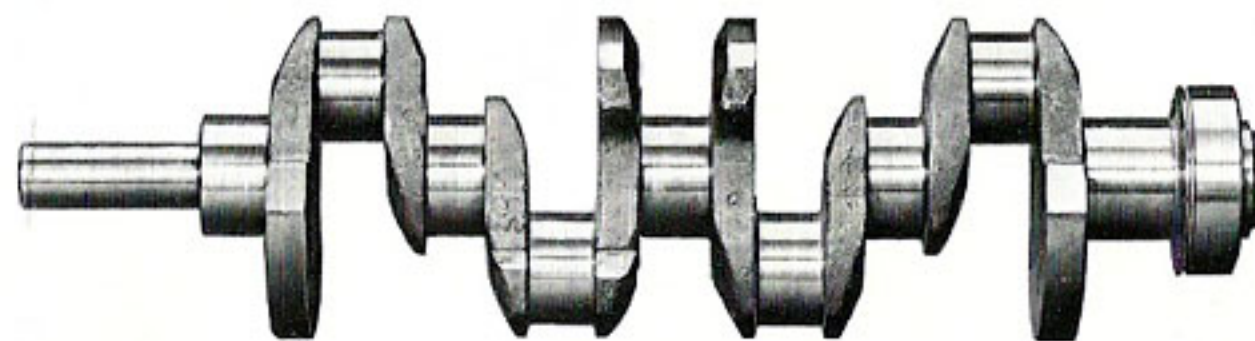


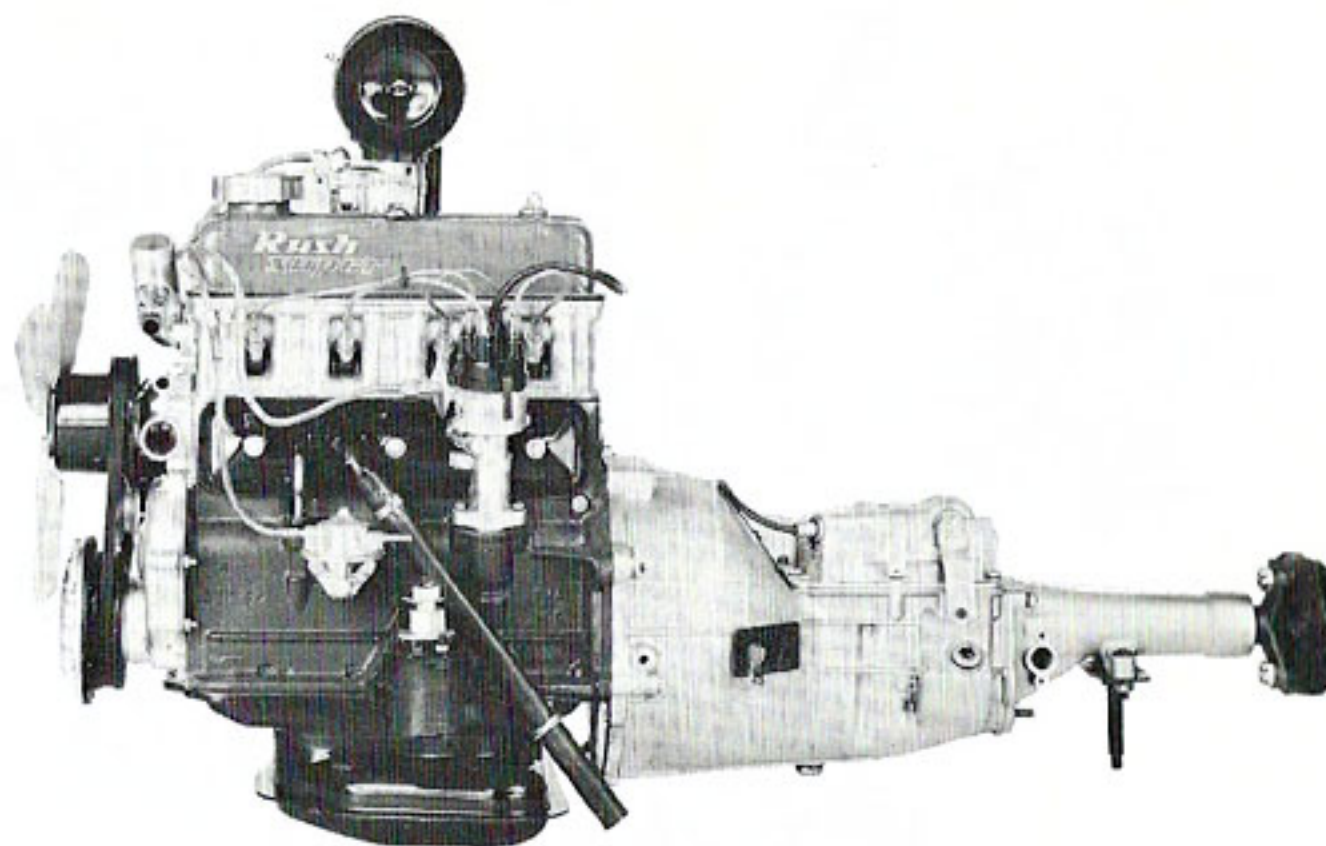
***What's the difference between
other good cars and Simca '5' ?***



