



1953 WILLYS CARS DESCRIBED

GENERAL: Willys-Overland expanded the Aero line in 1953 but made only minor appearance changes from the 1952 models. They included red-painted wheel cover emblems and a gold-plated 'W' in the center of the grille, the latter symbolizing the firm's 50th anniversary. The Aero o-Wing nameplate was replaced with "Aero o-Falcon". Significantly, a new four-door sedan was developed for the Lark, Falcon and Ace lines.

On April 29, 1953, Willys-Overland, Inc., was acquired by the Henry J. Kaiser Co. for approximately \$60 million. The name of the company was then changed to Willys Motors, Inc. The new company, now a Toledo, Ohio based Kaiser-Willys Sales Corporation, then sold the Kaiser-Frazer plant at Willow Run, Michigan to General Motors. All production, including Kaisers and Frazers, was shifted to the Willys plant at Toledo.

WILLYS LARK - The Lark Series was again the base trim level. It was identified by "Lark" on the trunk lid. It used the Lightning Six, L-head engine and had unadorned rubber windshield moldings around the two-piece windshield.

WILLYS HEAVY DUTY - The Heavy Duty Aero was essentially a taxi cab version with components replaced with stronger pieces for fleet use.

WILLYS FALCON - The Falcon was the intermediate trim level and was identified by the word "Falcon" on the trunk lid. The Falcon used the Hurricane Six F-head six-cylinder engine. It featured chrome windshield moldings around its two-piece windshield.

WILLYS ACE - The Ace was the top trim level and included the words "Custom Ace" on the trunk lid. Line the Falcon, it utilized the 90 HP F-Head Hurricane Six engine. Its exterior utilized chrome moldings surrounding a new one-piece windshield and a wraparound rear window.

WILLYS EAGLE - The Eagle two-door hardtop continued the flagship of the line. It was only offered in a 2-door hardtop body style and had a highly-upgraded interior color-matched to the exterior color scheme.

WILLYS STATION WAGON - The Willys station wagon models were unchanged from the previous year.

Motor Trend magazine road tested a 1953 Willys Aero Ace with overdrive, an \$80 option that was installed on 23,816 cars for the calendar year. The car covered the quarter mile in 21.1 seconds during acceleration testing, which was slightly faster than average for cars in the under \$2,050 price class. The Ace was found to have a top speed of 82.6 miles per hour and gave 24.9 miles per gallon fuel economy.

MODEL/ENGINE I.D. DATA - Station Wagons: Serial Numbers on wagons were located on a plate at the left of the driver's seat on the floor riser.

- **Model 475 station wagon models** began at 453-AA2-10001.
- **Model 4X475 station wagons** began at 453-FA2-10001.
- **Model 685 DeLuxe station wagons** began at 653-10001.

MODEL/ENGINE I.D. DATA - Aero Models: Serial Numbers for the Willys-Aero was located on a plate on the left front door hinge.

- **Aero Heavy-Duty models** began at 653-RB1-10001.
- **Aero Lark DeLuxe four-door models** began at 653-KB1-10001.
- **Aero Lark two-door models** began at 653-KA2-10001.
- **Aero Falcon Super DeLuxe four-door models** began at 653-PB1-10001.
- **Aero Falcon Super DeLuxe two-door models** began at 53-PA1-10001.
- **Aero Ace Custom four-door models** began at 654-MB1-10001.
- **Aero Ace Custom two-door models** began at 653-MA1-10001.
- **The Aero Eagle two-door hardtop** began at 653-MC1-1001.

ENGINES:

- **Station Wagon Series 475, and 4x4 475 "Hurricane" Four:** Inline F-head four-cylinder. Cast iron block. Exhaust valves in engine block and intake valves in the cylinder head. Displacement: 134.2 cubic inches. Bore and stroke: 3.13 x 4.38 inches. Compression ratio: 7.5:1. Horsepower: 72 @ 4000 RPM. Torque: 115 @ 2000 RPM. Solid valve lifters. Three main bearings. Carburetor: Carter YF-924S single-barrel.
- **Heavy Duty and Aero Lark "Lightning Six:** Inline L-head six-cylinder. Cast iron block. Displacement: 161 cubic inches. Bore and stroke: 3.125 x 3.50 inches. Compression ratio: 6.9:1. Horsepower: 75 @ 4000 RPM. Torque: 145 ft. lbs. @ 1800 RPM. Solid valve lifters. Four main bearings. Carburetor: Carter YS-924S single-barrel.
- **Aero Wing, Ace, Eagle and 685 Station Wagon Hurricane Six:** Inline F-head six-cylinder. Cast iron block. Exhaust valves in the engine block and intake valves in the cylinder head. Displacement: 161.1 cubic inches. Bore and stroke: 3.13 x 3.50 inches. Compression ratio: 7.6:1. Horsepower: 90 at 4200 RPM. Torque: 135 @ 2000 RPM. Solid valve lifters. Four main bearings. Carburetor: Carter YS. 924S single-barrel.

CHASSIS:

Station Wagon Models:

- **Wheelbase:** (4X475 station wagons) 104.5 inches; (other models) 104 inches.
- **Overall length:** (4X475 station wagons) 178 inches; (other models) 176.3 inches.
- **Tires:** (4X475 station wagons) 7.00 x 15 inches; (other models) 6.70 x 15 tube-type blackwall.

Aero Models:

- **Wheelbase:** 108 inches.
- **Overall length:** 180.8 inches.
- **Tires:** (Lark Series) 5.90 x 15 tube-type blackwall; (Falcon, Ace and Eagle Series) 6.40 x 15 tube-type blackwall.

POWERTRAIN OPTIONS:

- Four-cylinder 134.2 cubic inch 7.8:1 high-compression engine (optional no cost).
- Heavy-duty air cleaner was optional at extra cost.

