1959 EDSEL

The car that makes history by making sense
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An exciting new kind of car that makes history by making sense!

Here, at last, is the car that had to happen—an exciting new breed of car that makes sense in every beautiful detail.

Now you can own a true quality automobile in styling, performance, workmanship—yet pay no more than you would for other cars in the low price range.

The 1959 Edsel gives you entirely new styling with the distinction that's reserved only by cars costing thousands more.

You get a full-sized, practical beauty that delivers exactly the power you want for the kind of driving you do.

And you get the solid, deep-down quality of a car that's built to last.

Only a car so young could bring you such a new kind of value—luxury driving everyone can afford.

Edsel for 1959. America's finest car in the low price range.
New Corsair Series: Edsel styling in its proudest form

Here is automotive styling with a distinctive look that is unmistakable. The Edsel vertical grille has elegance and power. Special Corsair trim highlights the length and sculpture of the body with just enough chrome. Even from the rear, you recognize an Edsel's flight deck lines at first glance.

Inside, the Edsel Corsair combines rich luxury with quiet simplicity. And it offers room to spare—for with Edsel's full 120-inch wheelbase, you enjoy extra tire, extra comfort and extra smoothness of ride.

Yet with all this quality, value and all-round elegance, an Edsel Corsair still is priced with the most popular three!
New kind of distinction in the low price range

1959 EDSEL: Finest car in the low price range

One look tells you—the Edsel Corsair is bound to make history in the low-priced convertible field.

You can start with the styling that sets this car apart from ordinary convertibles. Or with dozens of combinations in colors and interiors that you can team with convertible tops to personalize your Edsel's beauty.

Or, you can begin with the basics of Edsel engineering. This convertible enables you leadership between two full-length side rails of a specially designed and braided convertible frame. As you drive, it feels solid and well-balanced beneath you. Acceleration, cornering, braking all happen with a smooth coordination that reminds you of sports-car response.

Any way you judge it, the conclusion is inevitable: if you've ever thought about owning a convertible, this is a car you have got to drive. Then you'll discover all the reasons your next car ought to be the Corsair Convertible.

Renovable rear window of clear weatherproof should open or close with one quick flip. The smooth-flying top with fully-vinylized fabric is rip-stop, water-repellent, available in your choice of white or black with all-paint colors.

Edsel's new vertical grille offers an originality and freshness that turn other cars just can't match. New low-slung headlights, driving lights on each side of the grille "wings" provide more efficient illumination.

Special convertible frame and body construction provide side-rail strength and quietness of ride over all roads.新政 you can choose Edsel's new, luxurious V-4 or V-8 engine. Convertible frame and body assembly is an all-steel monocoque which provides a solid foundation for body and frame and is far stronger than orthodox convertible construction. V-8 automatic transmission is a new feature in open Edsels. Optional V-8 engine includes dual exhaust as standard equipment.

EDSEL CORSAIR CONVERTIBLE shown in Blue Aigue with Snow White top.
So much more to be proud of — in beauty, elegance and engineering

Edsel's easy steering is made possible by smooth-acting recirculating ball bearings that diminish friction characteristics of parts. Combined with ball race lubrication and sealed终身, Edsel steering is a true pleasure to use. Quality control and manufacturing techniques ensure that the Edsel steering system is a source of pride.

New longer, wider springs give you new smoothness and luxury in Edsel big car ride. Engineering principles of high Springs mounted outside the frame and under the car provide smoother, more comfortable ride. Edsel's suspension system is a true innovation, a step forward in vehicle design.

New high-crown windshield styling provides great visibility for unobstructed traffic signals—enhancement Edsel's clean-line, streamlined look. You get the speed of a coupe, the luxury of a sedan. Edsel windshield distains and gives you the best of both worlds.

Special Edsel luxury grille adds to your enjoyment of Edsel's interior comfort. Front seatbacks of 2-piece hardtops in split 50-50 for greater comfort of middle passengers, and for easier entry to and exit from the rear compartment. Side, side doors and soft top windows roll down front and rear for sport sensations of Edsel ride.

