

FIAT

BALILLA

1100 C.C.

Introducing the FIAT Balilla "1100" c.c.

It is with every confidence that Fiat proudly introduces the new Balilla 1100 c.c. The handsome appearance of this essentially up-to-date car is the outcome of sound design. In every line is the expression of useful purpose.

Meticulous care has been taken to reduce wind resistance to a minimum without sacrificing the requirements of comfort, and the most careful study of the problem of correct weight distribution has contributed in no small measure to secure a high degree of safety and comfort for this car.

According to the most modern trend of design, a special system of independent front wheel suspension has been developed for the Balilla 1100 c.c., whilst a torsion bar applied to the rear springs adds to the comfort and safety of the springing.

The engine itself shows a bold departure from the accepted practice, as the long experience of Fiat designers has allowed them to incorporate an aluminium cylinder head, and overhead valves with valve seat inserts, giving the highest possible efficiency with minimum consumption and sweetness of running.

Completely equipped and with every refinement, the Fiat Balilla 1100 c.c. will appeal to all, who through long motoring experience, appreciate the true value of the improvements embodied in this car.

BODYWORK AND WINGS

Dark Blue
Light Blue
Grey
Red

UPHOLSTERY

Brown
Blue
Blue
Red





Not just another car...

but one having distinct character in
its behaviour.....

The car gives a strong impression of
being cleverly designed..... (from "The Autocar" 5.11.57)

Speed 72 m.p.h. Consumption 32 m.p.g.

Tax £9 (11.4 h.p.) £15

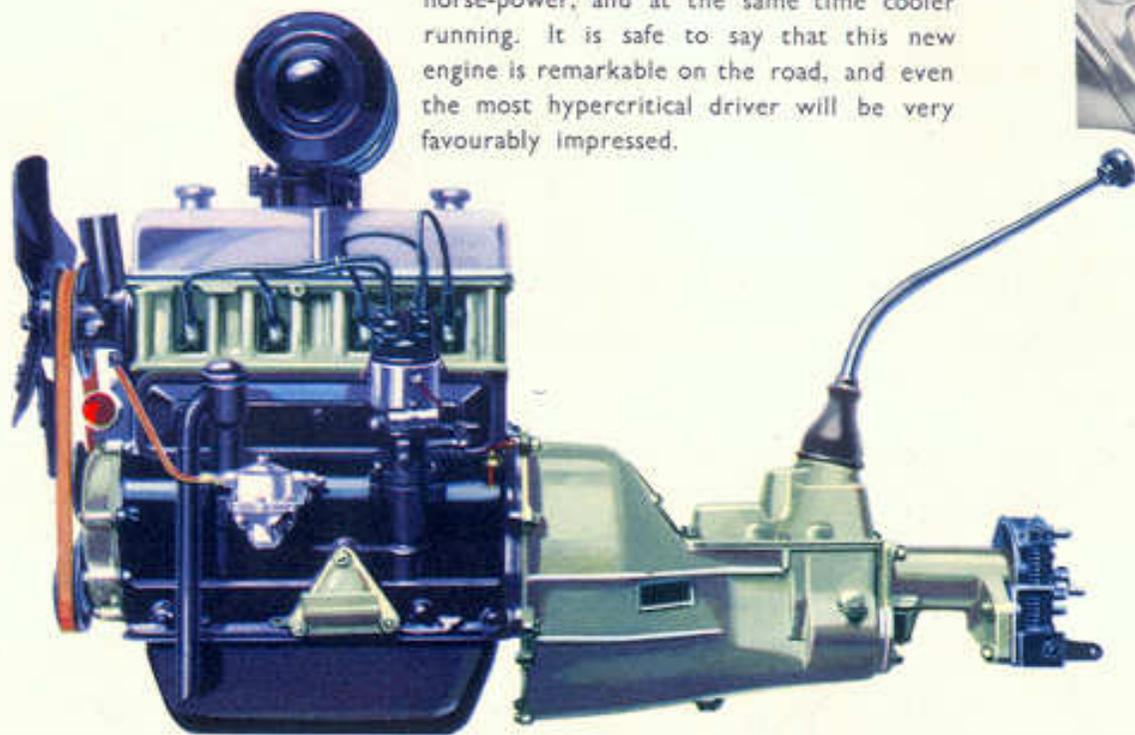
Price £198 (Sliding Roof £10 extra)

Other models: Convertible Saloon £215
Tourer 2 ref.-head Coupe £265

A definite advance in engine design—greater speed—flashing acceleration

THE engineering excellence of Fiat is now long accepted, both in the field of motor and aero engine design, and it may be depended that when Fiat engineers make an improvement it is worthy of the Fiat reputation.