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CONVENIENCE OPTIONS:

- Airfoam seat cushion-per seat (\$8.50).
- Backup lights.
- Cigar lighter.
- Continental kit (\$149.95).
- Electric clock.
- Fender skirts (\$24.95).
- Full wheel discs (\$16.14).
- Heater (\$67.58).
- Hood ornament.
- Locking gas cap.
- Oil filter (\$8.38).
- Overdrive (\$86.08).
- Radio (\$76.54).
- Turn signals (\$16.68).
- Two-tone paint (\$16.68).
- White sidewall tires.
- Windshield washers.

HISTORICALBACKGROUND: The 1953 Willys Aero-Eagle and Aero-Lark were introduced December 15, 1952. The Aero-Falcon, January 15, 1953 and the Aero-Ace, February 15, 1953. The Golden Anniversary was celebrated February 12, 1953. The company became a subsidiary of Kaiser Industries on April 28-29, 1953. On July 29, the Kaiser-Willys Sales Division was formed.

Calendar year sales of 40,563 cars were recorded, which included 35,146 Aero types and 5,417 Jeep station wagons. Edgar F. Kaiser was the chief executive officer of the company. A Borg-Warner strike, starting May 20, 1953, had a devastating effect on Willys sales and prompted the company, on July 15, to announce availability of a new type of gear box - the General Motors Hydra-Matic for those utilizing automatic transmissions. The company's sales placed it 9th in the American industry this season.

PRODUCTION:

Model No.	Body No.	Body Type & Seating	Price	Weight	Production
<i>Willys Station Wagon 4-Cylinder Series</i>					
475SW	AA2	2-dr Station Wagon-6P	\$1,750	2818	4,764
4x475	FA2	2-dr 4X4 Station Wagon-6P	\$2,134	3174	10,630
<i>Willys Station Wagon 6-Cylinder Series</i>					
685	AA2	2-dr Station Wagon-6P	\$1,786	2850	7,547
Total Production Station Wagon					22,941
<i>Willys Aero Heavy-Duty Series</i>					
675	RBJ	4-dr Sedan-5P	\$1,680	2511	186
Total Production Aero Heavy Duty					186
<i>Willys Aero Lark DeLuxe Series</i>					
675	KB1	4-dr Sedan-5P	\$1,580	2509	7,691
675	KB2	2-dr Sedan-5P	\$1,500	2487	8,205
Total Production Aero Lark					15,896
<i>Willys Aero Falcon Super DeLuxe Series</i>					
675	PB1	4-dr Sedan-5P	\$1,700	2529	3,116
675	PB2	2-dr Sedan-5P	\$1,640	2507	3,054
Total Production Aero Falcon					6,170
<i>Willys Aero Ace Custom Series</i>					
685	MB1	4-dr Sedan-5P	\$1,870	2735	7,475
685	MB2	2-dr Sedan-5P	\$1,800	2585	4,956
Total Production Aero Ace					12,431
<i>Willys Aero Eagle Custom Series</i>					
685	MC1	2-dr Hardtop-5P	\$1,979	2575	7,018
Total Production Aero Eagle					7,018
Total All Production					64,642

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Once again, the Willys Aero Eagle was the pack leader - the only model offered as a 2-door hardtop. A strong 7,018 in sales resulted.



The new for 1953 4-door Aero Ace was very well executed, with wrap around front & rear windows. As a result, 7,475 were sold.



The 1953 Aero Ace 2-door was crisp and airy with wrap around windows. The 90 HP F-head six gave it lively performance and resulted in 4,956 delivered.

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The 1953 Aero Falcon did not share the wrap around windows with the Ace and Eagle, but did sport chrome window surrounds and an upgraded interior over the Lark. 3,116 were sold.



The 1963 Aero Falcon 2-door, like its 4-door sibling, appeared as a dressed-up Lark, resulting in 3,054 delivered.

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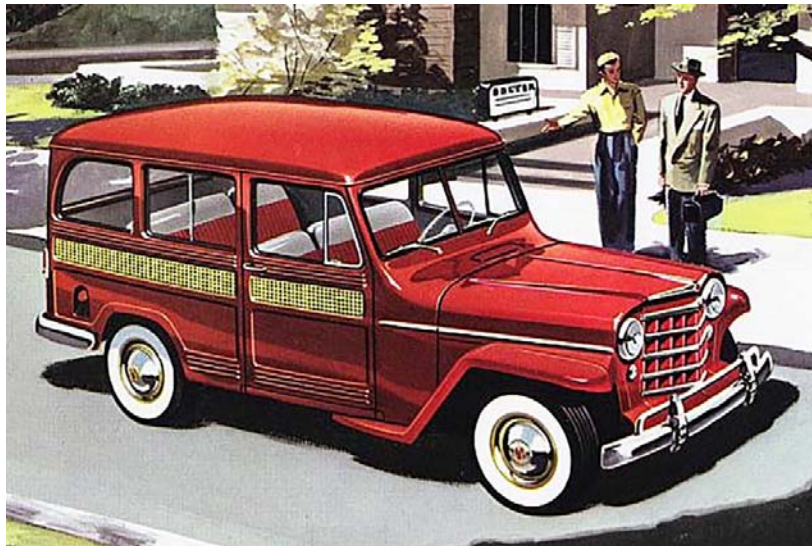
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The Aero Lark 4-door sedan was light on extras but priced low and sold well. 7,691 were produced.



The 1953 Lark 2-door was a low-priced transportation piece, but sturdy and reliable. It was the sales leader at 8,205.



The Willys Station Wagons for 1953 were unchanged from the previous year. Sales were strong with the 4-wheel drive wagon the strongest seller. 22,941 station wagons were sold this year.