One of the things you will like most about owning a Corsair is the way it meets the standards you would ordinarily apply to far more expensive cars. Certainly a luxury car's styling should reflect good taste. Edsel styling has the clean simplicity that is basic in every fine design. And Corsair interior details show the careful attention to quality that marks a superior car.

But where you feel Edsel quality and luxury most is in its solid Road-Plate Ride. An exclusive suspension system makes the difference. No car near an Edsel in price can match it for size of springs or shock-absorbing capacity.

And whether you prefer the sedan or hardtop Corsair for your personal car, you'll find that both models give you the flair of hardtop styling and the spaciousness of sedan interiors—front and rear!
Luxury comes alive in dozens of new ways

Early in your first drive you'll discover that an Edsel seems to provide a new sense of command at the wheel. The features below will show some of the reasons why:

The precise arrangement of Edsel's instruments and controls gives you greater control of your car. As a result, the motions of driving become easier and smoother to perform. Even the heating system can be operated simply with one easy turn of the dial.

This new command at the wheel is a very real part of Edsel luxury. And it makes the rich beauty of its interiors and the relaxing security of its ride all the more enjoyable—another reason it makes sense to own an Edsel.

Function and styling blend neatly in the new Edsel instrument panel. Gauges are bracketed on inset steel panels at each end of the wide-angle speedometer—once glance covers them all. Special safety padding that is concealed in simulated-matched vinyl is available in all Edsel models at extra cost.

- Foam-rubber cushions are standard equipment for Edsel front seats. Steel seat springs are arranged for extra support where backs are greater, providing greater comfort. Full bearing wheels and armrests mean springs act in every seat and adjustment.

- New comfort through engineering adds greatly to Edsel's rear compartment luxury for 1959. Extra spacious interior dimensions afford additional headroom and legroom; rear seat features "up and down" completely, just as front seats do. Air blower in the rear seat acts no harder than the rear seat of an Edsel.

- New safety steering wheel—Edsel's wide, flat-column design gives you more frontroom while riding, new room to spare for position shift and reach from both front and rear compartments. Thick, long-grain welting-wall carpeting is standard in all Edsel Continentals and Rangers.

- New safety steering wheel—with removed hub in one of many Ford Motor Company safety-engineered features that are provided in the 1959 Edsel in standard equipment.

- Dial-temp heating and ventilation* lets you create any climate you like with a simple turn of the dial. Automatic control actually makes all the adjustments operate optional Edsel air conditioner. The interior comfort is simply unique. Dial-temp control also available.

*Optional equipment.
1959 EDSEL: Finest car in the low price range

New Ranger Series: All the luxury of Edsel—at new low price

Never before has a low-priced car offered so much luxury—at no extra cost. Every Edsel Ranger gives you the prized big-car ride of an extra-long-wheellbase chassis. It's a luxury that means more to you with every mile you drive—and no other car in the low price range matches it.

Every Edsel Ranger gives you V-8 power as part of its basic price—not as an "extra." And listed at left below are other Ranger standard features you'd pay extra to enjoy in other low-price cars.

Best of all, every Ranger model gives you the satisfying distinction and worth-ownership of a quality car. And it speaks exactly that way about you.

Distinctive Ranger fabrics gain every sense and richness through contrast with soft, supple vinyls. Available in Azurea blue, Azurea green, black with silver, buff with white.
Thrifty to own—and built to last

Ranger Series

1959 EDSEL: Finest car in the low price range

The economy of owning an Edsel Ranger is far more than a matter of buying a low-priced car—it is the long-range satisfaction in a well-designed automobile that offers extra value, too.

For example, with either Ranger V-8 or Economy Six, your Ranger will deliver peak performance without premium gasoline. Even the rear axle ratios have been engineered with an eye to further operating economy.

