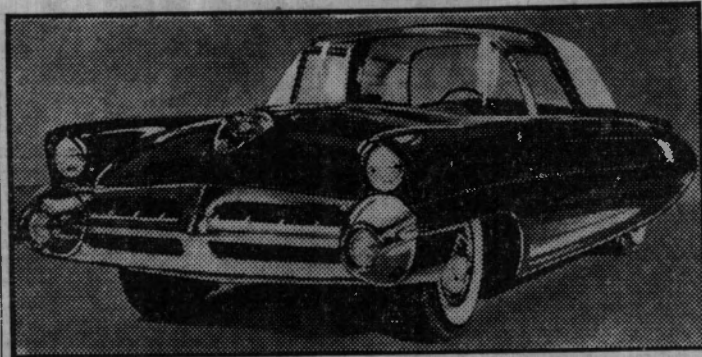


THE CAR OF TO-MORROW IS COMING TO LONDON



By W. R. PAULSON

"Evening News" Motoring Correspondent

THE "car of to-morrow" is coming to Earls Court on October 21, and will be exhibited throughout the Motor Show. It is the "X-100," which only Henry Ford II. has driven as a private owner.

Its 12 cylinders deliver 300 brake horse-power — equivalent to ten British "baby" cars. In city traffic it operates on two Venturi carburetors, on the open road it uses four and on full power 12.

There is no gear-shift, changes being made by an electrically operated system. The brakes are also electrically assisted.

The most remarkable feature is the non-glare plastic roof controlled by pressure on the electric door button.

Rain Sensitive

Light pressure opens the doors, prolonged pressure causes the roof to roll back. If rain falls the moisture-sensitive switch automatically closes the roof again.

The brakes are cooled by a thermostatic device and the tilting front seats have built-in heaters.

The car has 24 electric motors, 44 electronic tubes, 50 light bulbs, 92 control switches and eight miles of wiring.

A dictaphone, short-wave radio telephone, electric shaver and signal-seeking radio are among the fittings.

The Ford Company hasten to add that the car is "purely experimental" and they have no intention of producing one for the public.

On the
Lincoln
Stand 14B.

E. News.
6/10/53.

WITH THE COMPLIMENTS OF

SINGER MOTORS LTD.

OFFICES

SMALL HEATH



BIRMINGHAM.

PHONE-VICTORIA 2271

DATE 15th October 1953

FOR FAVOUR OF EDITORIAL CONSIDERATION

THE SINGER SMX

Press Notice No. 3/53. Not for release prior to ^{11 am} ~~10 am~~ Oct. 20th, 1953.

First British car manufacturer to produce a plastic-bodied car is Singer Motors Limited.

The Singer SMX is a standard Singer Export Roadster chassis with a styled open 4-seat, 2-door all-plastic body. Material used is polyester resin reinforced by glass fibre.

The complete front part of the body is one section, hinged on the front crossmember of the chassis. This provides first-class accessibility to the engine. Next is a narrow scuttle carrying the windscreen. Doors are each moulded in one piece, and from the trailing edge of the doors another main section forms the whole of the rear of the car. Thus the complete body is made of only five panels or sections. Luggage space is provided behind the folding rear seats.

Also moulded in plastic are the wheel arches, the instrument panel, with glove boxes, the spare wheel cover and the petrol filler cover.

The light alloy floor is bonded to the body and the body itself bonded to tubular steel members bolted to the chassis.

The Singer SMX will be produced wholly for export and will form part of Singer Motors' production programme for the coming year.

ends.

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DATE 15th October 1953

FOR FAVOUR OF EDITORIAL CONSIDERATION

MORE ABOUT THE SINGER SMX

Press Notice No. 4/53. Not for release prior to ^{11. am} ~~4.30~~ Oct. 20th, 1953.

Plans for a car with an all-plastic body were put in hand by Singer Motors in January this year. The car was conceived, designed and processed by Singer Design and Development staff.

Advantages of a plastic body are many.

Weight for weight, it is stronger than steel. The body will withstand impacts which would dent a steel body. Only damage to a plastic body would be a flaking of the paint.

If the plastic body receives a blow sufficiently heavy to fracture it, repairs can easily be carried out. The rough edges of the break are cut out with a saw or knife and the hole filled by "puttying" with a mixture of resin and chopped glass mat. This is left slightly proud and when set can be filed to shape. The repaired section is as strong as the original material.

Weight. Singer Body Plastic is little more than half the weight of duralumin and nearly five times lighter than steel.

Production. No heavy and expensive plant, like that needed for steel body production, is required. From a full-size master model, moulds are cast in resin reinforced by glass fibre. From these moulds complete car panels are cast in one piece. A large number of panels can be cast before another mould need be reproduced from the permanent master.

Alterations in style can be made merely by altering the master model. There is no delay nor expensive scrapping of tools and equipment.

ends.

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DATE 15th October 1953

FOR FAVOUR OF EDITORIAL CONSIDERATION

THE SINGER SMX - SPECIFICATION

Press Notice No. 5/53. Not for release prior to ^{11. am} ~~1. am~~ Oct. 20th, 1953

Singer SMX styled open 4-seat, 2-door all-plastic body on Roadster export chassis. Exclusively for Export.

Engine: bore 73 mm., stroke 89.4 mm., 1,497 c.c. developing 58 b.h.p. at 4,600 r.p.m., compression ratio 7.4 to 1; overhead valves (O.H.C.); 2 Solex down-draught carburettors; electric fuel pump; cooling by centrifugal pump and fan; coil ignition; 12-volt 38 amp hr. battery; ventilated C.V. dynamo; 8in. single flexible dry-plate clutch; worm and peg steering; 4 forward speeds in synchromesh gearbox providing ratios of 4.44, 5.47, 8.44, 12.98 and reverse 12.98:1; central gear lever; hypoid bevel final drive; Girling hydro-mechanical brakes; coil and wishbone front suspension; semi-elliptic rear springs; hydraulic shock absorbers all round; pressed steel domed and ventilated wheels with 5.50 by 15in. tyres; Full 4-seater open body with 2 doors, folding and disappearing hood; independent adjustable bucket front seats; leather upholstery; fixed windscreen with fixed side panels; luggage compartment with access from back of rear seat; flashing light indicators; chromium plated bumpers with over-riders; twin windscreen wipers; twin combined rear and stop lamps; twin windtone horns; wheelbase 7 ft. 7 in. (2311.4 mm) track front and rear 3 ft. 10 $\frac{3}{4}$ in. (1187 mm); overall length 13 ft. 4.5 in. (4076.7 mm) width 4 ft. 9 $\frac{1}{2}$ in. (1473.2 mm); height (hood up) 5 ft. 2 in. (1524.8 mm); ground clearance 6 $\frac{1}{2}$ in. (165.1 mm); turning circle 33 ft (10 m); fuel capacity 10 galls. (45.46 litres); consumption approx. 30 m.p.g. (10.5 k.p.l.); max. speed 90 m.p.h. (150 k.p.h.).

ends.