New 5-bearing crankshaft This is a crankshaft. It turns the transmission which turns the wheels which propel your car. Bearings secure the crankshaft to the engine block, yet allow it to turn with minimum friction. Simca's bearings are like those in other cars. But it's not *quality* of bearings that counts so much. It's *quantity*! All other cars in Simca 5's price range (and most cars costing up to \$1,000 more) have only *three* bearings. Simca '5' has *five*!

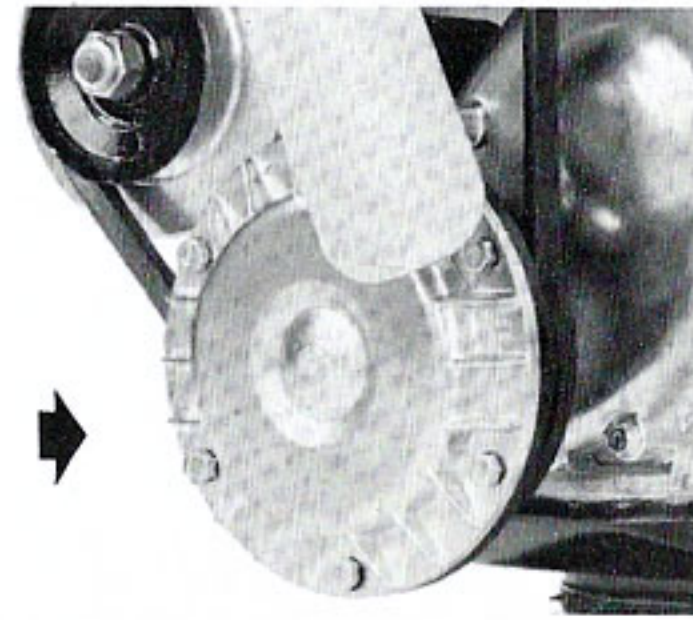
This feature is so important we named the car Simca '5'. Heretofore, the 5-bearing crankshaft has been exclusive in sports or racing cars. But never in *any* economy car. Until Simca. So what? Just ask a mechanic. Better yet, take a drive in a Simca '5'. You'll notice the difference at once: A smoother ride. Minimum vibration. None of the noise that seems to come as standard equipment on other economy cars.

To summarize, in the low-price field, Simca 5's new 5-bearing crankshaft gives you the smoothest ride, the quietest ride, the lowest cost of operation and maintenance, the longest engine life, and the fastest acceleration . . . in conjunction with . . .



New 65 horsepower engine Couple the new 5-bearing crankshaft with 65 brutish horses, and . . . SWOOSH! The Simca '5' engine delivers 30% more horsepower than ever before, giving you the acceleration you need to show the way to other economy cars, (which, by the way, have as little as 32 horsepower!) Drive Simca '5' up your favorite hill and see just what this "extra" power means.

3



New centrifugal oil filter So now you're buzzing along, enjoying the power and smoothness of Simca 5's 65 horsepower engine and 5-bearing crankshaft. This increased performance demands a more efficient oil filter. And, Simca '5' is the *only* car in the economy class that's got it. Simca 5's new centrifugal oil filter is bolted to the crankshaft. Filtration power is therefore provided by the crankshaft's rotation. You could almost call it a power filter. This extra power means fast and steady cleaning with greatest efficiency. And, as a result, you need fewer oil changes. You get longer engine wear. You save money like you used to spend it.