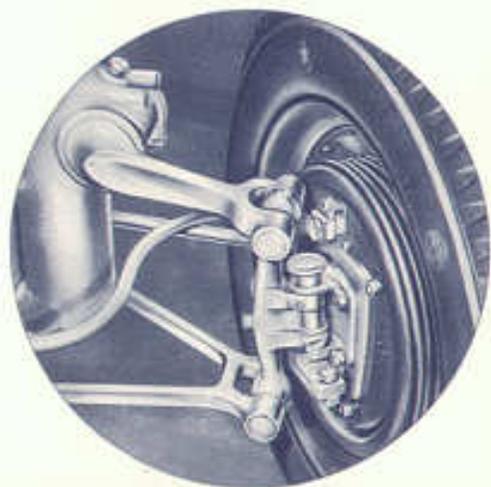
The new Fiat Balilla 1100 c.c. engine is most advanced in design. The four-cylinder O.H.V. engine embodies an important technical advance that takes the form of an aluminium alloy O.H.V. cylinder head with valve seat inserts. This new head not only improves the lb. weight per horse-power ratio but it also provides a marked increase in brake horse-power, and at the same time cooler running. It is safe to say that this new engine is remarkable on the road, and even the most hypercritical driver will be very favourably impressed.



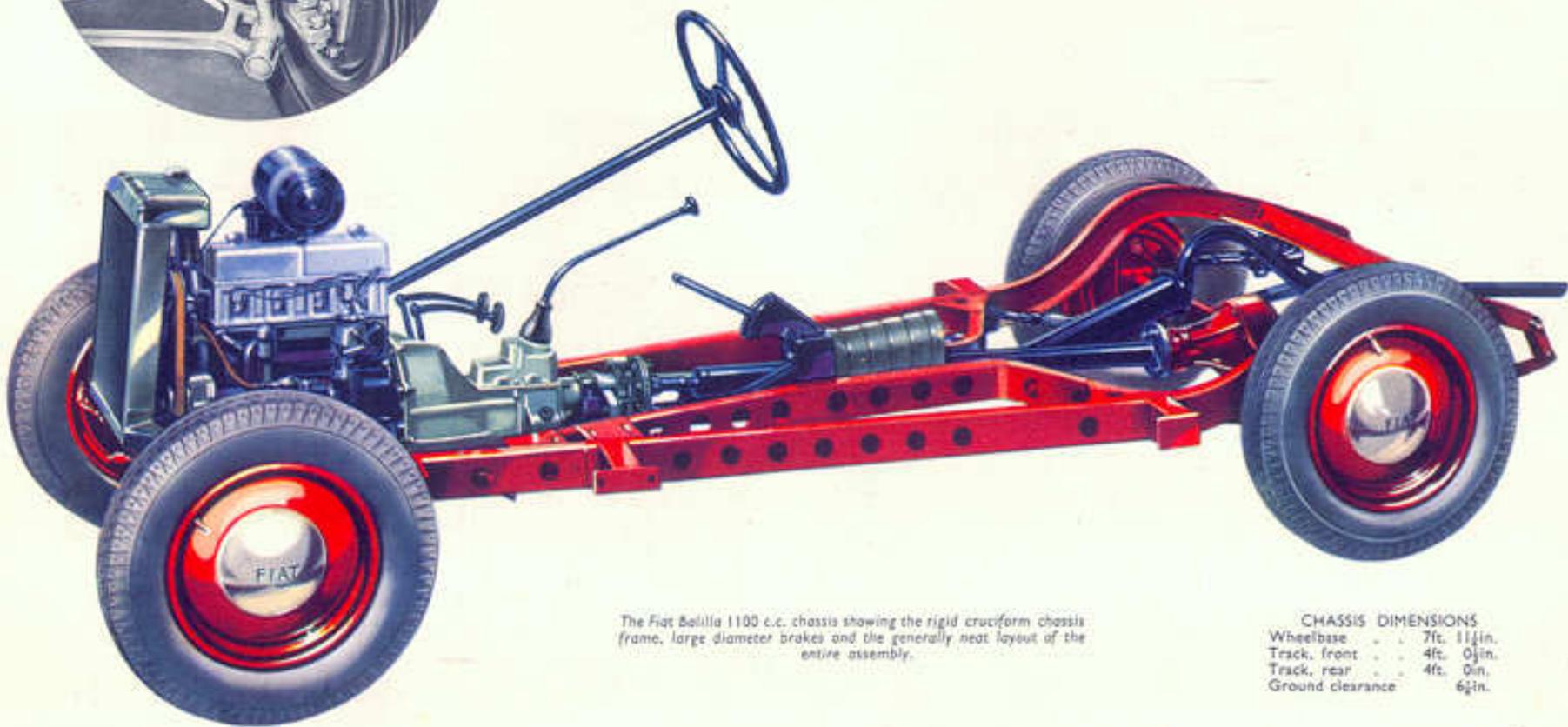
ACCESSIBILITY

In designing the Fiat Balilla 1100 c.c. every attention has been paid to the all-important point of accessibility. The above illustration depicts the convenient arrangement of the bonnet covers. These are so designed that both can be raised at once—a new feature as applied to centre hinged bonnets.

