



SOCIETÀ ANONIMA
TORINO
Corso Dante 55-57

FABBRICA ITALIANA
di
AUTOMOBILI



F.I.A.T.

Nizzardo gagnant le tour de
Venise en Fiat 1911

Fiat



FIAT

THE CAR OF INTERNATIONAL REPUTATION





FIAT



Carlo Agostini

Gran Premio
D'Europa
1° e 2° "FIAT"





501 FIAT 501
COLONIALE



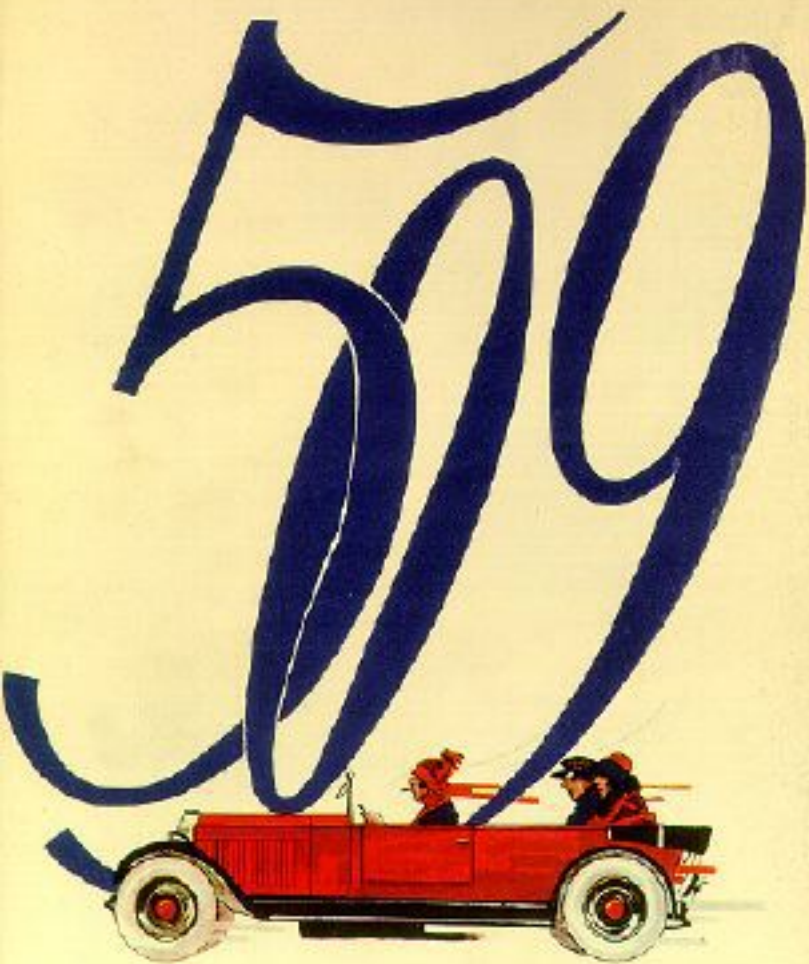
FIAT 509



*Fiat, le frecce della
terra.*



Fiat, le frecce della terra.



FIAT







FIRST

FIAT 521



PUBLICIDAD REX

FIAT





Renault







FIAT

520

..OPTIMA!



FIAT



FIAT





*Dal soffice divano di una 525 S
potrete sorridere delle vetture che
tentano di sorpassarvi.*

