

KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan

CONFIDENTIAL BULLETIN

ALL DEALERS:

We are announcing herewith prices and specifications for the new 1953 Henry J Corsair and Corsair Deluxe.

October 17, 1952

No. 85

MODELS AND BODY TYPES

| <u>Body Types</u> | <u>Model Designation</u> | <u>Body Type Code No.</u> | <u>Telegraphic Code Name</u> |
|-------------------------------------|--------------------------|---------------------------|------------------------------|
| Henry J Corsair 2-Door Sedan | K533 | 4 | Elk |
| Henry J Corsair Deluxe 2-Door Sedan | K534 | 4 | Fox |

THE NEW

1953

HENRY J

CORSAIR

AND

CORSAIR

DELUXE

PRICES

| | <u>List Price at Factory Willow Run, Michigan</u> | <u>Suggested Net Price To Dealers F.O.B. Willow Run, Michigan</u> | <u>Provision For Federal Tax</u> |
|-------------------------------------|---|---|----------------------------------|
| Henry J Corsair 2-Door Sedan | \$ 1379.18 | \$ 1048.18 | \$ 104.82 |
| Henry J Corsair Deluxe 2-Door Sedan | 1553.14 | 1180.39 | 118.04 |

RETROACTIVE ACCELERATING VOLUME CASH BONUS

A Retroactive Accelerating Volume Cash Bonus will apply on each new 1953 Henry J purchased throughout the calendar year of 1952, subject to provisions previously announced by Confidential Bulletin, which are now in effect on 1952 Models.

RETAIL DELIVERY RECORD CHARGE

A retail delivery record charge of \$5.00 will be made on each car shipped. This charge will be refunded on receipt of the retail delivery record form, properly made out and returned to the factory in accordance with instructions.

ADVERTISING AND SERVICE CHARGES

A contribution charge of \$20.00 for local cooperative advertising and a service charge of \$10.00 will be made on each Henry J Corsair and Corsair Deluxe shipped.

PREPARATION AND CONDITIONING

The suggested preparation and conditioning charge on retail deliveries is \$15.00.

The charge for preparing and conditioning a new car for retail delivery when performed at the factory is \$15.00.

KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan



CONFIDENTIAL BULLETIN

ALL DEALERS:

Page 2

BODY COLORS AND TRIMS

Body colors and trims for the 1953 Henry J Corsair series are shown on Attachment No. 1.

October 17, 1952

SPECIAL EQUIPMENT ITEMS - INSTALLED AT FACTORY AT EXTRA CHARGE

No. 85

| | <u>List Price</u> <u>at Factory</u> <u>Willow Run,</u> <u>Michigan</u> | <u>Suggested Net</u> <u>Price To Dealers</u> <u>F.O.B. Willow</u> <u>Run, Michigan</u> | <u>Provision</u> <u>For</u> <u>Federal</u> <u>Tax</u> |
|--|---|---|--|
| <u>Accessory Group No. 34</u> Available on Corsair (4-cylinder) with folding rear seat. (After November 1) Includes: Front Window Vents Booster Fuel Pump | \$ 27.64 | \$20.94 | \$1.99 |
| <u>Accessory Group No. 36</u> Available on Corsair (4-cylinder) with stationary rear seat. Includes same items as Accessory Group No. 34 above plus: Deck Lid Cigarette Lighter Ash Receiver | \$ 69.77 | \$53.00 | \$5.14 |
| <u>Accessory Group No. 39</u> Available on Corsair Deluxe (6-cylinder) with stationary rear seat. Includes: Front Window Vents Booster Fuel Pump 2-Bumper Guards, front and rear Cigarette Lighter Stainless Steel Hub Cap Discs Chrome Horn Ring Second Horn 2 Ash Receivers in rear compartment Deck Lid Right Hand Sun Visor | \$109.73 | \$82.94 | \$8.13 |

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KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan

CONFIDENTIAL BULLETIN

ALL DEALERS:

| | List Price at Factory Willow Run, Michigan | Suggested Net Price To Dealers F.O.B. Willow Run, Michigan | Provision For Federal Tax |
|--|---|---|------------------------------------|
| <u>Overdrive Transmission</u> | \$ 98.79 | \$ 77.61 | \$ 7.43 |
| <u>White Sidewall Tires</u> (5.90 x 15 4-ply - Set of 5) | \$ 18.61 | \$ 14.46 | \$ 1.36 |
| Tilt-type non-glare Mirror (Initial Production On Deluxe only) | \$ 2.95 | \$ 2.25 | \$.22 |

Charges for provision for federal taxes, state and/or local taxes, if any, transportation, preparation and conditioning are not included in the foregoing factory list and net prices.

