Hudson presents a motor car triumph!

THERE'S a distinguished air of streamlined beauty about the New Hudson that is instantly recognizable because it comes not through compromise, but develops *naturally* out of a recessed floor which is the key to a basically new and exclusive design principle, shown in the cutaway view below.

Space under the floor between frame members, which is usually wasted, is brought into the car and made available for passenger use. The New Hudson is the only car you step down into. This use of a "step-down" zone in an exclusive, all steel Monobilt body-and-frame* permits Hudson to build the *lowest car on the highway*—only five feet from ground to top—yet it has more than ample head room.

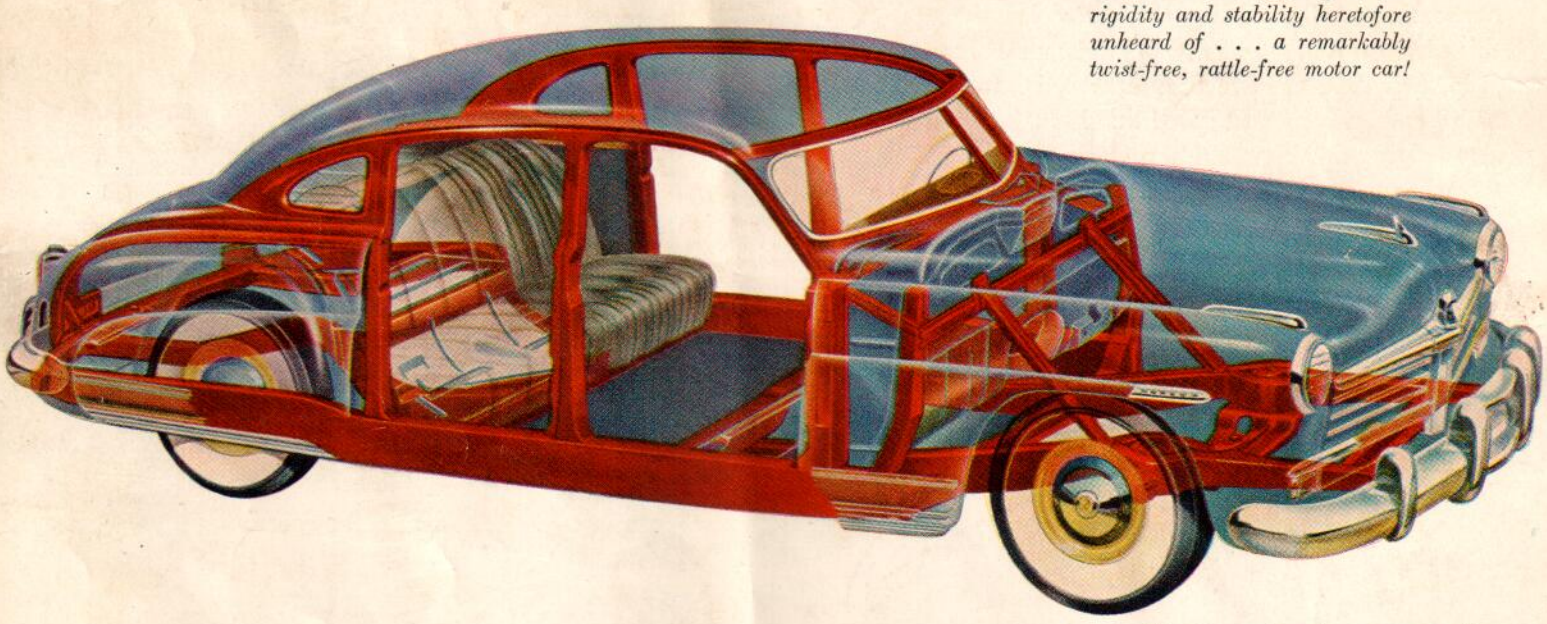
Hudson's "step-down" principle provides a hug-the-road way of going in cross-winds, on the sharpest curves and on every conceivable kind of road. This is largely due to the fact that Hudson's new design provides the lowest center of gravity in any American stock car—yet road clearance is ample!

Hudson's stability, plus the protection of riding encircled by the sturdy box-section steel frame, shown in red below, gives a grand feeling of safe well-being!

Many other important advantages stem from Hudson's new design. Among them is an abundance of usable space—*more* head room and *roomier* seats than in any mass-produced car built today! This, too, is because you "step down" onto floors that are recessed—enabling Hudson to lower seats and bring them into proper relationship with the new, lower top.

The New Hudson is America's only really modern car—the only car you step down into.

Hudson's new all-steel Monobilt body-and-frame is a sturdy, all-welded unit that provides rigidity and stability heretofore unheard of . . . a remarkably twist-free, rattle-free motor car!*

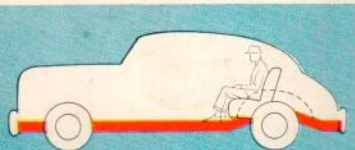


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*Trade-mark and patents pending



Other Cars



Other Cars



New Hudson



New Hudson

You ride down within *the New Hudson box-steel frame, as shown at the lower left, not on top of a frame, as shown at the upper left; and ahead of rear axles and wheels, as shown in the lower right, not up over an axle, as shown in the upper right.*