

A safety-engineer looks at the

world's first safety-first car!



When a safety-engineer looks at a Kaiser, he sees it's built lower... with the lowest center of gravity of any American car (only 22" from the ground!). This tells him Kaiser offers the smoothest, safest road-tugging ride!



He lifts the hood and learns that Kaiser's 2.3 to 1 compression Superonic Engine has the extra power per pound to get you out of tight places—fast! Thanks to weight-engineering, Kaiser is all muscle—no fat!



He inspects the steering linkage and finds it is center-point balanced, with 3 gear teeth in constant mesh. With a 25-to-1 steering ratio and 19 foot turning radius, steering is effortless, but positive!



He tests the brakes for "high stops," as engineers do. And since Kaiser's extended-brake (11" drums) at almost twice the stroke! You stop as abruptly (within 58 feet at 25 m.p.h. after brakes are applied) as so gradually as your judgment desires.



He views the lighting and finds you ride in a safety-halved of light. High, over-size tail lights give a 180-degree arc, seen clearly by men approaching from the side. Special trunk lights even protect you changing tires at night.



He scans visibility and discovers the largest glass area in any sedan—3647 sq. in. Slanted corner posts cut out "blind spots," and the down-slope hood lets you see back-front leaders and the road ahead as clear as 10 feet.



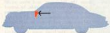
He looks at the bumper, and finds you can't back bumpers with any other car. Kaiser's wrap-around bumpers—straddling those around to the sides of the car—are protected by special New-Lok bumper bridges.



He checks the front seat, and sees that it's low, and angled back at 122° from floor line, as in racing cars. That means you sit relaxed... properly balanced... lower... safer. Low fatigue means more alert, safer driving.



He eyes approximately Kaiser's large (3000 sq. in.) safety-mounted windshield, designed to push outward on severe impact. A vital part of Kaiser's exclusive front seat safety, praised by engineers and commended by Parents' Magazine.



He tests the full-length padded instrument panel, finds no sharp, jutting knobs—and knows you and your family are protected against sudden stops. A priceless safety feature that cuts screeching rates in a Kaiser!



He measures the generous leg room—41.5 inches! A safety feature typical of the luxury and comfort for which Kaiser is famed. Just as Kaiser's safety has opened the eyes of engineers, its value will open your eyes to a real buy!

Now—make your own Safety-Test of the beautiful '53 Kaiser! Learn why it's safer for you... safer for your family!

'53 Kaiser

world's first safety-first car!