A revelation in riding comfort



The independent front wheel suspension on the Fiat Balilla 1100 c.c. chassis employed with a long wheelbase gives maximum comfort over rough roads and perfect stability under all conditions. The torsion bar, which ensures a uniform action of both rear springs and shock absorbers on all wheels, completes this revelation in riding comfort.



The Fiat Balilla 1100 c.c. chassis showing the rigid cruciform chassis frame, large diameter brakes and the generally neat layout of the entire assembly.

CHASSIS DIMENSIONS	
Wheelbase . . .	7ft. 11½in.
Track, front . . .	4ft. 0½in.
Track, rear . . .	4ft. 0in.
Ground clearance	6½in.

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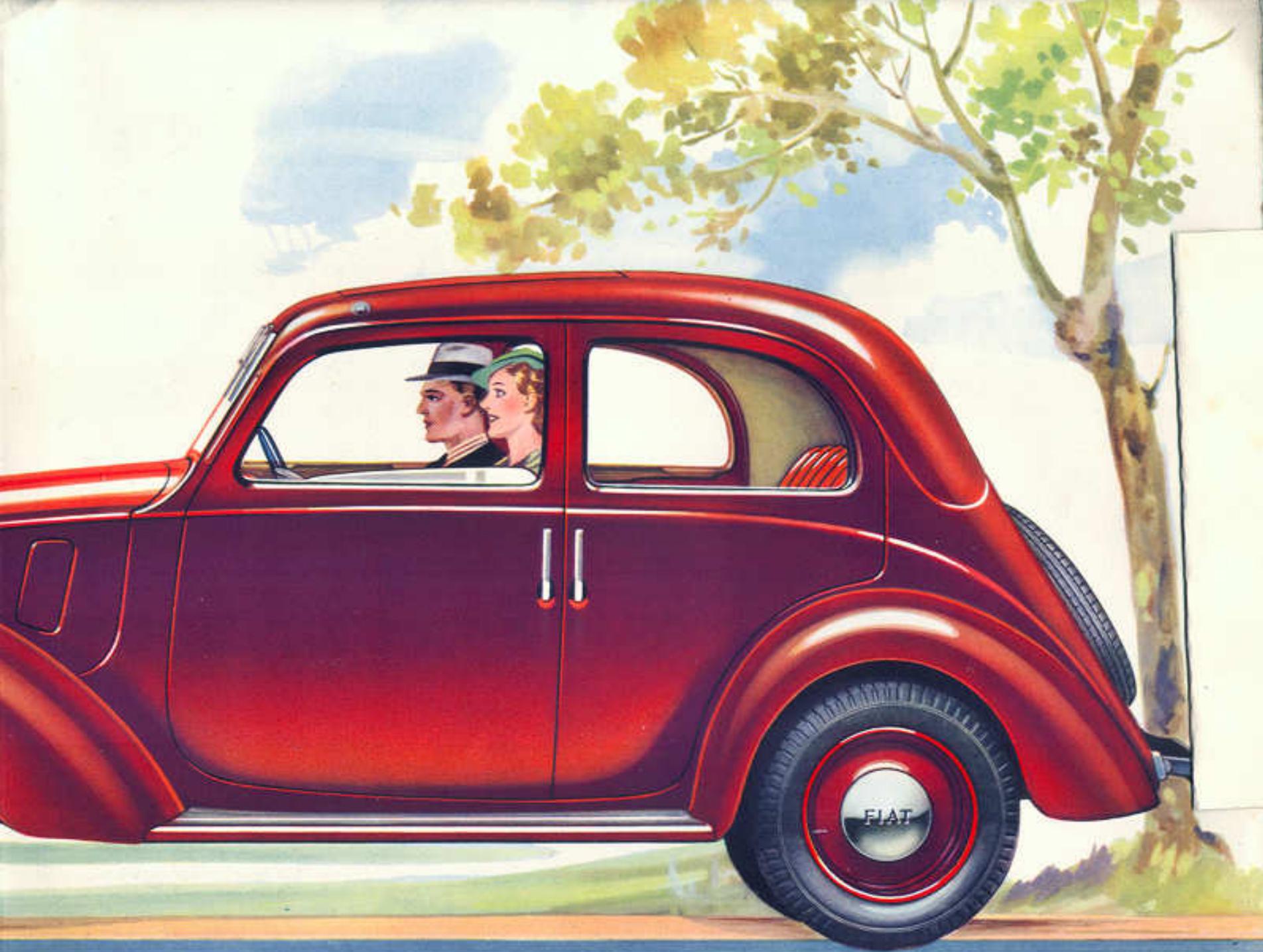
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The Fiat Balilla 1100 c.c. Pillarless Saloon

