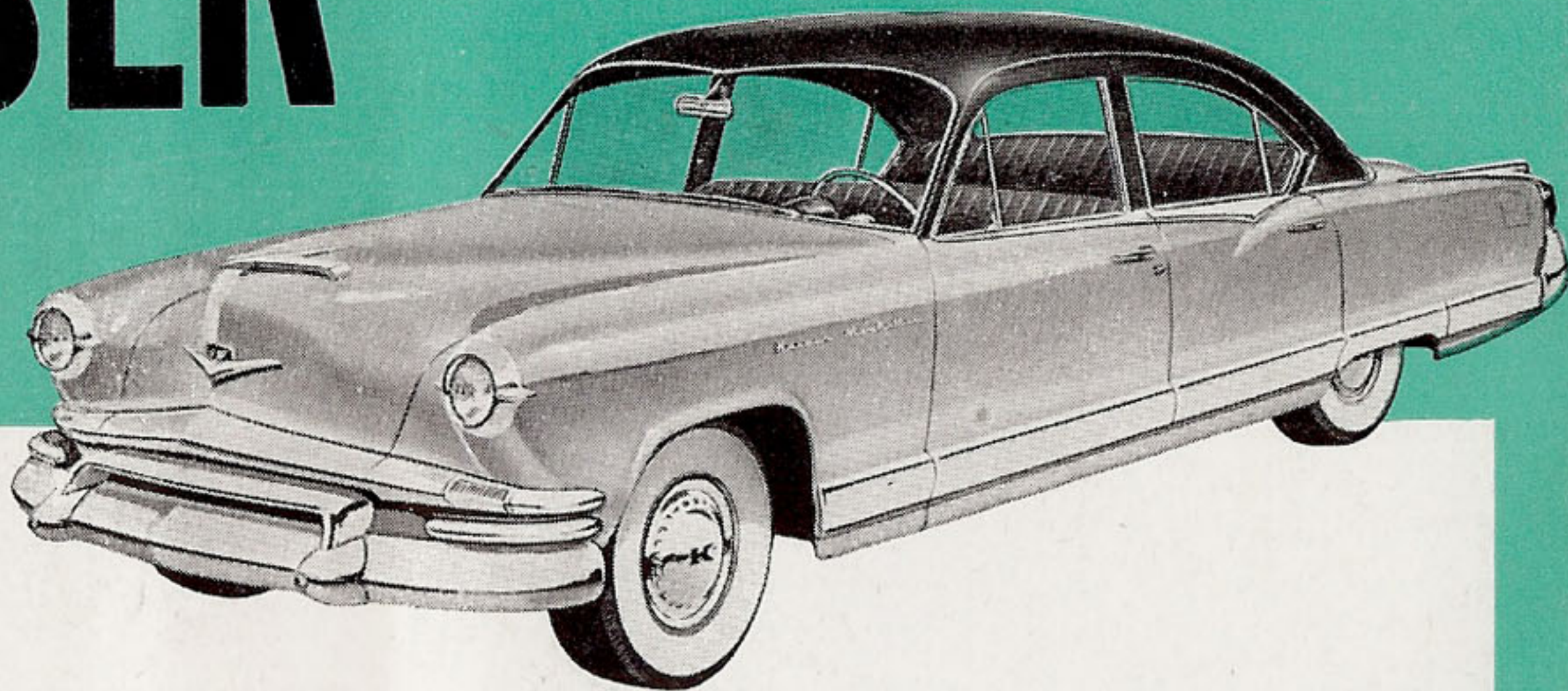
The '53 Kaiser is the only car in America to be awarded both the *Parents'* Seal of Commendation and the American Medical Association sponsored *Today's Health* Seal of Acceptance.

6. *World's Safest Front Seat—exclusive 7-point protection acclaimed by the world's leading safety experts!*



'53 KAISER

More than 700,000 Kaiser-built cars now on the road are proving daily that a Kaiser-Frazer car is your safest investment by far.



1953 Kaiser Specifications

Engine—Kaiser Supersonic, high-torque, L-head, six-cylinders. Bore, $3\frac{5}{16}$ inches; stroke, $4\frac{3}{8}$ inches; displacement, 226.2 cubic inches; taxable horsepower, 26.3; brake horsepower, 118 at 3650 R.P.M. Compression ratio, 7.3 to 1 (6.86 to 1 also available). Aluminum alloy pistons. Three point engine mountings.

