

**Standard Fact Book
Of 1954 Cars**

Standard Fact Book of

1954

CARS

**Popular Science Publishing Co.
353 Fourth Avenue, New York 10, N. Y.**

Copyright, 1954

Popular Science Publishing Company, Inc.

All Rights Reserved

Contents

1954 AUTOMOBILES

Arnolt Introduces Bristol	8
Buick Has Many Changes	12
Cadillac Is Styled For '54	18
Chevrolet Has More Power	24
Chrysler Ups Horsepower	30
Cunningham Improves Coupe	36
De Soto Is Ready For '54	38 ✓
Dodge Offers 20 Models	44
Ford Engine Is Big News	50
Hudson Improves Its Engine	58
King Adds Improvements	64
Lincoln—Restyled and Refined	66
Mercury Has Plexiglas Roof	72
Designer Farina Styles Nash	80 ✓
Oldsmobile—Lower, Longer	86
Packard Adds New Series	92 ✓
Plymouth Features 3 Lines	98
Pontiac Brings Out New Line	104
Studebaker Styled by Loewy	110
Check List of 1954 Cars	118

REPORTS ON THE NEW CARS

Chrysler's Newest Basket of Gears	120
America's Most Powerful Car	125 ✓
'54 Plymouth Is Longer	130
Dodge Gets New Transmission	131
Studebaker Joins Wagon Train	132
De Soto Ups Horsepower	135
Nash Hikes Compression	136
Hudson Moves Up in Horsepower Race	140
Plush New Pontiac is Longer and Stronger	145
161 Chevrolets—All Different	146 ✓
Mercury Brings Out Valve-in-Head Engine	152
Lincoln Tones Up Performance for '54	157

1954 MOTORCYCLES

Harley Features New KH	160
Indian Offers Lightweights	163
Cushman Offers Many Models	166
Mustang—Light and Safe	168
The Simplex Automatic	171

FOREIGN CARS

Introduction	174
Alfa Romeo	175
Armstrong Siddeley	176
Aston Martin	176
Austin	177
Austin Healey	178
Bentley	179
British Fords: Anglia, Consul, Prefect, Zephyr	180
Ferrari	182
Fiat	182
Jaguar	183
Mercedes-Benz	185
MG	187
Morgan	187
Morris	188
O.S.C.A.	188
Porsche	189
Renault	189
Riley	190
Siata	190
Simca	191
Singer	191
Triumph	192
Volkswagen	192