SPECIFICATIONS AND STANDARD EQUIPMENT ITEMS

| | Henry J Corsair | Henry J Corsair Deluxe |
|---|--------------------|---------------------------|
| Engine | Kaiser Supersonic | Kaiser Supersonic |
| Number of cylinders | 4 | 6 |
| Compression Ratio | 7.0 - 1 | 7.0 - 1 |
| Wheelbase | 100" | 100" |
| Overall Length | 181 5/8" | 184 5/8" |
| Overall Width | 69 3/8" | 69 3/8" |
| Overall Height (Loaded) | 59 3/4" | 59 3/4" |
| Shipping Weight (Estimated) | 2405 lbs. | 2455 lbs. |
| Rear Axle Ratio | | |
| Standard | 4.27 to 1 | 4.10 to 1 |
| Overdrive | 4.55 to 1 | 4.55 to 1 |
| New Hood Ornament | Yes | Yes |
| New Padded Instrument Panel | No | Yes |
| New Instrument Cluster | Yes | Yes |
| New Dome Light | Yes | Yes |
| Dome Light Switches on both doors | Yes | Yes |
| New Rear Bumper | Yes | Yes |
| New Rear Stone Deflector | Yes | Yes |
| New Interior Trim Style | Yes | Yes |
| Name Plates on Fenders | Corsair | Corsair Deluxe |
| Ash Receiver on Instrument Panel | No | Yes |
| Waterproof Ignition System | Yes | Yes |
| New Heavy Duty Clutch | Yes | Yes |
| New Improved Oil Pump | No | Yes |

Page 3

October 17, 1952

No. 85

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KAISER-FRAZER SALES CORPORATION

Willow Run, Michigan



CONFIDENTIAL BULLETIN

Page 4

ALL DEALERS:

SPECIFICATIONS AND STANDARD EQUIPMENT ITEMS

October 17, 1952

No. 85

| | Henry J Corsair | Henry J Corsair Deluxe |
|-----------------------------------|--------------------|---------------------------|
| Redesigned, Stronger Pistons | No | Yes |
| New Positive Engagement Starter | Yes | Yes |
| New Dust Proof Instrument Sockets | Yes | Yes |

FACTORY RETAIL DELIVERIES

Orders will be accepted for customer retail deliveries immediately.

Attachment No. 2 is a schedule of prices which will assist you in computing both the suggested net billing and retail delivered prices.

PRICES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.


Edgar F. Kaiser
 President

THE NEW
 1953
 HENRY J
 CORSAIR
 AND
 CORSAIR
 DELUXE

EFK:vc

Attachments

BODY COLORS AND TRIMS

HENRY J 2-DOOR CORSAIR

| <u>Body Color</u> | <u>Color Code</u> | <u>Trim Code</u> | | <u>Trim</u> |
|-------------------------|-------------------|----------------------|------------------------|----------------------------|
| | | <u>*Folding Seat</u> | <u>Stationary Seat</u> | |
| Cardinal | 110 | 5507 | 5511 | MacDonell Plaid |
| Onyx | 140 | 5507 | 5511 | MacDonell Plaid |
| Jade Green (Metallic) | 202 | 5505 | 5509 | Caribbean Plaid |
| Peacock Blue | 203 | 5506 | 5510 | Swiss Chalet & Burma Vinyl |
| Sabre Jet | 204 | 5506 | 5510 | Swiss Chalet & Burma Vinyl |
| *Copper Dust (Metallic) | 206 | 5506 | 5510 | Swiss Chalet & Burma Vinyl |
| Anchor Gray | 208 | 5507 | 5511 | MacDonell Plaid |
| Australian Beige | 213 | 5506 | 5510 | Swiss Chalet & Burma Vinyl |
| Stardust Ivory | 214 | 5506 | 5510 | Swiss Chalet & Burma Vinyl |
| Cerulean Blue | 398 | 5506 | 5510 | Swiss Chalet & Burma Vinyl |