FIAT





EL ÉXITO DEL AÑO



WELFARE

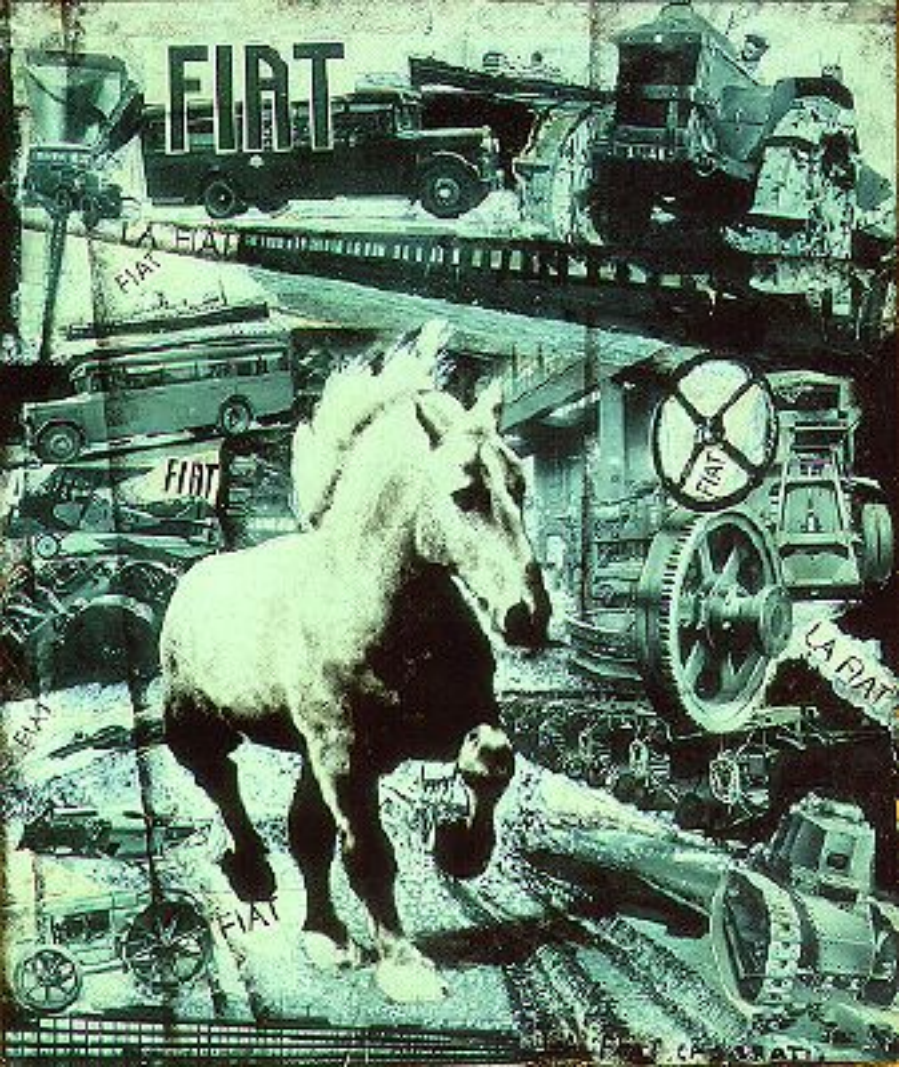
BUILT

IN 1937



THE CAR OF DISCRIMINATING WOMEN

FIAT



BETTER THAN EVER BEFORE



The New
10/30
FIAT

FIAT



J. LEONARD LANG.

AMSTERDAM.