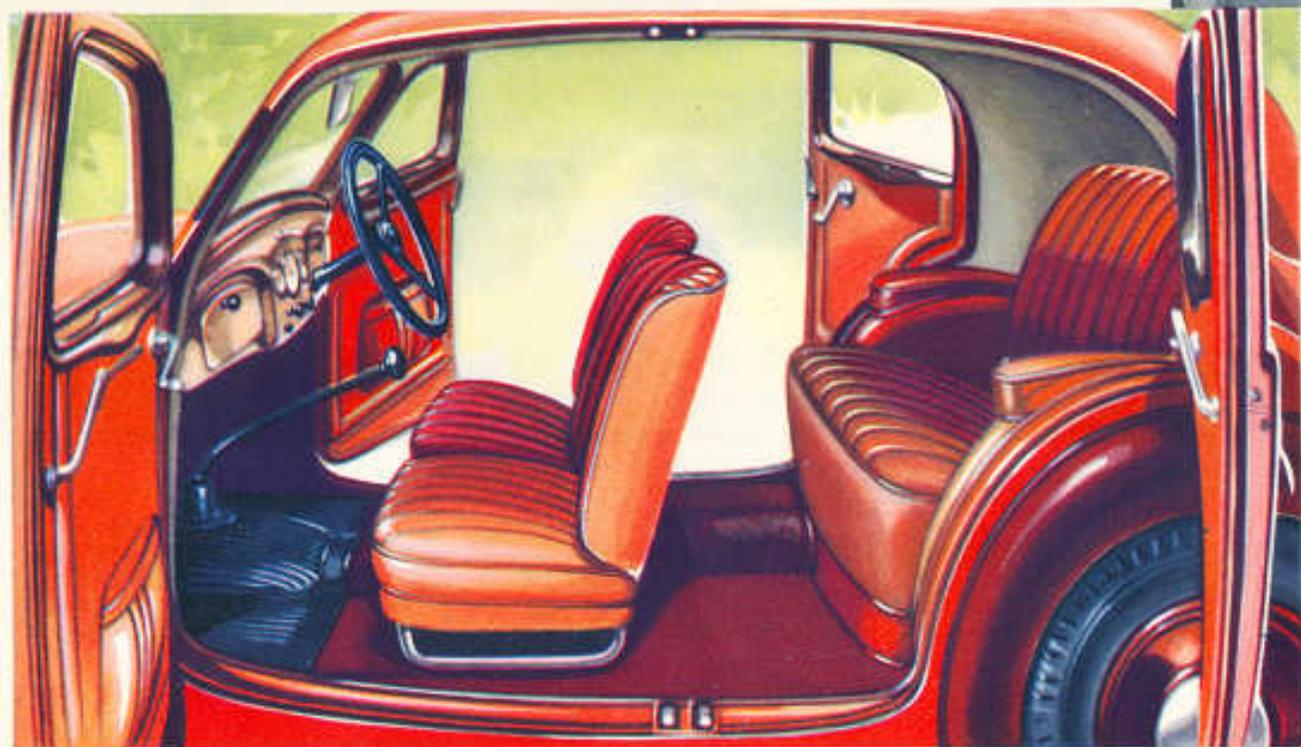
HERE is a most inviting interior, possessing that charm of modernity that is the natural outcome of clever design with utility as its key-note. A salient feature is the complete absence of centre door pillars, allowing easy ingress and exit. The scientifically designed seating gives maximum comfort under all conditions. The front seats, with tilting back-rests, are adjustable, and the tubular frame construction, not only eliminates squeaks, but allows extra leg room for the rear seat passengers. The position of the rear seats is ideal, being located well forward of the rear axle towards the centre of the car.