Fuel System—Downdraft, dual-throat carburetor; dual intake manifold; automatic choke; automatic manifold heat control. Auxiliary vacuum windshield wiper pump (electric on Manhattan Models); electrical gauge; 17-gallon tank.

Cooling System—Sealed cooling system, thermostatically controlled; cellular-type radiator core, capacity 13 quarts. Full length water jackets.

Clutch—Single dry-plate type; $9\frac{1}{4}$ inch diameter. Ball throw-out bearing permanently lubricated.

Transmission—Helically cut gears. Anti-friction bearings; steering column gear shift.

Overdrive—Kaiser overdrive available at extra cost.

Automatic Transmission—Dual-Range Hydra-Matic transmission available at extra cost.

Frame—Rigid, X-member type frame. Five cross members.

Front Suspension—Independent front wheel suspension. Heavy-duty airplane-type shock absorbers inside heavy-duty coil springs. Stabilizer bar.

Rear Suspension—Semi-elliptic springs—6 leaves 51 x 2 inches. Rubber bushed brackets and shackles. Heavy-duty airplane-type shock absorbers, "V" mounted to control sidesway.

Electrical System—Air-cooled generator with voltage and current control; 15 plate battery, 100 ampere hour capacity. Sealed Beam headlights.

Drive—Hotchkiss—two needle-bearing universal joints, $2\frac{3}{4}$ inch propeller shaft.

Brakes—Hydraulic, self-centering, floating-shoe type. Mechanical handbrake.

Steering System—Three tooth gear—Center point control. Turning circle 38.2 feet.

Wheels and Tires—Disc wheels with 5-inch rims. Tires 6.70 x 15 inches, low pressure 4-ply cord.

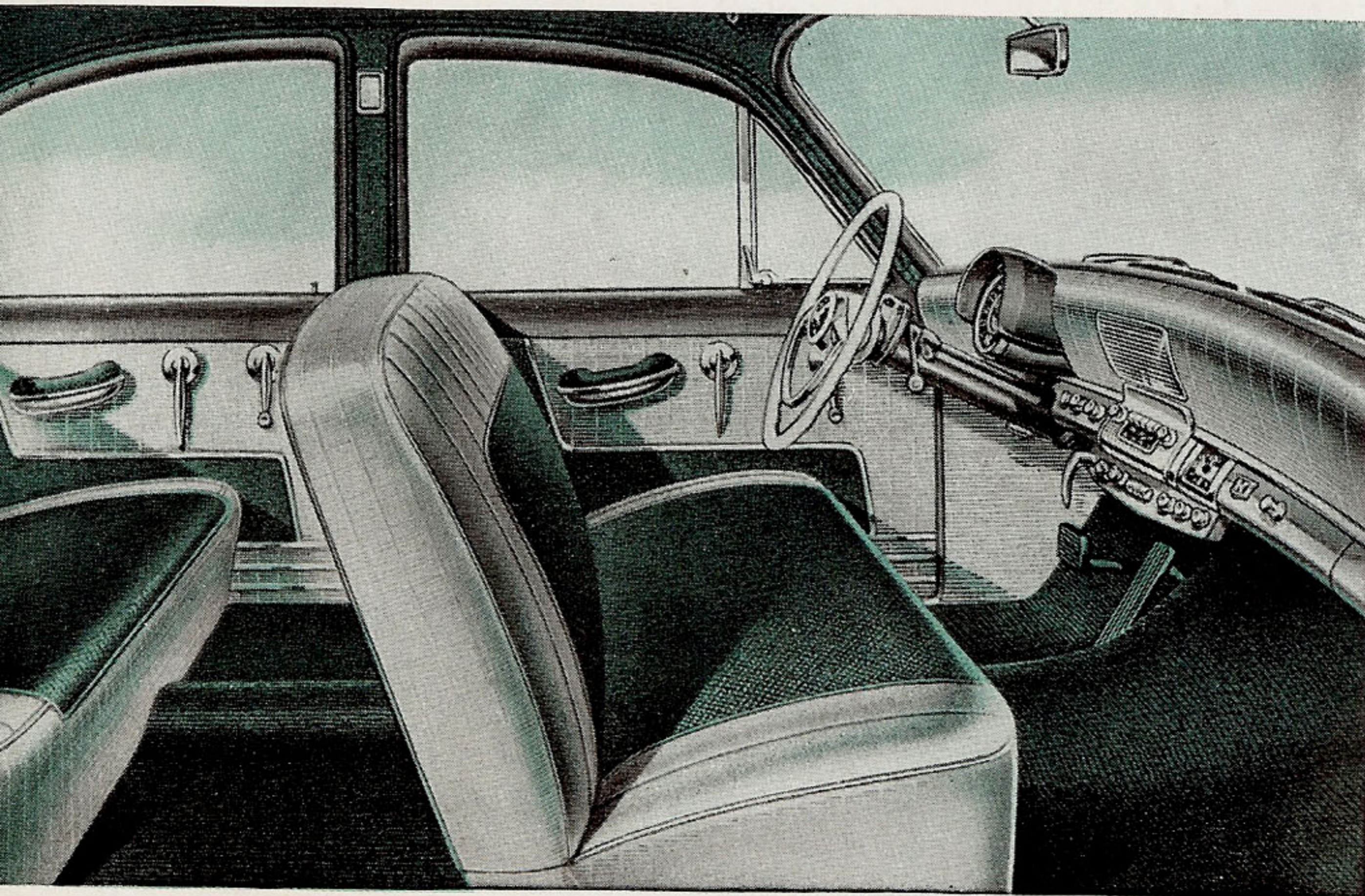
Wheelbase—118 $\frac{1}{2}$ inches. Over-all length, Deluxe 208 $\frac{1}{2}$ inches; Manhattan 210 $\frac{3}{8}$ inches.