4



Oversize brake shoes These are the real stoppers! Largest in Simca 5's class. Larger even than most of the heavier compacts. Altogether you have 121 square inches of effective braking area. Up to 56% more than other good, but ordinary, economy cars. And in measurement of braking area per-pound of car, Simca stops 'em cold again: 17 pounds of car per square inch of effective braking area.

5

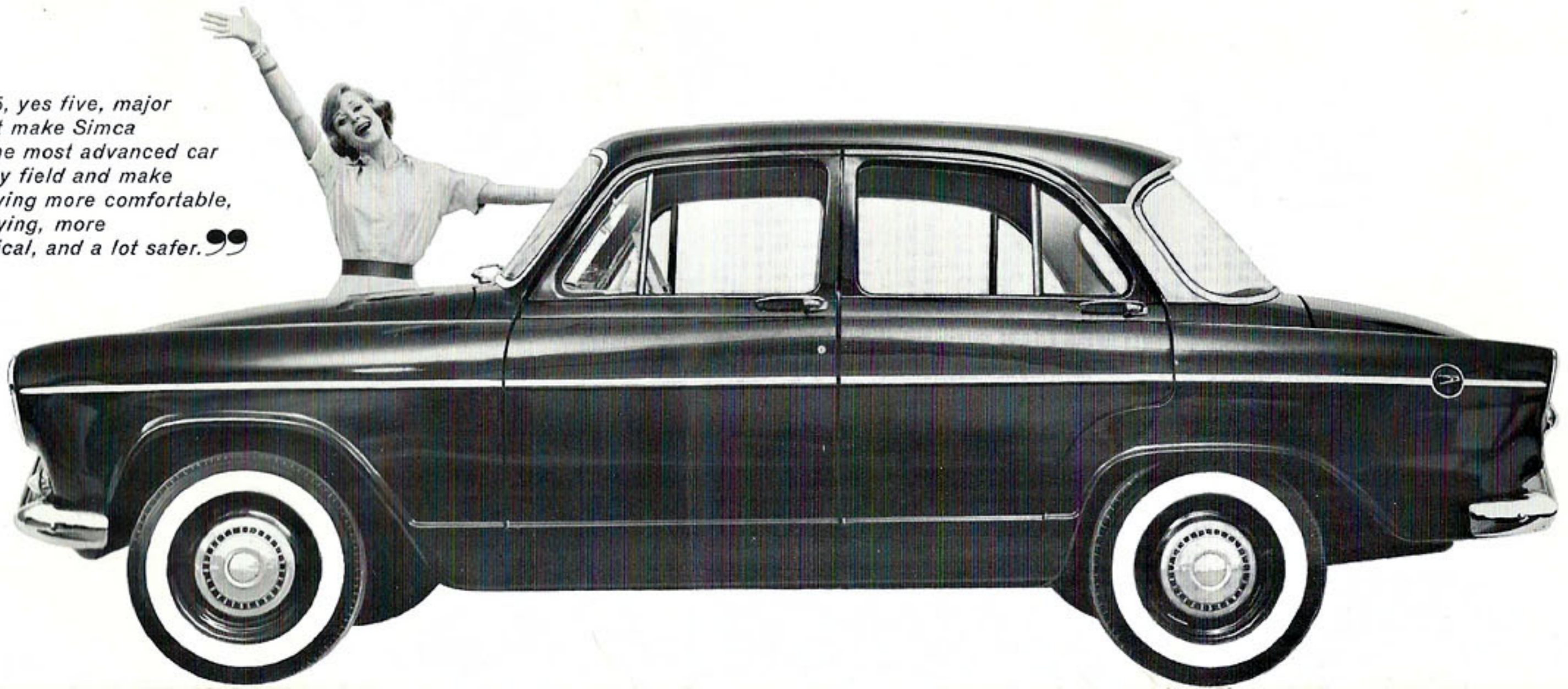
More big differences between other good cars and Simca '5'

■ 4 DOORS for greater passenger convenience. ■ PLENTY OF LUGGAGE SPACE . . . and all in one spot. ■ COLUMN SHIFTING . . . no inconvenient floorboard stick that also takes up passenger room. ■ FULL INSTRUMENTATION . . . including temperature, fuel and high beam indicators. ■ 50-50 WEIGHT DISTRIBUTION for easier handling. ■ UNIGARD CONSTRUCTION . . . reduces squeaks and rattles. Safer. ■ 4-SPEED TRANSMISSION, 4-CYLINDER ENGINE for economy and maximum performance. ■ 12-VOLT ELECTRICAL SYSTEM for fast, sure starts. ■ 12 MONTH OR 12,000 MILE WARRANTY*. You can see Simca '5' gives you important benefits you don't get in other good economy cars: The smoothest, most quiet ride; the most power and best performance; the greatest safety, comfort and convenience; the lowest operation and maintenance cost; the most car for your money.