FIAT 522



FIAT ARE LADIES CHOICE
CARS



THE CAR THE WHOLE WORLD'S TALKING ABOUT

NAWET PRZY **2** OSOBACH

TANIEJ NIŻ KOLEJA

KOSZTUJE
WYJAZD NA WYWŁAZY
POPULARNYM SAMOCHODEM

MOD. 508

POLSKI FIAT

POLSKI FIAT SA CENTRALA WARSZAWA SAPIETŃSKA 6

JANE WATKINS & WILKINSON - POLSKA WARSZAWA

© 1914

LA

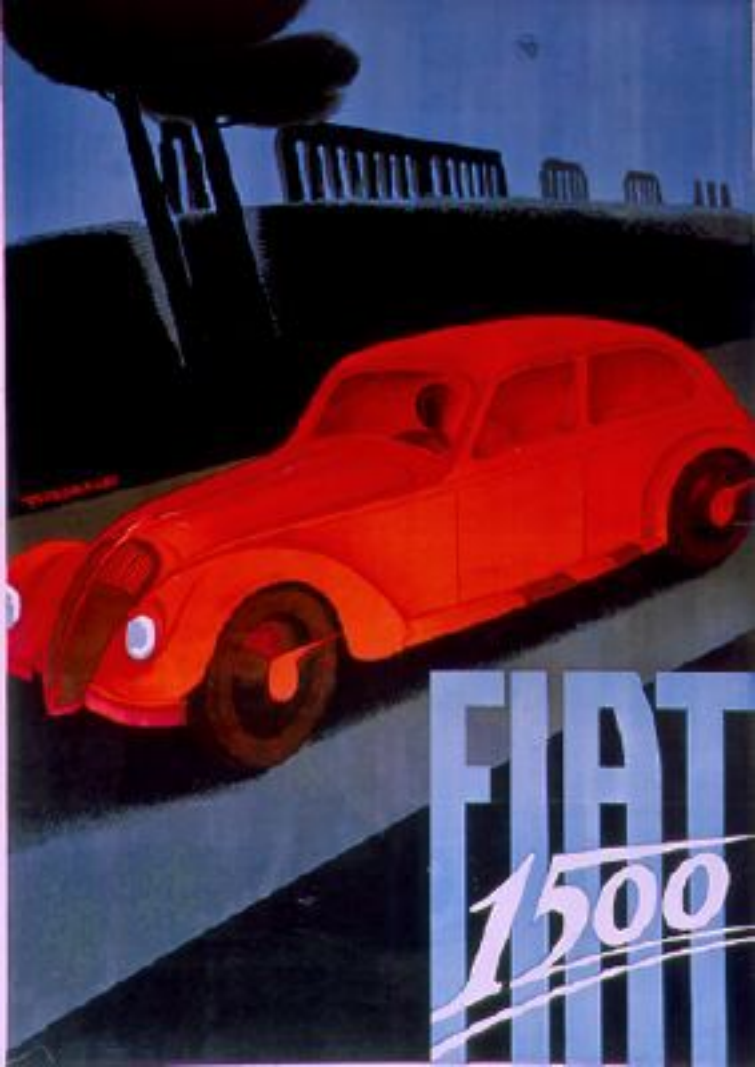
FIAT

È LA MACCHINA
IDEALE

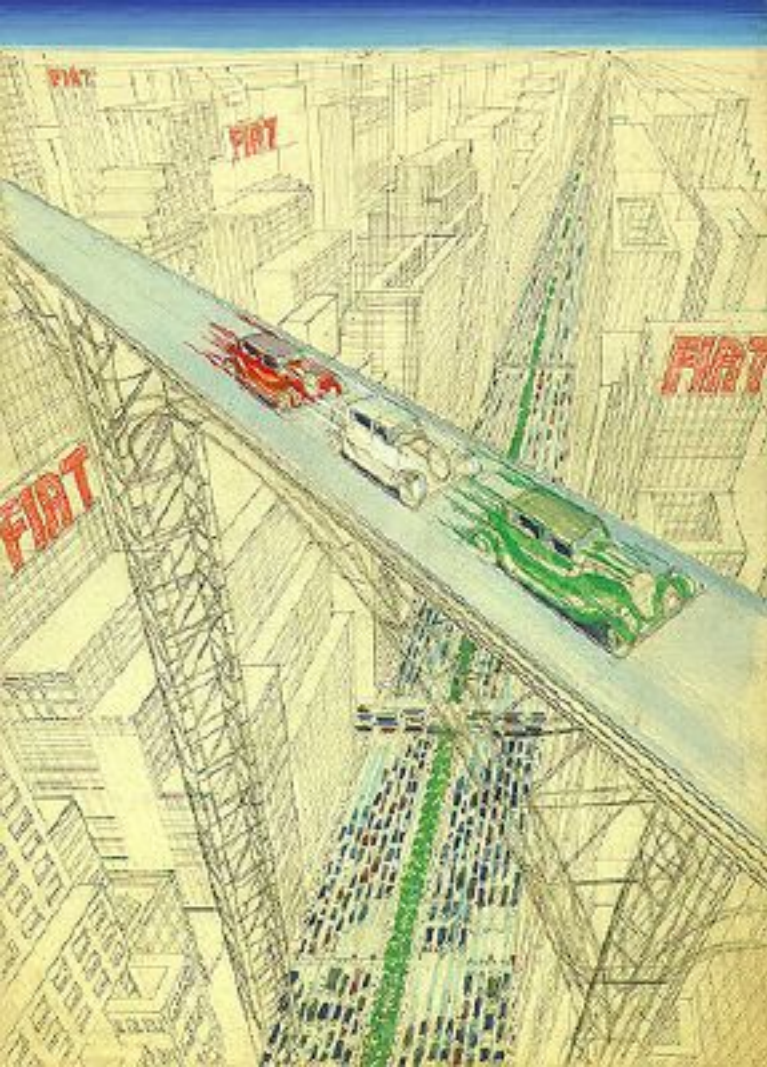








FIAT
1500





1500



FIAT





imminente presentazione

1500



FIAT L'AUTO PERFETTA FIAT



FIAT 500 LA VETTURA E IL FURGONCINO UTILITARI



Fiat







1100



LA NUOVA

BALILLA

PER L'UOMO D'AFFARI MODERNO



LA **500** FIAT

MODE

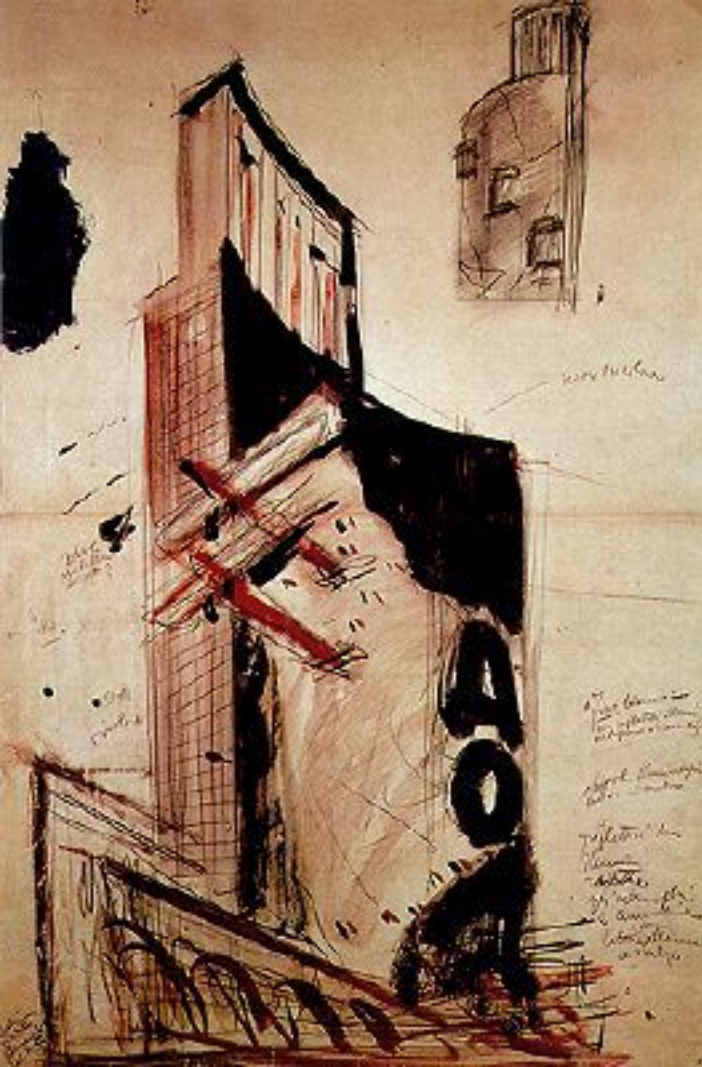




FIAT
500



FIAT
500



FIAT



FELIX
XV

500



PER L'UOMO D'AFFARI...

la **500**
FIAT

La "500"

FIAT
500B



esce ora perfezionata

"500" B

Valvole in testa-Superiore efficienza meccanica
Migliori prestazioni-Minor consumo specifico



FAST

ANNOS 50

non va più





Fiat 1400
la nuova vettura



THE 1954 MERCURY, with its all-new overhead-valve V-8, topped other cars compared in test-track runs—for performance, for easy handling, for sure control. Although 25% more powerful than last year's Mercury, it can give you even more miles per gallon.

Now 161-Horsepower V-8 —and see how easy it makes any driving!



EASIER PASSING—NEW 4-BARREL CARBURATOR automatically releases Mercury's reserve power when needed for safer passing.



EASIER CORNERING—NEW BRILLIANT RIDE—Another first-in-its-field for Mercury for sports-car stability, matchless control.



EASIER HILL CLIMBING—No hesitation. You maintain your speed effortlessly—with plenty of power still left in reserve.



MAKE DRIVING AS EASY AS YOU WANT with optional 4-way power seat, power steering, power brakes, Merc-O-Matic Drive, power windows.

Your first ride will prove it . . . here's an entirely new kind of power for a popular-priced car.

It's smoother, more efficient power—with tremendous reserve capacity. It's more restful power—as quiet as the wind slipping by. And it's safer, more sensitive power—responds faster to your touch.

The new 1954 Mercury is designed to make driving safer, easier. Your Mercury dealer invites you to come in and see for yourself.

THE CAR THAT MAKES ANY DRIVING EASY

New
1954

MERCURY

MERCURY DIVISION • FORD MOTOR COMPANY