

MORE THAN
ANY OTHER CAR
YOU DRIVE
THE EDESEL
BY TOUCH





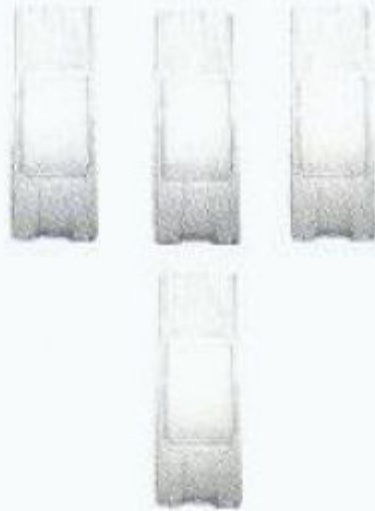
YOU CAN SHIFT
WITHOUT LIFTING A HAND FROM THE WHEEL

Edsel's Exclusive Teletouch Drive

Drive your Edsel—park it—reverse it—you can do all this without lifting a hand from the wheel. For Edsel Teletouch buttons are conveniently located in the center of the steering wheel. The button you touch sends a signal to the rugged, precision "brain" and it does the work smoothly, surely, electrically. You simply touch—and go. Available on all Edsel models.



YOU TURN AT THE TOUCH OF A FINGER



Edsel Power Steering

With Edsel Power Steering, you maneuver and park your Edsel with a minimum of effort—with practically a feather-light touch, even in the most difficult traffic situations. Yet, importantly, as a safety factor, Edsel's special torsion bar design lets you retain the positive feel of the road. Available on all Edsel models.

AT THE TOUCH OF A TOE



YOU EASE TO A STOP



Edsel Power Brakes

You can ease to a stop surely, safely at the touch of a toe with these Edsel Power Brakes. Manifold vacuum does almost all of the pedal pushing for you. Direct mechanical linkage to the master cylinder has been retained for added safety.

To provide for continuous smooth stopping and long life, these Edsel power brakes are self-adjusting. They adjust automatically as brake is applied to stop when you are operating your car in reverse.

YOU POSITION YOUR SEAT AT THE FLICK OF A SWITCH

Edsel Power Seats

Simply flick the 4-way switch on the instrument panel and the wide, deep, comfortable Edsel power seat moves in the direction of the switch—up or down, forward or back. Available for all models.



YOU OPEN THE WINDOWS
BY FINGER TOUCH

Edsel Power Windows

A master control on the door next to the driver operates all windows in the Edsel. Individual controls are located below other windows for passenger use. As an added safety precaution, power windows cannot be operated unless the ignition switch is on. Available for all models.





YOU MAKE YOUR OWN CLIMATE

Dial-temp Air System

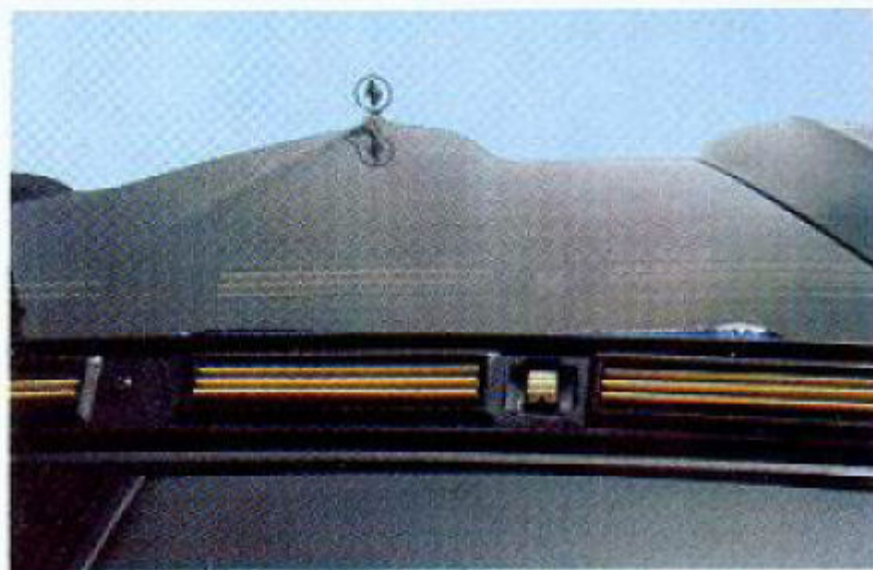
Edsel's exclusive Dial-temp is the most convenient, easiest-to-operate fresh air heating, defrosting and air conditioning system ever put in an automobile. One control makes *all* the adjustments. You simply turn the dial to the temperature range you want—and enjoy the comfortable temperature you have dialed. You get plenty of outside air ventilation for hot summer driving. Quick, comfortable heater warmth is available during cold weather.



WITH THE TWIST OF A SINGLE DIAL

Dial-temp Air Conditioning

Designed for quick, efficient operation as well as easy control, Edsel's optional air conditioner can cool the interior of your Edsel in less than two minutes. To operate, you simply close windows and turn the Dial-temp control to "cool", locating the dial at the temperature range you desire. In minutes, dust, smoke, excess moisture and pollen are expelled and you ride cool and comfortable in filtered air.



A FINGER TOUCH UNLOCKS THE TRUNK

FROM THE DRIVER'S SEAT

Edsel Automatic Trunk Opener

You may open your Edsel luggage compartment automatically from inside the car. Located on your instrument panel, a locking push-button switch complete with separate key will control this accessory. All Edsels (except station wagons) may be equipped with this convenient automatic lid opener.





*Edsel Station-Seeking Radio, and
Edsel Electric Antenna*

On this powerful nine-tube transistor radio an amazing signal device seeks out the strongest station signal. Touch the bar and you get the strongest signal. Touch again, you get the second strongest. And so on.

May also be tuned with the five pre-set station buttons or with the manual selector.

An electric control on the instrument panel is also available to raise or lower the antenna for the best possible reception. Available for all models.

AT THE TOUCH
OF A BAR
YOUR RADIO FINDS THE CLEAREST
STRONGEST SIGNAL



YOU TOUCH A TAB TO RAISE
OR LOWER THE ANTENNA



AT THE
TURN OF
A DIAL
YOU SET THE
SPEED WARNING LIGHT

Edsel Speed Warning Light

This speed warning light is a valuable safety accessory. It casts a red glow over the speedometer if car speed exceeds your pre-set mile-per-hour limit. You can select the warning light's speed limit range by turning a dial below the speedometer.



YOU CAN EVEN
LUBRICATE
YOUR EDSSEL
AT THE
TOUGH OF A BUTTON

Edsel Lubricator

Operated by a push button on the instrument panel, this optional device lets you lubricate your car as you drive. It automatically forces the proper amount of special oil to each lubrication fitting. A white light goes on, telling you when the lubrication process is completed.



Other Edsel accessories for your driving safety and convenience are: Tachometer; Auto Compass; Electric Clock; Parking Brake Warning Light; Fuel Level Warning Light; Oil Level Warning Light; Non-glare Rear-View Mirror; Outside Rear-View Mirror; Traffic Light Reflector; Windshield Washer; Seat Belts; Seat Covers; Wheel Covers; Curb Moulding; Rubber Insert Bumper Guards; Back-up Lights; Curb Signals; Courtesy Lights; Individual Lights for Engine Compartment, Luggage Compartment, Glove Box.

FOR YOUR
DRIVING
CONVENIENCE
THERE NEVER
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LIKE THE EDELSEL