In all, Simca '5' offers you the greatest advancements in automotive engineering ever embodied in an economy car. Prove it. Take the wheel, put Simca '5' through its paces. Best way we know to cinch you on the hottest package in the running today.

*Your authorized Simca dealer's warranty to repair or replace parts defective in material or workmanship is for 12 months or 12,000 miles, whichever occurs first. Only tires and normal maintenance services such as replacement of spark plugs, condensers, ignition points, filters, etc., are excluded.

“There are 5, yes five, major differences that make Simca '5' the most advanced car in the economy field and make your driving more comfortable, more satisfying, more economical, and a lot safer.”



SIMCA '5'

STANDARD EQUIPMENT

The following items—optional at extra cost on most other cars—are STANDARD ON SIMCA '5'

- Heater/defroster
- Windshield washers
- Electric windshield wipers
- Pleated vinyl upholstery and door panels
- Vinyl roof liner
- Directional signals
- Deluxe wheel caps
- Bumper guards
- Twin sun visors
- Vanity mirror
- License plate brackets (front and rear)
- Rear license plate light
- Glare-proof dash
- Map pocket
- Instrument panel safety pad
- Deluxe chrome trim

SPECIFICATIONS

1. General Make-Up

One-piece, low-slung chassis with single unit heavy-gauge pressed steel body. Engine in front on the car's longitudinal axis.

2. Dimensions and Weights

Wheelbase.....	96.3"
Front track.....	49.4"
Rear track.....	49.2"
Overall width.....	61.7"
Overall length.....	164.9"
Height when loaded.....	56.5"
Turning Radius.....	199.0"
Ground clearance.....	6.0"
Weight of vehicle fully equipped.....	2,020 lbs. (with tools, spare wheel, oil, water, and gasoline)

3. Engine

Internal combustion, four stroke. 4 vertical cylinders in line. Overhead valves controlled by rocker arms and push rods, chain-driven camshaft. 5-

bearing crankshaft, centrifugal oil filter.

Bore: 74 MM (2.91")

Stroke: 75 MM (2.95")

Compression ratio: 8.5:1

HP rating: 65 HP

Displacement: 1,290 cc (78.7 cu. in.)

Fuel tank capacity: 11.4 gallons placed under rear trunk, fitted with filter and bolted at three points.

Rate of engine rotation: for maximum horsepower...5200 rpm

Muffler: Reverse flow.

Engine, water-cooled. Radiator placed in front of engine, fan-cooled.

4. Transmission

Clutch: Single dry plate.

Gear box: Mechanical with sliding gears, 4 forward speeds, top 3 synchromesh, 4th is direct drive. 1 reverse speed. Steering wheel control lever with selector cable and rod. Drive train: Hypoid bevel rear axle has 4.44 to 1 ratio.

5. Suspension

Front suspension: Independent suspension by wishbone arms, two helical coil springs, and a transverse stabilizing bar. Shock absorbers front and rear: Hydraulic, telescopic double-acting.

Rear suspension: Combination semi-elliptic variable rate leaf springs and coil spring. Hotchkiss drive. Elastic joint at front end of prop shaft, cross-type at rear.

6. Steering

Roller bearing mounted hour glass gear (worm and roller), 3½ turns lock to lock. Overall gear ratio: 16.2:1.

7. Brakes

Service brakes: 4 wheel hydraulic, internal expanding. Drum diameter 10". Lining area 121 sq. in. Molded linings. Parking brake: Hand-controlled, operates rear brakes by cable.

8. Body

Doors: Front-hinged open to rear, RH front door locked by key from outside, the 3 others from inside. Laminated glass windshield, two pivoting draft vents, fully-lowering windows in doors, 2 fixed side windows in rear and a large rear window, all approved under the ASA code for safety glass.

U. S. Simca Sales, Chrysler Motors Corp.
P. O. Box 1688, Detroit 31, Michigan.

Simca equipment, specifications and prices listed herein are subject to change without notice.