Body—All steel, welded construction. Safety glass throughout. Pull-type exterior, turn-type interior door handles. Door arm rests on Manhattan model only (accessory item on Deluxe model). Large trunk with tuck-away tire well below floor level. Large glass area, windshield 1098.6 square inches; total glass area 3647.1 square inches.

Instrument Panel—Speedometer and gauges grouped in hooded cluster in front of the driver. Instrument panel has padded vinyl over upper portion. Bin-type glove compartment. Pistol grip hand brake. Two-spoke steering wheel.

Kaiser-Frazer Sales Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. While sidewall tires optional at extra cost.

America's most elegant interiors! . . .



. . . featuring the
*World's Safest
Front Seat.*

1. Sturdier slant-back corner posts—narrower—no “blind spots”!
2. One-piece Safety-Mounted Windshield—designed to push outward in case of severe impact!
3. Safety-Cushion Padded Instrument panel!
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7. Safety-angle seat balances you more safely!

Kaiser Manhattan—Dramatic new color combinations in deep-textured Luxura fabrics and smart, deep-embossed Vinyl—both exclusive with Kaiser—present a symphony in tasteful luxury rivalled only by built-to-order motor cars

Kaiser DeLuxe—Glamorous new fabrics and trims . . . custom-styled hardware and fittings . . . automatic courtesy lights on every door . . . all typical touches of the interior elegance for which Kaiser has long been uniquely famed!

International beauty prize-winner!

