Designer Farina Styles Nash

New Rambler sedan with 108-inch wheelbase featured in wide range of models for '54

NASH MOTORS, IN ITS LINE OF 1954 models, features the all-new 108-inch wheelbase Rambler four-door custom sedan. The other big news from Nash is the compression increase in the Statesman "Dual PowerFlyte" engines. The continental styling of Pinin Farina, European designer of custom-built cars, highlights the entire line, which includes the Ambassador, Statesman and Rambler series.

"We believe we have one of the most diversified lines in the automotive industry today—one of which Nash is justly proud," H. C. Doss, vice-president in charge of sales, said. "Featuring modern styling and many mechanical advancements, these new models provide the widest selective range ever offered the motoring public in this country by any one company."

Continental Styling

In the Farina tradition, simplicity and unity of design keynote all the models in the 1954 Nash line. Farina's styling is characterized by a low, wide, and sleek appearance, with fenders above the hood line.

Models available in the new Nash line are: Ambassador and Statesman two- and four-door super sedans, and custom four-door and Country Club hardtop models; the 108-inch wheelbase Rambler custom four-door sedan; and the 100-inch wheelbase Rambler custom series, including convertible, station wagon, Country Club hardtop, and the super Country Club hardtop.

The New Rambler

The completely new 1954 Nash Rambler four-door sedan is a compact custom car on a 108-inch wheelbase.

The luxurious new model is designed for economy, performance, comfort, and ease of handling, with greater rear seat and luggage compartment roominess. The careful engineering behind it aims at combining compactness and beauty of design with outstanding maneuverability and economy of operation.

The regular factory delivered price of the Rambler four-door sedan includes a continental rear tire mount, Weather Eye conditioned air system, radio, electric clock, courtesy lights, directional signals, foam cushions, custom upholstery and trim and other deluxe features at no extra cost.

Nash engineers have added eight inches to the over-all length of the new model, which totals 193⅜ inches. This increase provides ample rear entrance room and rear legroom, in addition to increasing the cubic capacity of the luggage compartment.

The longer, lower, and wider appearance of the new Rambler is characteristic of Farina styling. Front fenders rise above the hood line, and greater visibility is said to be achieved. The fenders continue in a smooth sweep back through the entire length of the body. A distinctive air scoop, an integral part of the hood, is designed to permit an additional flow of cooling air to the engine.

The continental rear tire mount, standard equipment on the Rambler four-door sedan, carries the spare tire behind the rear deck. This also allows greater roominess in the luggage compartment.

The more than 18 square feet of glass area is designed for all-around visibility. The one-piece curved windshield has an area of five square feet, and the wrap-around rear window has six square feet. Side windows have a total area of 7.6 square feet.

The Rambler grille is a simple oval design with a single bar bearing the Nash crest. It is a die-cast unit, which eliminates rattles common to stamped grilles, the Nash engineers say.

The air intake of the Weather Eye conditioned air and heating system extends along the entire width of the hood, enhanced

Nash's new 108-inch wheelbase Rambler.

by chrome trim. It is an integral part of the body design.

The wrap-around front and rear bumpers are wide and sturdy, contoured to follow the outline of the fully-enclosed fenders.

The massive die-cast taillights are mounted on the extreme end of the rear fenders, which extend beyond the rear deck. The fuel tank cap, which incorporates a chrome-plated "N" as a finger-grip, is flush-mounted in the left rear fender.

The new Rambler four-door sedan is powered by an improved six-cylinder L-head "Super Flying Scot" engine, developing 90 horsepower. It has a compression ratio of 7.3 to 1, with a displacement of 195.6. Nash says major improvements have been made in the connecting rods, the main bearing oil seals, the crankshaft and camshaft, the exhaust manifolding, and the ignition system.

Dual-Range Hydra-Matic and automatic overdrive are available as optional, extra-cost equipment; synchromesh transmission is standard equipment.

Featuring the "AirFlyte" construction used in all Nash cars, the new Rambler has a unitized body and frame welded together to form a single unit, said by Nash engineers to be safer, stronger, and more rigid. Unitized construction also reduces weight, which contributes to fuel and operating economy.

The new Rambler has the Nash Airflex front suspension for ease of control, driving comfort, and maneuverability. Semi-elliptic springs are used on the rear wheels.

The driving instruments are located in a compact cluster directly in front of the driver. The dash panel itself has been styled to harmonize with the modern interior treatment of the new car.