And Ranger thrift makes even better sense because it is gained where it counts, and not at the expense of style, comfort and luxury. Interiors have a beauty far beyond their price. Attractive quality fabrics are used—yet they are sturdy, long wearing and easy to keep clean.

Add it up. The Ranger is the most practical luxury car in the low price range.
1959 EDSEL: Finest car in the low price range

VILLAGER 6-PASSENGER STATION WAGON shown in Montana Grey with Snow White

Villager Station Wagons: Edsel's all new family and fun cars

For 1959, Edsel has raised double-duty station wagon design to a new level of style and value in the low price range.

Both Villagers are 4-door models, for the extra convenience and utility all station wagons ought to have. They're longer, wider, especially built for the greater safety you need in so versatile a family car.

Six crossmembers are used in the roof, full-depth side rails in the frame. Rigid sturdy pillars weld roof and body together with a solidity you can't equal by any other construction. Even Edsel's exclusive Road-Peole Ride is especially engineered for a more luxurious station wagon ride.

Yet for all this special wagon features, the Villagers give you all of Edsel's proud styling distinction, quality and performance. All at new low Edsel prices.

Colorful, contrast interiors of "breathing" woven nylon fabric and solid vinyl give you cheerful beauty that's completely washable. All chrome unlike the color of your nose, and the search for space is part of the fun now.

Second seat folds upright in two quick, easy motions and makes rear seat in car you also buy. Front seat adjusts forward or back. Back seat folds for longer load space thatリarches more than 95% with tail gate down.

New three-seat design for 6-passenger Wagons now provides a rear seat with head rest, comfort. Side windows slide into place in rear three. And there's room for head space even with all three seats in use.
New wide selection in economy-minded Edsel power

Now you can customize your Edsel’s performance from three advanced-design V-8’s and an Economy Six. Pick the exact balance of power and economy you want for the kind of driving you do!

Edsel Super Express V-8

Special premium-performance option for all Edsel models. Designed and engineered with high-filk cast-steel, high-turbulence combustion design for greater efficiency and economy—hydraulic valve lifters for smoother, quieter operation. You get the most usable power you’ve ever glimpsed from the biggest engine in the low price range. Offered with Ford-Power Drive or Miller-O-Matic Drive, 293 hp, 290 ft-lbs. torque, 350 cu. in. displacement. Four-bored carburetors, 9.6:1 compression.

Edsel Express V-8

— New standard V-8 in Citation and Villager offers an excellent balance of premium performance and high fuel economy. Special high-turbulence combustion design; hydraulic valve lifters increase dependability and reduce friction. Hydraulically-operated valves are used in many extra-quality features that are built in, too. 235 hp, 237 ft-lbs. torque, 312 cu. in. displacement. Two-barrel carburetor, 8.5:1 compression.

Edsel Ranger V-8

— V-8 response with outstanding economy on regular fuel makes this a fine choice for budget-minded buyers. The same advanced engineering offered in Edsel’s larger V-8’s gives more power for less fuel; extra quality features make it exceptionally rugged and reliable. 200 hp, 205 ft-lbs. torque, 295 cu. in. displacement. Two-barrel carburetor, 8.4:1 compression.
The Edsel is soundly engineered, solidly built

The luxury of Edsel begins with fundamental superlatives in chassis engineering and body design. Only Edsel in the low price range gives you the smooth-riding advantages of a 120-inch wheelbase. The great strength of the Edsel frame is a basic reason for its outstanding stability and handling. And the quality that is built into every element is one of the least seen, but most noticed, distinctions of Edsel luxury-in-action on the road.

*Front-rear* frame design—side full-length side rails afford important extra strength and protection in the passenger area. Edsel is one of the few cars to provide for nearly unobstructed view to resist the feeling action that causes spasms and rubs.

16 body anchors sealed in rubber secure sides and hardness bonds to the frame (these are used in convertible cars). There are 16 body anchors, or securing points, on Edsel's frame—another reason for Edsel's quiet ride.