*Grand Prix d'Honneur, Concours
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*First and Second Prizes, the
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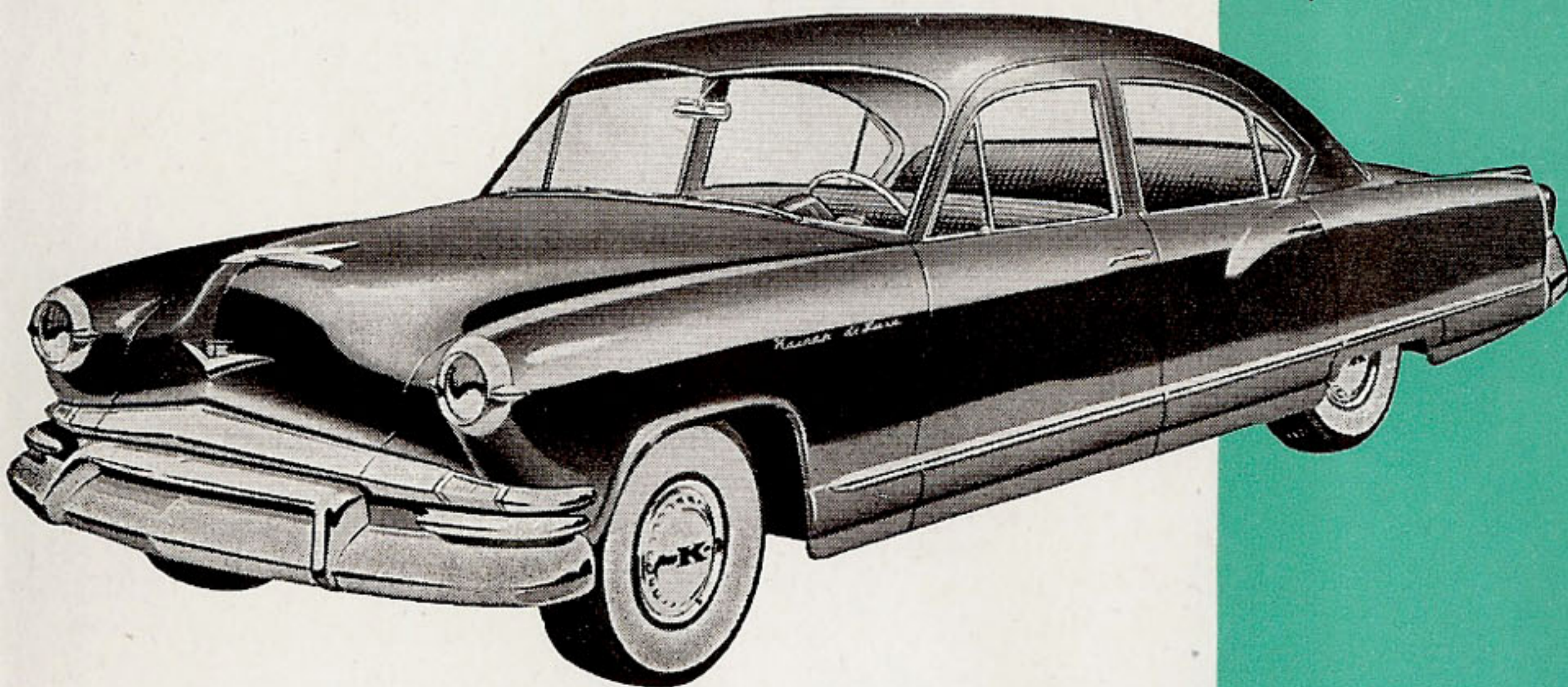