*Not Available Until The Month of November

HENRY J 2-DOOR CORSAIR DELUXE

| <u>Body Color</u> | <u>Color Code</u> | <u>Trim Code</u> | | <u>Trim</u> |
|-------------------------|-------------------|------------------------|--|--|
| | | <u>Stationary Seat</u> | | |
| Cardinal | 110 | 5603 | | Persian Gray Whitman & Burma Vinyl |
| Onyx | 140 | 5603 | | Persian Gray Whitman & Burma Vinyl |
| Jade Green (Metallic) | 202 | 5602 | | Australian Beige Whitman & Burma Vinyl |
| Peacock Blue | 203 | 5603 | | Persian Gray Whitman & Burma Vinyl |
| Sabre Jet | 204 | 5602 | | Australian Beige Whitman & Burma Vinyl |
| *Copper Dust (Metallic) | 206 | 5602 | | Australian Beige Whitman & Burma Vinyl |
| Anchor Gray | 208 | 5603 | | Persian Gray Whitman & Burma Vinyl |
| Australian Beige | 213 | 5602 | | Australian Beige Whitman & Burma Vinyl |
| Stardust Ivory | 214 | 5602 | | Australian Beige Whitman & Burma Vinyl |
| Cerulean Blue | 398 | 5602 | | Australian Beige Whitman & Burma Vinyl |

*Not Available Until The Month of November

1953 HENRY J CORSAIR AND HENRY J CORSAIR DELUXE PRICES

SUGGESTED DEALER NET BILLING - F. O. B. FACTORY

| | <u>HENRY J CORSAIR</u> | <u>HENRY J CORSAIR DELUXE</u> |
|--|------------------------|-----------------------------------|
| Car List | \$1379.18 | \$1553.14 |
| Discount | 331.00 | 372.75 |
| Car Net | 1048.18 | 1180.39 |
| Federal Tax | 104.82 | 118.04 |
| Advertising | 20.00 | 20.00 |
| Service Charge | 10.00 | 10.00 |
| R. D. R. | <u>5.00</u> | <u>5.00</u> |
| Net Billing (Less Accessories) | \$1188.00 | \$1333.43 |
| <u>Special Equipment</u> | | |
| (Prices Include Federal Tax) | | |
| Accessory Group No. 34 | 22.93 | --- |
| Accessory Group No. 36 | 58.14 | --- |
| Accessory Group No. 39 | --- | 91.07 |
| Overdrive Transmission | 85.04 | 85.04 |
| White Sidewall Tires 5.90 x 15 (Set of 5) | | 15.82 |
| Tilt Type Mirror | | 2.47 |
| Other Equipment | _____ | _____ |
| TOTAL NET BILLING PRICE | \$ | \$ |

DELIVERED PRICE

| | | |
|------------------------------|--------------|--------------|
| Car List | 1379.18 | 1553.14 |
| Federal Tax | 104.82 | 118.04 |
| Preparation and Conditioning | <u>15.00</u> | <u>15.00</u> |
| ADVERTISED DELIVERED PRICE | \$1499.00 | \$1686.18 |

Special Equipment

| | | |
|--|--------|--------|
| (Prices Include Federal Tax) | | |
| Accessory Group No. 34 | 29.63 | --- |
| Accessory Group No. 36 | 74.91 | --- |
| Accessory Group No. 39 | --- | 117.86 |
| Overdrive Transmission | 106.22 | 106.22 |
| White Sidewall Tires 5.90 x 15 (Set of 5) | | 19.97 |
| Tilt Type Mirror | | 3.17 |
| Other Equipment | | |
| License and Title | | |
| Freight | | |
| State and/or Local Taxes | | |
| TOTAL DELIVERED PRICE | \$ | \$ |

Attachment No. 2 to Dealer Confidential Bulletin #85
Date: October 17, 1952