Tailored and trimmed with best leather, moquette carpet and rubber flooring, the Balilla interior conveys, by its very appearance, a note of quality and refinement.

The interior appointments include two adjustable sun visors, roller blind on rear window, pockets on two front doors and chromium plated fittings. The handsome fascia with conveniently grouped instruments is characteristic of the neatness of Fiat design.



The picture above illustrates the ease of exit; this is further amplified when both doors are used together since there is no door pillar.



Easy access to the capacious luggage boot is obtained by tilting down the back of the rear seats.



Safety—No other car affords such excellent visibility



AT the present time motor manufacturers are turning more and more attention to those features of design that improve the factor of safety. Paramount is the question of visibility. Recent tests on the comparative merits of various modern cars in this respect show the Fiat Balilla 1100 c.c. to be 40 per cent better than others with the conventional bonnet shape.

The diagrammatic sketch below, clearly illustrates the extra road vision allowed by the contour of the Balilla bonnet as compared with the usual type.

Not only is the Balilla frontal outline a distinct advantage from the visibility angle, it is also a very great improvement from the purely aerodynamic standpoint.



Above, in the upper illustration, the clear unobstructed view from the driver's seat and the two sun visors are shown. These may be moved to a position over the screen or side doors at will. It is realised that a side light may be just as irritating as that direct in the screen.

Right. This photograph shows that the driver can clearly see his nearside wing—a feature that will be fully appreciated by all who have occasion to do much of their motoring in traffic-laden streets.



Specification

- Four-cylinder O.H.V. engine with aluminium alloy head with valve face inserts. Push-rod operated valves. Three-bearing crankshaft. Bore and stroke 68 mm. x 75 mm. Cubic capacity 1089 c.c.
- Down-draught carburettor with easy starting device. Air cleaner and silencer.
- Coil ignition with automatic advance and hand control.
- Three-point engine mounting on rubber buffers.
- Independent front wheel suspension with enclosed coil springs and shock absorbers in oil-bath casings.

- Long semi-elliptic rear springs with shock absorbers and torsion bar.
- Worm and sector steering. Separate steering rod to each wheel.
- Clutch, single disc type with flexible hub.
- Four-speed gearbox with synchromesh on 3rd and top.
- Four-wheel hydraulic brakes and hand-brake.
- Twelve-volt electrical system. Dynamo output automatically compensated under load.
- Disc wheels and extra low pressure tyres.

Terms of Business

1. The specifications and catalogues relating to Fiat Productions (hereinafter described as "Vehicles") and the illustrations and dimensions given therein are subject to alteration without notice.

2. Fiat (England) Limited and Fiat, Turin, reserve the right to effect modifications in the design equipment or details of Vehicles marketed by them without notice to the Purchaser.

3. The prices quoted in the said catalogues and specifications are the retail prices current at the time of issue and are net, cash, and subject to alteration without notice. In the event of the retail price for any Fiat Vehicle being increased at any time or times after purchase by and before delivery to the Purchaser thereof Fiat (England) Limited may give notice of such increase or increases from time to time to the Purchaser and the Purchaser shall pay the amount of the addition or additions to such retail price, unless, within seven days after receipt of such notice, notice is given in writing to Fiat (England) Limited, that the Purchaser declines to do so, in which case Fiat (England) Limited, shall have the option, by notice in writing to the Purchaser, to cancel the contract, and the deposit shall be returned to the Purchaser. In the event of the said retail price not being increased beyond 10%, the Purchaser shall pay such increase and shall not be entitled to cancel the contract. The Purchaser undertakes not at any time to list, advertise, offer or sell by retail any vehicle or parts of a vehicle or to list or advertise in the public press chassis fitted with English coachwork above or below the Company's retail list price then current without the consent in writing of the Company.

4. Prices and particulars of all Vehicles have reference to standard models only, and are as listed by Fiat (England) Limited. Special requirements as to type of body, tyres, &c., may be arranged and will be charged for at maker's list prices.