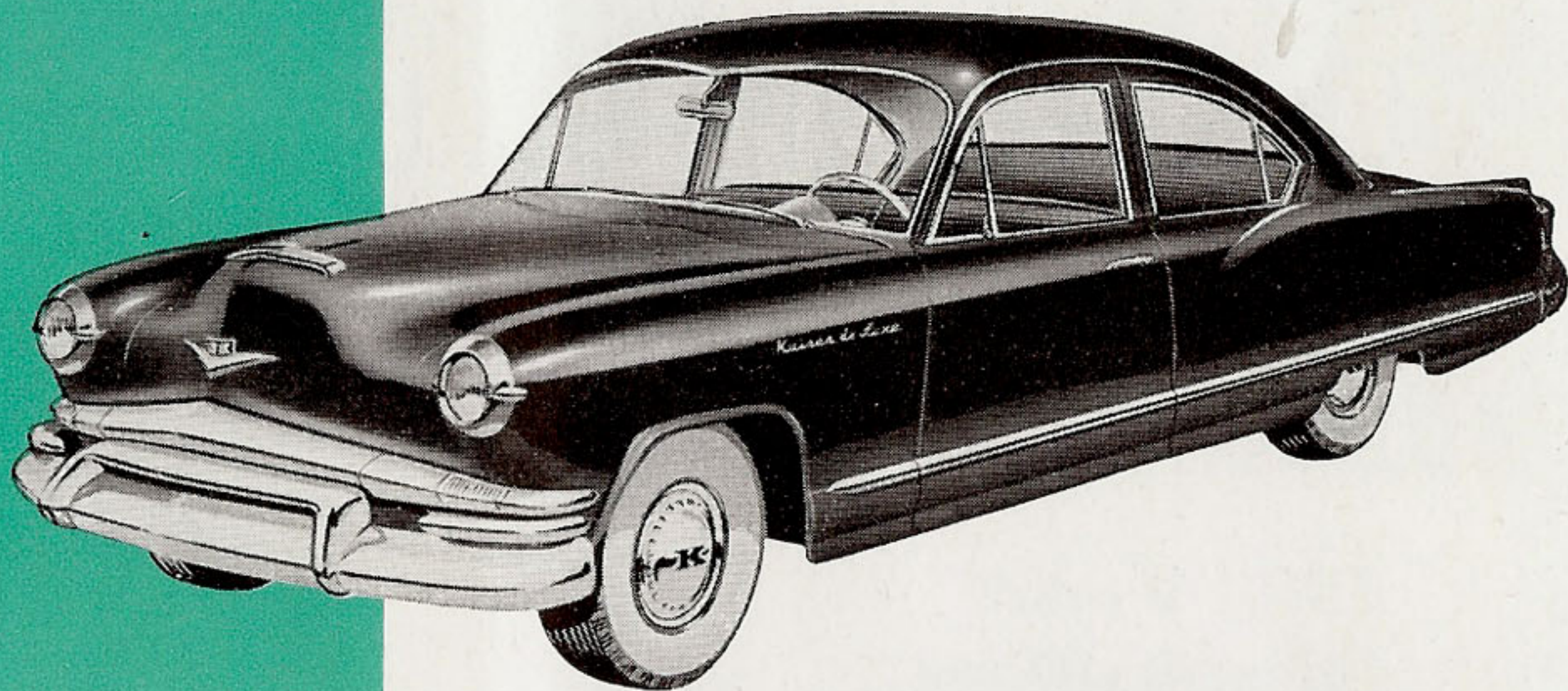
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*First Prize, Concours de Carrosserie
Scheveningen, Holland, 1952*