The Nash convertible twin beds and "Airliner Reclining" seats are offered as optional equipment for the first time on the new Rambler four-door sedan.

Many new and attractive interior upholstery and trim combinations are available, including black, green, and blue needlepoint combined with matching homespun fabric. New exterior colors, including 14 solid and 14 two-tone combinations, are also offered in this model.

Ambassador and Statesman Models

The new 1954 Ambassador and Statesman models are featuring numerous exterior and interior styling refinements, and many mechanical advancements.

The major mechanical changes in this series are: A new Statesman "Dual Power-Flyte" engine, featuring dual carburetors as

NASH OFFERS this model in its '54 Ambassador line. The newly styled grille is die-cast. The "continental" rear tire mount is standard equipment; the wire wheel trim shown on the model above is optional. There is increased horsepower in the engine.

THIS Country Club hardtop is a luxurious entry in the Ambassador line. Note that the hood is lower than the "Road Guide" fenders.

standard equipment; increased horsepower in the Ambassador "Super Jetfire" engine; new power steering and power brakes, offered as optional equipment; and electrically operated window lifts, available at extra cost.

Styling refinements include a new dual die-cast grille, highlighting the latest trend in custom-built cars by Farina; a continental rear-tire mount offered as standard equipment on all Ambassador and Statesman custom four-door and Country Club hardtop models; a redesigned and improved dash panel; and new exterior solid and two-tone color selections, and interior upholstery and trim combinations.

The new Statesman "Dual Powerflyte" engine features an aluminum cylinder head and two single-barrel carburetors. With a compression ratio of 8.5 to 1, one of the highest in the automobile industry, its horsepower has been increased to 110. It is a six-cylinder L-head engine that, Nash says, can be operated economically on regular gasoline. The "Dual Powerflyte" engine also features better distribution of fuel-air mixture, increased "breathing" capacity, and a redesigned exhaust system.

The horsepower of the Ambassador "Super Jetfire" six-cylinder overhead valve engine has been increased to 130, with a compression ratio of 7.6 to 1. This high compression engine is also designed to operate efficiently on regular gasoline.

The "LeMans Dual Jetfire" engine, named for the famous LeMans, France, 24-hour road race, is offered as optional equipment on all Ambassador models. This six-cylinder overhead valve engine is equipped with an aluminum cylinder head, with a compression ratio of 8 to 1. It develops 140 horsepower at 4,000 RPM.

Nash power steering, available as optional equipment on both Ambassador and Statesman models, employs engineering principles designed to give new steering ease and safety. In addition to providing for direct hydraulic actuation of the steering linkage, the unit is of simplified design and rugged construction for trouble-free operation and easy maintenance.

Nash power steering, according to Nash engineers, takes about 75 per cent of the effort out of steering; it allows the driver to retain the "feel" of the car at all speeds and under all conditions; and it gives positive directional control, even with hydraulic power off.

Power brakes are available on both Ambassador and Statesman models equipped with Hydra-Matic as optional equipment. The unit consists of a power cylinder, a

piston with built-in control valve, a hydraulic section, including a hydraulic fluid reservoir and a vacuum reservoir.

According to Nash engineers, the power brakes reduce braking effort by 40 per cent, and the location of the pendulum-type pedal and its larger size reduces the reaction time required for application of the brakes by 25 per cent.

The Rambler Series

The new 1954 custom Rambler 100-inch wheelbase series features three distinctive models, including convertible, station wagon, and Country Club hardtop.

All Rambler models have the styling of Pinin Farina, the smooth flowing body lines, with fenders above the hood line, that are characteristic of Nash this year. The continental rear tire mount is standard equipment on the Rambler convertible and Country Club models. It adds a distinctive and longer appearance to both cars.

Nash says the new '54 Rambler custom convertible offers the safety of a sedan with the advantages of an open convertible. Two rugged steel side rails, which frame the top of the side windows, give overhead safety protection. The chrome-trimmed overhead rails also form a strong structural bridge-beam for extra rigidity. The electrically operated nylon top, available in black or tan, travels along built-in tracks on the top rails.

The '54 Rambler custom station wagon offers lots of space for both passengers and cargo. This model features simulated wood grain on steel side panels. The rear seat can be lowered to increase the cargo platform to more than six feet in length. Other '54 Rambler station wagon type models include the Greenbrier all-purpose sedan and the Surburban.

The new Rambler Country Club custom hardtop features an all-steel top and reverse-angle rear windows to provide great visibility. According to Nash, the 18½ square feet of glass area in the Country Club provides the open-air advantages of conventional convertibles. This model also has a curved one-piece windshield and a wrap-around rear window.

