

# 1958 EDSEL

## PACER 4-DOOR HARDTOP

Edsel Division, Ford Motor Company - Dearborn, MI

ENGINE..... V-8, 361 cu. in.

HORSEPOWER..... 303 hp

WEIGHT..... 3,857 lbs

WHEELBASE..... 118"

PRODUCTION..... 4,959

FACTORY PRICE..... \$2,828.00



Donated to the  
**GILMORE CAR MUSEUM**  
by Merrill Taylor - Kalamazoo, MI

"Edsel—

*already an expression of good taste!*"

Company Advertising

Ford Motor Company introduced its new Edsel Division in the fall of 1957 amongst great fanfare, and with the expectation of selling over 200,000 vehicles during its first model year. The rave reviews, standing ovations, and anxious buyers never materialized, and Edsel ended 1958 with a total production run of all body styles only reaching 63,000. The word "Edsel," the car that had been named in honor of Henry Ford's late son, was soon equated in popular culture with "failure."

Do you know why there are so many more Edsels on the roads now? Because more and more buyers are demanding the only car that gives miles. It all adds up to solid value that's worth more to you now and in the years ahead. Especially when you check the price! There's less than fifty dollars difference between Edsel and V-8's in the low-priced Three.\* Prove it at your Edsel Dealer this week.

EDSEL DIVISION • FORD MOTOR COMPANY

Less than fifty dollars difference between Edsel and V-8's in the Low-Priced Three \*Based on comparison of retail suggested prices.