*Grand Prix, Concours d'Elegance,
Noordwijk, Holland, 1950*

*Gold Medal Award, Concours d'Elegance,
Lucerne, Switzerland, 1951*

*Grand Prize, Concours d'Elegance,
Biarritz, France, 1951*



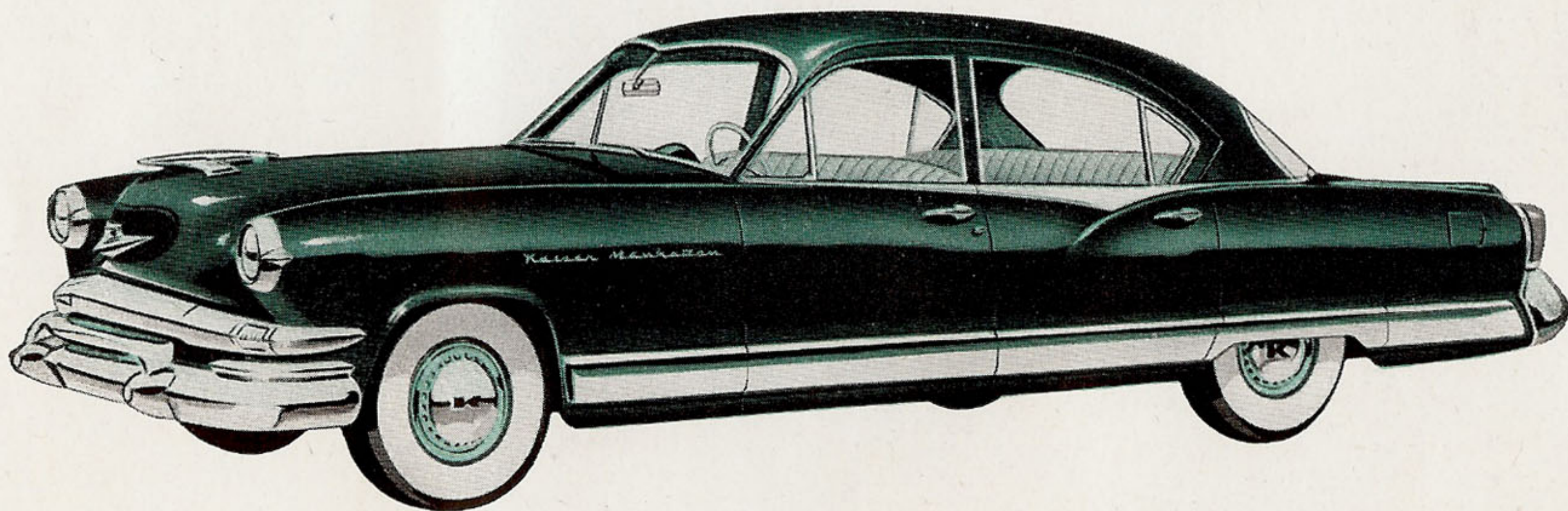
'53 Kaiser DeLuxe 2-Door Sedan

Like all '53 Kaisers, this glamorous DeLuxe 2-Door Sedan has more glass area than any other sedan on the road . . . a lower center of gravity than any other American car . . . a sensationally improved Supersonic Engine that provides new flashing power and pick-up while maintaining the gasoline economy for which Kaiser has long been famous.

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New "hardtop" styling and custom-styled interiors at regular sedan prices . . . including a beautiful padded Vinyl instrument panel and a safety-mounted windshield designed to yield outward in one piece upon accident impact!

*The world's newest engineering
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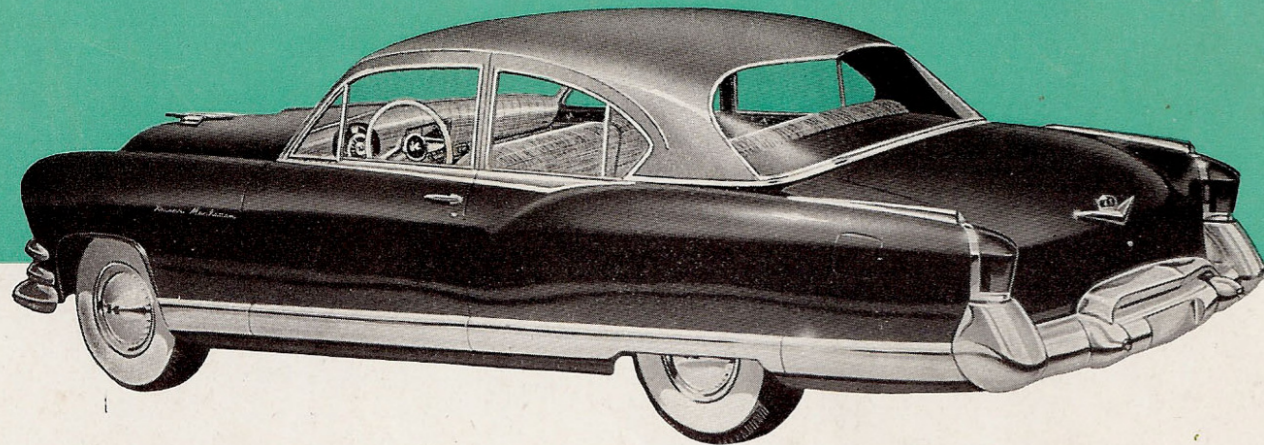


'53 Kaiser Manhattan
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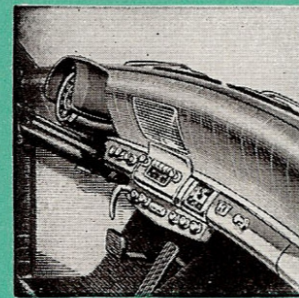
Thrilling new expression of the famous Kaiser styling that has won more beauty prizes than any other car of its time. Its low lines and custom styled interiors proclaim it as America's safest, most truly modern motor car.

