THE ONE CAR THAT CAN LOOK YOU IN THE EYE
AND SAY YOU NEVER HAD IT LIKE THIS BEFORE

This is the Edsel and there has never been a car like it. Originality is clearly written in the elegance of its every line—from its bold vertical grille to the sweep of its low, wide flight deck. You sense this originality, too, in Edsel’s effortless performance. And you command a new kind of automotive power—effortless, quiet, unsurpassed for flexibility and responsiveness.

The Edsel is the result of eleven years of planning and testing. Indeed, no new car has ever come to you with such a proved background—for example, more than 1,250,000 over-the-road test miles alone.

Concentrated in the Edsel is more than a half century of manufacturing experience and engineering skill of Ford Motor Company. But to really know how completely its designers have spurred the commonplace, you must drive it.

And when you do, you will know why Ford Motor Company has proudly named it after Edsel Ford, the son of its founder. In all its fresh new beauty and all its advanced engineering, this is the Edsel!
NEVER BEFORE SO MUCH THAT’S NEW

CONTROL CENTER INSTRUMENT PANEL—Following aircraft practice, the Edsel instrument panel places instruments, controls, and operating warning lights in three parallel horizontal rows with every unit clearly visible—right within fingertip reach. It provides for integral mounting of optional accessories as well.

VISUAL WARNING LIGHTS (Left to right above)–Indicator lights report oil pressure, generator charging, parking brake 'on', fuel tank near empty, oil supply one quart low, "Engine cold", "engine hot". Nothing like it on the road!

ENGINE TACHOMETER*-Panel-mounted instrument tells engine operating speed in R.P.M.'s.

SPEED WARNING LIGHT SPEEDOMETER*-You simply set the optional warning dial to a safe cruising speed. When you exceed it, speedometer illuminates in red.

NEW INSIDE LOCKS—Corsair and Citation Series are equipped with sliding lock. On other models, safety lock is located in handy forward position.

NEW ROOSENESS AND COMFORT—Built-in footrests are stamped deeply into the Edsel rear compartment floor to add legroom and increase comfort.

CONTROL CENTER SPLIT SEAT—This new arrangement emphasizes the care designers and stylists have taken to provide both driver ease and passenger comfort; makes entrance to the rear seat in two-door bodys far in the easy.

CONTOUR FRONT SEAT—The top portion of the seat back in Citation, Corsair, Pacer and Bermuda models is contoured forward to give support to both driver and passengers.

NEW SAFETY LATCHES—Door and frame are latched together to resist opening in case of impact.

MARK OF ELEGANCE—Edsel’s mobile elegance is highlighted by the bold vertical accent of its grille. Dual headlights emphasize the long and sweeping lines of the Edsel’s hood.

DISTINCTIVE—Edsel’s handsome hood ornaments is the letter "E" elegantly inscribed in a concentric-ringed inner disc.

SAFETY STEERING WHEEL—Inverted center is designed to distribute stress under impact.

"GUARD RAIL" FRAME—Flared frame side rail members provide a protective base around the body for safety. They also permit a depressed floor for extra inside headroom.

SELF-ADJUSTING BRAKES—Put your Edsel into reverse and touch the brake; they adjust automatically when needed.

WIDE AND SWEEPING—Edsel’s low, wide flight deck is a masterful example of sculpture in metal, contrast in color. Its contour is further emphasized by the unique taillight assemblies.

REAR DECK OPENER*-Lets you open trunk—right from driver’s seat.

INSIDE LOCKING HOOD—Hinged at the front, Edsel’s hood can only be unlocked by driver from inside the car.

THREE-STAGE COOLING SYSTEM—Citation and Corsair models have a special three-stage cooling system to provide fast, even warm-up for peak cold-weather performance. Gives maximum economy and extends engine life.

TEMPERED AIR INDUCTION SYSTEM—On Citation and Corsair models in cold weather, fuel-air mixture is exhaust-heated for a quicker warm-up.

WATER-WARMED INTAKE MANIFOLD—For faster peak performance after starting, Citation and Corsair engines feature a water jacket in the intake manifold that stabilizes fuel-air mixture for maximum performance and greater economy.

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*Optional at extra cost

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