

Research and Information Department
FORD MOTOR COMPANY
Dearborn, Michigan

1959 Edsel Main Line Story

Edsel, America's newest car, introduces a full line of distinctively styled automobiles that are sensible in size, lighter in weight, and are priced competitively with the top series of the largest-selling three.

In answer to public demands for a car that makes more sense, the Corsair series has been trimmed five inches in length, excess weight has been cut an average of 150 pounds per car, and all Edsels have been repositioned in the market.

Interior dimensions, wheelbase, all stamped body parts, and the entire lineup of models have been changed. For 1959, Edsel has a complete line of cars in three series: Ranger, Corsair and Villager station wagons.

"The Edsel will be directly competitive with the top series of the largest-selling three," Ben D. Mills, Ford Motor Company vice president and general manager of Mercury, Edsel and Lincoln, said.

"An Edsel, comparably equipped item for item, will sell within \$50 or less of the top series of Chevrolets, Plymouths and Fords," he added.

All but one of Edsel's four engines for 1959 operate on lower-priced standard gasoline. The Edsel lineup also includes for the first time an Economy Six for those who want the maximum in gas saving.

Edsel transmissions include the new, 50-pound-lighter low-cost two-speed Mile-O-Matic.

All car bodies are completely new in design, but they retain the "Edsel look," which the new line introduced in its first models last year.

The Edsel grille is instantly recognizable, but has been adapted to the compact styling theme of the car. Dual headlights have been lowered and are an integral part of the grille. The vertical airscoop retains its

outline but has been restyled by liberal use of bright metal to harmonize with the horizontal sweep of the car.

Distinctive side treatments identify each series. The rear flight deck theme originated by Edsel last year is enhanced by lowering the taillights to give the car a ground-hugging appearance.

Edsel's Ranger series includes a two-door and a four-door sedan, and a two-door and a four-door hardtop. Corsairs will be available in four-door sedans, two-door and four-door hardtops and convertibles. In addition, there are two Villager station wagons -- six passenger and nine passenger four-door models.

The new body's weight saving on all models means one passenger rides "free" on each trip. In the Ranger series, for example, back seat leg room is two inches longer and front leg room is nearly two inches longer, with no increase in overall length. Wheelbase has been increased two inches in the Ranger to 120 for a smoother ride. Wheelbase on the Corsair also is 120 inches.

All Edsels feature a flatter roof and new rear door contours which permit much easier entrance and exit from the rear seat. Trunk space is a full six feet wide. The spare tire is moved forward allowing clear stowage area. Edsel's aluminum-clad exhaust system doubles the life of these expensive-to-replace items.

Many items which were extra cost on the Ranger last year are standard for 1959 Rangers and Corsairs. They include wall to wall carpeting, electric clock, dry type air cleaner, oil filter, power booster windshield wipers and foam rubber cushions on the front seat.

Self-adjusting brakes on all models continue at no extra cost.

Edsel's range of four engines meets every requirement of price, economy and performance. Economy V-8 in the lineup is the 200 hp Ranger V-8, standard on the Ranger. Standard for the Corsair series is the 225 hp Express V-8. The high performance engine, available on all models at extra cost, is the 303 hp Super Express V-8. Edsel's Economy Six is the most modern in the industry with short-stroke pistons, overhead valves, and improved carburetion for maximum economy. The Six, Ranger and Express operate on standard gasoline.

A full line of accessories is available on the 1959 Edsel including choice of two heaters, two radios, heater-defroster air conditioning unit, a low-cost air conditioner which operates separately from the heater, power brakes, power steering, power seats and power windows, tinted glass, bumper type spare carrier, and many others.

Unique for Edsel is the Dial-Temp control for heater or air conditioner. One knob on the instrument panel controls heat, fresh air, defrosting, and cooled air. Operation of the unit is controlled by vacuum motors.

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