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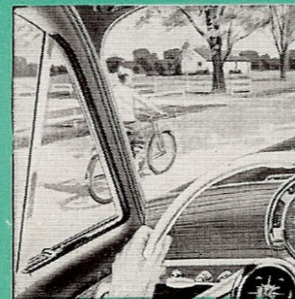
NEW '53 KAISER



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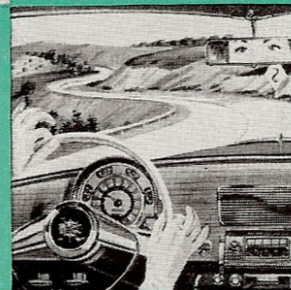
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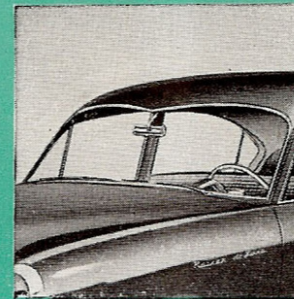
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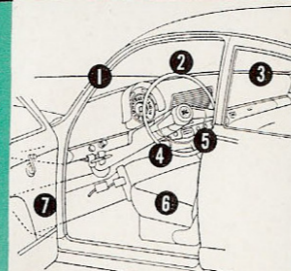
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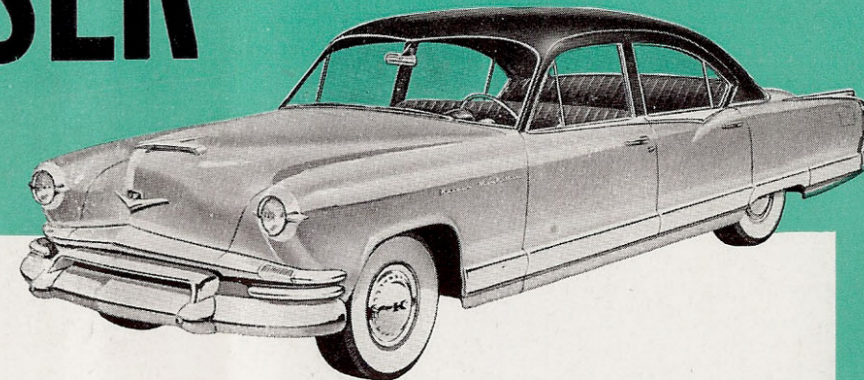
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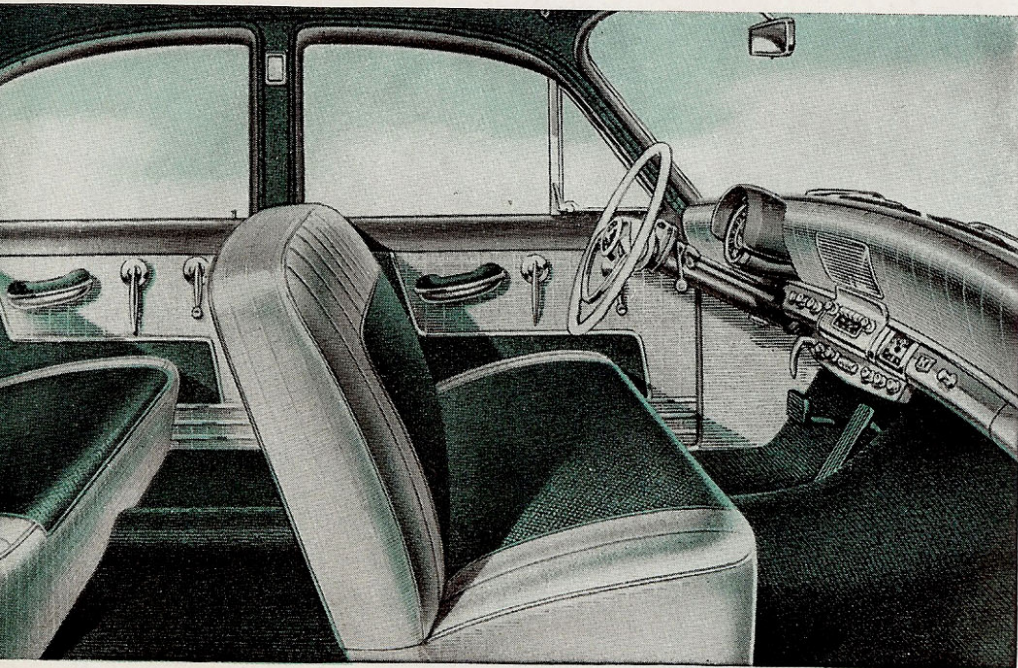
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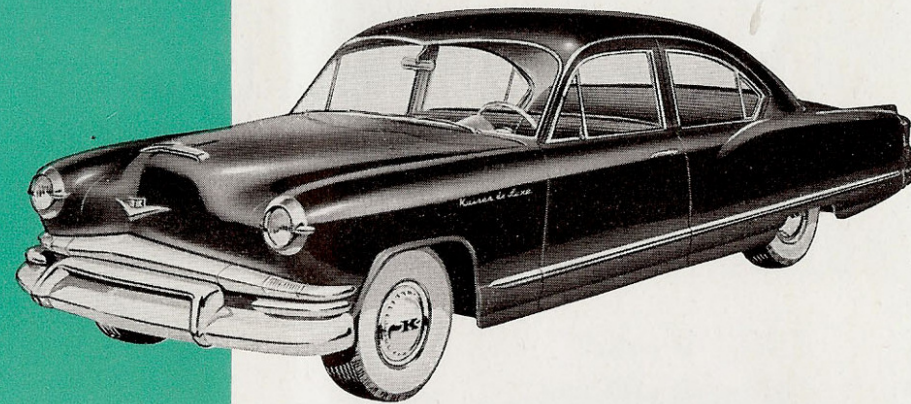
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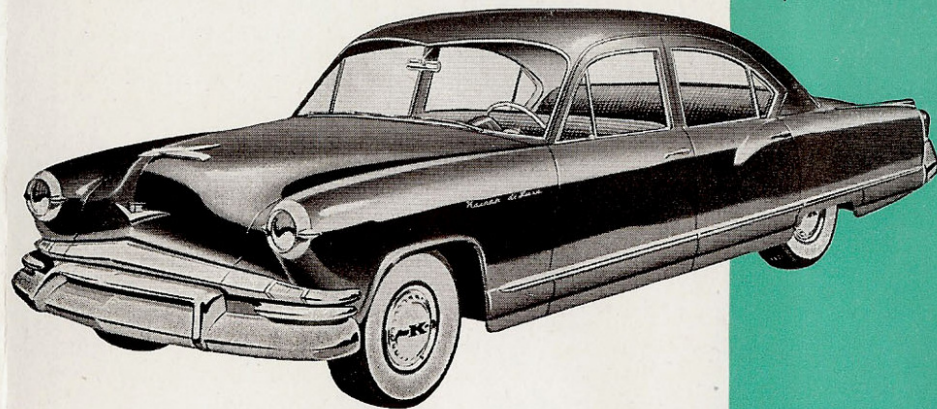