10 body anchors sealed in rubber secure sides and hardness bonds to the frame (these are used in convertibles). There are 16 body anchors, or securing points, on Edsel's frame—another reason for Edsel's quiet ride.

Edsel suspension parts are carefully selected for smoothness and efficiency. Edsel's big stop springs and shock absorbers, together with equal-length rear悬吊, provide smoother, safer steering control, even on rough roads.

Edsel bodys are designed for safety and efficiency as well as style. Steel-steel reinforcement is used to the heavy-gage-steel panels throughout. Special types of insulation are used to keep the car comfortable in winter, heat and weather.

Edsel's self-adjusting brakes are second to none. Periodic mechanical adjustment becomes they adjust themselves automatically. When you apply the brakes, while in reverse, they adjust for normal brake wear as needed—gives you a firmly smooth, easy stop.

Full-joint front suspension eliminates complicated suspension elements, accommodates both spring and shock action, and permits proper balance of dual ball and socket joints at each front wheel. The result is easier steering, lower right alignment and tire wear, greater mileage. Apart from this, Edsel also incorporates additional components for wear.
Edsel options for personalized luxury

Edsel Power Steering—One of the most popular power options because it elimi- nates the strain of steering. A new feature found on all Edsel models, this option reduces the work required for the driver to control the vehicle, making it easier to maneuver.

Edsel Power Windows—The luxury of windows that open at the touch of a button—and can be controlled by the driver from a single source—is now at your service. These windows can be opened and closed while on the go, providing a more comfortable and convenient driving experience.

Edsel Air Conditioning—Edsel's first installation of a complete air conditioning system, providing a comfortable driving environment regardless of the weather conditions.

Edsel Brake Tuning—The smoother and more efficient braking system is now available on all Edsel models, reducing the effort required to stop the vehicle.

Edsel Drive—A new feature for 1959 Edsel models, providing an improved and more responsive driving experience.

Edsel Side-view Mirror—A safety feature that allows drivers to see what's behind them, significantly reducing the risk of rear-end collisions.

Edsel Rear-view Mirror—The larger and more reflective mirror provides a clearer view of what's behind the vehicle, enhancing visibility and safety.

Interior Door Panel—The new design of the interior door panel is not only more stylish but also offers improved functionality, enhancing the overall driving experience.

Spotlight and Mirror—You get a powerful, handy-to-use spotlight for nights when you want to see. Completely adjustable from inside the car, it's perfect in any position for illumination or rear view.

ENGINE


Transmission and Controls

Transmission


- Ranges: 1st gear 3.53:1, 2nd gear 2.37:1, 3rd gear 1.78:1, 4th gear 1.0:1.

- Overdrive: 4.29:1.

- Total weight: 575 lbs.

- Optional: Power steering and power brakes.

Controls


- Turn signal: Chrome finish, adjustable.

- Windshield washer: Electric, chrome finish.

- Air conditioner: Electric, chrome finish.

- Clock: Electric, chrome finish.


- License plate light: Chrome finish.

- Door locks: Chrome finish.

- Glove box: Chrome finish.

- Trunk lock: Chrome finish.

- Exterior lights: Chrome finish.

- Exterior mirrors: Chrome finish.

- Exterior exhaust: Chrome finish.

- Exterior grille: Chrome finish.

- Exterior trim: Chrome finish.

- Exterior bumper: Chrome finish.

- Exterior rearview mirror: Chrome finish.

- Exterior side mirror: Chrome finish.

- Exterior door handles: Chrome finish.

- Exterior door locks: Chrome finish.

- Exterior turn signals: Chrome finish.

- Exterior side mirrors: Chrome finish.

- Exterior rearview mirrors: Chrome finish.

- Exterior side view mirrors: Chrome finish.

- Exterior side lights: Chrome finish.

- Exterior side markers: Chrome finish.

- Exterior side reflectors: Chrome finish.

- Exterior side indicators: Chrome finish.

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Now, we invite you to drive

America's finest car in the low price range—
the completely new 1959 Edsel