Standard equipment in the new Rambler Country Club model includes a radio, air conditioning system, and a cigar lighter.

All Rambler 100-inch wheelbase models are available with Dual-Range Hydra-Matic or automatic overdrive as optional equipment. The standard equipment is synchro-mesh transmission.

The Nash "Airliner Reclining" seat is available on all Rambler 100-inch wheelbase models as optional equipment. New

ALONG WITH a convertible and a hard top, the Rambler series includes station wagon types—here is one of them. Wood grain is simulated on the steel side panels. Under the hood is a six-cylinder L-head engine. Hydra-Matic transmission is optional, and so is the wire wheel trim that has become so popular lately.

interior upholstery and trim combinations have been added, with the featured needlepoint and homespun fabrics. Genuine leather and needlepoint upholstery is available in the Rambler convertible and Country Club models as optional equipment.

SPECIFICATIONS

Engine: Six-cylinder, in-line, L-head engine in the Statesman; six-cylinder, in-line, overhead-valve engine in the Ambassador. *For the L-head engine:* Bore 3⅜ inches; stroke 4¼ inches. Piston displacement, 195.6 cubic inches. Compression ratio 8.5 to 1. Horsepower, 110 at 4000 RPM. Torque, 155 at 1000 RPM. *For the overhead-valve engine:* Bore, 3½ inches; stroke 4⅜ inches. Piston displacement 252.6 cubic inches. Compression ratio, 7.6 to 1. Horsepower, 130 at 3700 RPM. Torque, 220 at 1600 RPM.

For the Ramblers: Six-cylinder, in-line, L-head engine. *With standard transmission:* Bore, 1⅛ inches; stroke 4 inches. Piston displacement, 184 cubic inches. Compression ratio, 7.25 to 1. Horsepower, 85 at 3800 RPM. Torque, 150 at 1600 RPM. *With Hydra-Matic:* Bore, 3⅜ inches; stroke, 4¼ inches. Piston displacement, 195.6 cubic inches. Compression ratio 7.3 to 1. Horsepower, 90 at 3800 RPM. Torque, 150 at 1600 RPM.

Fuel: Capacity all models, 20 gallons. Dual downdraft carburetor on the L-head engine. Direct-draft, horizontal carburetor on the overhead-valve engine.

Transmission: Conventional three-speed transmission standard on all models. Overdrive or Dual Range Hydra-Matic, optional. Torque tube driven, except for Ramblers, which have Hotchkiss type.

Rear axle ratios: *With standard transmission*—Statesman, 4.4 to 1; Ambassador, 4.1 to 1; Ramblers, 3.77 to 1. *With overdrive*—Statesman, 4.9 to 1; Ambassador, 4.4 to 1; Ramblers, 4.4 to 1. *With Hydra-Matic*—Statesman, 3.6 to 1; Ambassador, 3.15 to 1; Rambler, 3.3 to 1.

Brakes: Four-wheel hydraulic, internal expanding. Effective brake area: 150 square inches on the Statesman; 172 square inches on the Ambassador; 92.1 square inches on the Rambler with standard transmission and 103.6 on the Rambler with Hydra-Matic transmission. Power brakes: Available on Ambassador and Statesman equipped with Hydra-Matic as optional equipment.

Suspension: *Front:* independent with coil springs. *Rear:* semi-elliptic. For the Ramblers: independent front suspension with coil springs on all four wheels. Steering: over-all steering ratios: Ramblers, 19.5 to 1. Power steering available on all models as optional equipment. Power steering is hydraulic.

Dimensions: *Wheelbase:* 114¼ inches for the Statesman; 121¼ inches for the Ambassador; 100 inches for the Rambler with standard transmission; 108 inches for the Rambler with Hydra-Matic drive. *Over-all length:* Statesman, 202½ inches; Ambassador, 209¼ inches. *Over-all width:* All models, 78 inches. *Over-all height:* Statesman, 61¾ inches; Ambassador, 62¼ inches; Ramblers, 59 inches; *Tread: front:* 55½ inches for the Statesman; 55⅝ inches for the Ambassador; 55⅝ inches for the Ramblers. *Rear:* 59 11/16 inches for the Statesman; 60½ inches for the Ambassador; 53 inches for the Ramblers. *Tire size:* Statesman, 6.70 by 15; Ambassador; 7.10 by 15; Ramblers, 6.40 by 15.