'53 Kaiser DeLuxe 2-Door Sedan

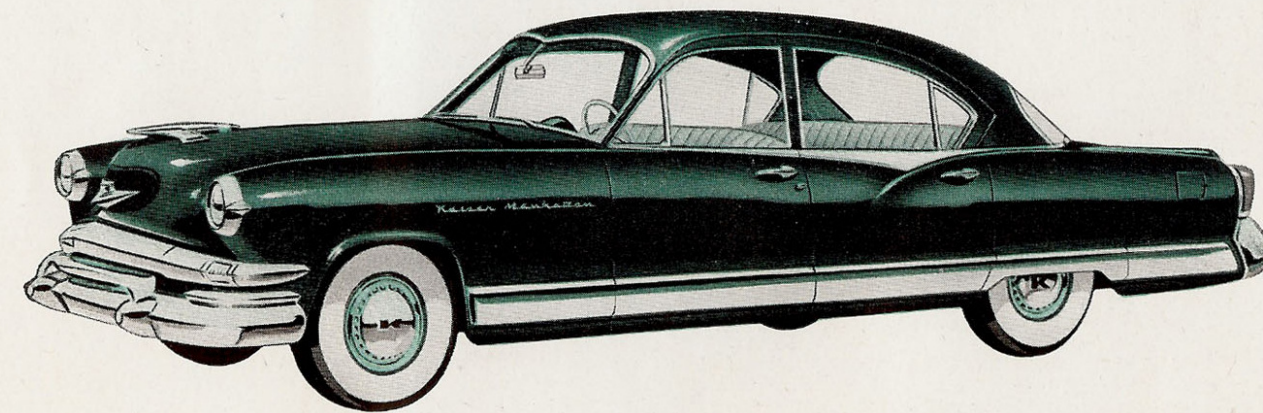
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