5. Delivery is made at the Company's London Works.

6. All Vehicles will be forwarded at Purchaser's risk and expense only.

7. Terms of payment are approximately one third cash with order, and balance on intimation that the Vehicle is ready for delivery and if default be made in payment of the balance for ten days thereafter the Purchaser shall have no claim to the return of his deposit which shall be absolutely forfeited.

8. Fiat (England) Limited, and its authorised Dealers will use their best endeavours to deliver on the agreed date but cannot be held responsible for any damages whatsoever in case of delay. The Purchaser has the right to cancel the order and demand the return of deposit if the date of delivery is extended beyond three months, except when such

delay in delivery is attributable directly or indirectly to strikes, lock-outs, labour disputes or force majeure.

9. In the event of the Fiat Company of Italy ceasing to make a Vehicle of the type ordered by a Purchaser (whether the estimated date of delivery has arrived or not) Fiat (England) Limited shall be at liberty to return to the Purchaser the amount of his deposit paid and declare the Purchase Contract to be at an end without any further liability on its part to the Purchaser.

10. Purchasers requiring the use of any of the drivers or officials of Fiat (England) Limited to drive, instruct in driving or to handle Vehicles for any purpose whatsoever either in taking delivery thereof or making adjustments or repairs to any Vehicle must accept full responsibility and take all risks for damage to third party, so property, or to the Vehicle in use.

11. All repairs or alterations must be paid for on completion and before the goods are returned to the owner.

12. No responsibility for damage by fire or tempest directly or indirectly to any goods is accepted.

13. No Fiat goods shall be exported from the United Kingdom.

14. No Fiat goods shall be purchased for resale, except by duly authorised Dealers.

15. The Number Plate or other numbers or marks of Fiat, Turin, or Fiat (England) Limited affixed to Vehicles shall not be removed.

16. Vehicles are only supplied upon the condition that they are not to be exhibited at any Exhibition held in the United Kingdom of Great Britain, Northern Ireland and the Irish Free State without the written consent of Fiat (England) Limited, other than any Exhibition held by the Society of Motor Manufacturers and Traders Limited, or approved by the said Society for Exhibition of Motor Goods by its bona fide signers and are not to be entered or run in any competition or competitive trial in the United Kingdom of Great Britain, Northern Ireland, the Irish Free State, Isle of Man or Channel Islands, which is not authorised, according to the definition of the said Society and that in case of any breach of the provisions of this Clause the Purchaser shall pay to Fiat (England) Limited the sum of two hundred and fifty pounds sterling (£250) or such less sum as the said Society may fix for every such breach such sum being agreed damages which Fiat (England) Limited will sustain. Any sum due in respect of such damages may be assigned by Fiat (England) Limited to anyone. No pamphlets in connection with any Vehicle shall be distributed directly or indirectly at any unauthorised Exhibition.

17. All conditions and warranties whatsoever are excluded and the following form of guarantee will be given to the Purchaser by Fiat (England) Limited if written application is made therefor within seven days after delivery of the Vehicle to the Purchaser by Fiat (England) Limited or any of its authorised Dealers.

Guarantee

In consideration of your having taken delivery of the Vehicle (more particularly described in the Schedule hereto) hereinafter called "the said Vehicle," we undertake to repair or supply free of charge a new part or parts in exchange for or (as the case may require) the requisite materials for the repair of any part or parts of the said Vehicle which may

be or become defective through faulty material or bad workmanship, providing such part or parts is or are, within six months of delivery of the said Vehicle less carriage paid to us at our London Works, stating the number of the said Vehicle, its B.P. and date of purchase. Failing compliance here-with no notice will be taken of anything which may arrive, but such articles will remain at your risk; and this guarantee or any implied guarantee shall not be enforceable. This guarantee is limited to the said Vehicle provided it has not been let out on hire, and it does not apply to defects attributable to wear and tear, improper adjustment, dirt, misuse, neglect or accident, nor to the said Vehicle if repaired by others without our previous written consent or the equipment which differs from our standard specification. We do not guarantee goods manufactured by other firms, such as tyres, magnets and other fittings, supplied with our Vehicles or otherwise. This guarantee is given in lieu and to the exclusion of all warranties and conditions implied by Statute or otherwise, and our liability hereunder is limited to supplying free of charge, new parts in exchange for, or materials for, the repair of, any such defective part or parts as above mentioned. All labour, including labour expended in dismantling or fitting, will be charged to the Owner of the said Vehicle. No Purchaser or other Owner shall be entitled to claim in respect of any consequential loss or damage.

FIAT (England) LTD., WATER ROAD, WEMBLEY

