

La nouvelle PANHARD
PL.17



THE WORLD'S NEWEST CAR...

PL 17 BRINGS THE FUTURE A LITTLE CLOSER!

HERE, at last, is the one car in the world which fulfills all of today's motoring needs... the new PANHARD PL 17!

Striking a perfect balance between big-car comfort, small-car economy, and sports-car performance, the PL 17 is a unique car whose pure, timeless aerodynamic style forecasts the ultimate shape of the motor car.

And PANHARD'S perfected front-wheel drive permits absolutely flat floors front and rear, providing unequalled comfort for six passengers... and a kind of safety unknown in rear-drive cars, the PANHARD being pulled around curves, rather than pushed!

On parkway or plaza, the PANHARD look says "prestige", the PANHARD record of 950 racing victories says "performance", and the time-honored PANHARD name says "perfection".

This, then, is PANHARD PL 17... the one truly compact car in the world today—with a host of features taken from tomorrow!

ONE of the most delightful driver-features of the PL 17 is the all new gearbox, combining ease of shifting with long life.

In second, third and "overdrive" fourth gear, the transmission is fully synchronized and controls have been engineered for butter-smooth gear changes.

JAEGER Coupler (optional). This very progressive electromagnetic device is a highly perfected automatic clutch which does away with the clutch pedal while keeping the use of the motor as a brake. It needs no adjustment or maintenance.

PANHARD style is purposeful as well as beautiful! With wind resistance at a minimum, all of PANHARD'S power reaches the road!



PANHARD'S "look of the future" continues inside the PL 17! All instruments are grouped logically in the steering column nacelle for quick, easy reference at speed, and manual controls are just a fingertip away.

Blind spots are virtually eliminated with PANHARD'S super-panoramic visibility. Wide-sweeping windshield wipers park automatically in the horizontal position. Safety sun visors are of unique flexible construction with a mirror and map-light provided on the passenger's side. Enclosed glove compartments are of unusually generous proportions. The front seat may be adjusted while driving to provide maximum comfort and eliminate fatigue on long journeys. The high-output heater is adjustable and silent, acting instantly to send uniform heat throughout the car.

PASSENGERS, too, come into their own in the PL 17! Deep, wide seats, upholstered in high-style washable materials, accommodate six persons with ease and with the kind of legroom which only flat front and rear floors, free of tunnels or bulges, can provide. Truly fatigue-proof motoring even on dawn-to-dusk trips! Sound-proofing is complete from the perfectly balanced engine to the completely silenced exhaust. Add to this extensive glass-fibre body insulation and you have silent motoring, at speed or at a crawl.



A six-seater car should have "six-seater" luggage space, and PANHARD really shines in this department! Fully lighted and carpeted, this trunk is kind to luggage—and no need to unload when you need tools or spare tire... PANHARD puts them where they belong—in a separate compartment. Need still more space? PANHARD'S rear seat is removable, for triple carrying capacity!



HEART of the PL 17 is a 50 HP, 850 cc (85x75 mm) flat-twin, four-stroke aluminum engine of advanced air-cooled design, yielding a rally-proven 49.2 mpg and 85 mph top speed. Thanks to its balanced lifetime roller-bearing crankshaft and hydraulic valves of specially toughened steel, the PL 17 engine can run at peak speeds almost indefinitely.

A highly efficient air impeller maintains an even temperature regardless of season or climate, with never a care about anti-freeze or summer overheating. For the enthusiast, a special "Tiger" engine is available, producing 60 HP and 90 mph with utter reliability. Utmost safety at all speeds on all roads is assured by PANHARD'S trouble-free front-wheel drive, giving absolute driver control, and by exceptionally powerful brakes with oversize linings, and aluminum drums to eliminate fade.





LIKE to really relax on the way? It's a cinch with PANHARD's multiadjustment front seat. A flick of a lever while riding gives you a choice of positions, from horizontal to upright with several stops between (optional).

TIGER performance... and tiger style! This the highly individual washable interior fitted to the 60 HP, 90 MPH PANHARD "TIGER", the car most likely to make sports-car enthusiasts of average motorists, and happy motorists of sports-car enthusiasts!



PERFECT finishing touch for your P A N H A R D—The PANHARD radio in either the standard or transistor model makes the miles go quickly and even more pleasantly!



PANHARD PL 17

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**PRODUCT OF THE WORLD'S OLDEST AUTOMOBILE MANUFACTURER
SINCE 1891**

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