

**Heel de wereld
bewondert:**



BORGWARD

Isabella

De automobilisten mogen van hun auto verlangen, wat zij ook van hun woning verwachten: n.l. architectuur volgens moderne opvattingen, grote ramen, eenvoudige bediening van verwarming, want gedurende vele uren per dag is de automobiel het rijdende tehuis voor de berijder.

De Borgward Isabella Typen hebben zich tot het uiterste aan alle mogelijke verlangens aangepast. Zeer moderne lijn, welke de wagen een apart en aantrekkelijk aanzien geeft, behaaglijke zitplaatsen, die de inzittenden een hoge mate van rust schenken, ook al rijdt men uren lang aan één stuk. De verwarming treedt bij ingebruikstelling onmiddellijk in functie, zodat een aangename sfeer bereikt wordt. De luxe modellen zijn bovendien voorzien van een aanjager.



Aangenaam op lange reizen zijn de z.g.n. slaapzittingen, welke standaard in de Isabella TS, de Luxe en Coupé geleverd worden.



De afwerking van het interieur, de vormgeving der banken, de bekleding van de portieren getuigen van de zorg, welke besteed is aan de bouw van de gehele wagen. Er is keuze mogelijk uit verschillende kleuren-combinaties met de bekleding, welke zowel in stof of kunstleder geleverd kan worden. Tijdens het rijden kunnen de voorzittingen versteld worden in de gewenste stand. Zo zal een ieder geheel naar zijn eigen smaak kunnen kiezen.

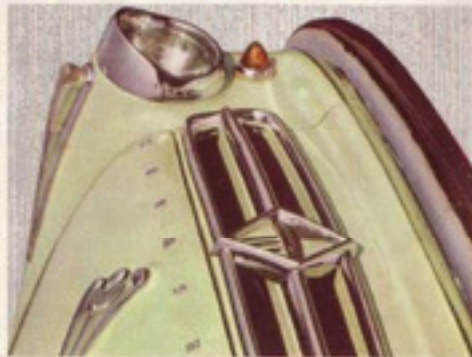
The lady at the wheel and the gentleman driver each demand a different kind of steering. In the modern car, large areas of windows and specially-applied heating. Their requirements for a modern home car also be met in a modern car, because for many hours of the day, she is just that—a traveling home. In the Isabella 75, all windows are heated and a wide back offers the optimum steering. The Isabella 75 has a wide back, offering the lady at the wheel the most comfortable seating for all, quickly operated touch-sensitive steering, the journey, combined with special heating when necessary. The Isabella 75, de Luxe and Coupé and large windows that give you the feeling of looking out from your own terrace. The lady at the wheel can see more than ever before. The Isabella 75 offers you the important opportunity of the rear and the width of the



doors. From the extensive surrounding landscape, she can be asked to see every inch within the car. In the modern car, large areas of windows and specially-applied heating. Their requirements for a modern home car also be met in a modern car, because for many hours of the day, she is just that—a traveling home. In the Isabella 75, all windows are heated and a wide back offers the optimum steering. The Isabella 75 has a wide back, offering the lady at the wheel the most comfortable seating for all, quickly operated touch-sensitive steering, the journey, combined with special heating when necessary. The Isabella 75, de Luxe and Coupé and large windows that give you the feeling of looking out from your own terrace. The lady at the wheel can see more than ever before. The Isabella 75 offers you the important opportunity of the rear and the width of the



More available on long journeys, lady seating was set for the Isabella 75, de Luxe and Coupé and the Isabella Coupé.



Technical data

Engine specifications
 4-cylinder in-line
 1600 cc (100 cu in)
 1000 cc (61 cu in)
 1200 cc (73 cu in)
 1500 cc (91 cu in)
 1800 cc (110 cu in)
 2000 cc (122 cu in)
 2400 cc (146 cu in)
 2600 cc (158 cu in)
 2800 cc (171 cu in)
 3000 cc (183 cu in)
 3200 cc (195 cu in)
 3400 cc (208 cu in)
 3600 cc (220 cu in)
 3800 cc (232 cu in)
 4000 cc (244 cu in)
 4200 cc (256 cu in)
 4400 cc (268 cu in)
 4600 cc (280 cu in)
 4800 cc (292 cu in)
 5000 cc (304 cu in)
 5200 cc (316 cu in)
 5400 cc (328 cu in)
 5600 cc (340 cu in)
 5800 cc (352 cu in)
 6000 cc (364 cu in)
 6200 cc (376 cu in)
 6400 cc (388 cu in)
 6600 cc (400 cu in)
 6800 cc (412 cu in)
 7000 cc (424 cu in)
 7200 cc (436 cu in)
 7400 cc (448 cu in)
 7600 cc (460 cu in)
 7800 cc (472 cu in)
 8000 cc (484 cu in)
 8200 cc (496 cu in)
 8400 cc (508 cu in)
 8600 cc (520 cu in)
 8800 cc (532 cu in)
 9000 cc (544 cu in)
 9200 cc (556 cu in)
 9400 cc (568 cu in)
 9600 cc (580 cu in)
 9800 cc (592 cu in)
 10000 cc (604 cu in)



Options: 1600 cc, 1800 cc, 2000 cc, 2400 cc, 2600 cc, 2800 cc, 3000 cc, 3200 cc, 3400 cc, 3600 cc, 3800 cc, 4000 cc, 4200 cc, 4400 cc, 4600 cc, 4800 cc, 5000 cc, 5200 cc, 5400 cc, 5600 cc, 5800 cc, 6000 cc, 6200 cc, 6400 cc, 6600 cc, 6800 cc, 7000 cc, 7200 cc, 7400 cc, 7600 cc, 7800 cc, 8000 cc, 8200 cc, 8400 cc, 8600 cc, 8800 cc, 9000 cc, 9200 cc, 9400 cc, 9600 cc, 9800 cc, 10000 cc.



The world admires



BORGWARD
 Isabella

CARL F. W. BORGWARD G. M. B. H. · AUTOMOBIL- UND MOTOREN-WERKE
 1000 Kassel 1, Germany



DeSoto

The instrument panel is beautifully clear and visible. DeSoto-type speedometer, with pressure gauge, fuel gauge and clock are all combined in one single instrument. The control knobs and switches are all handily placed in a single panel, by all these small items that are so necessary to modern living, is incomparably located for the driver.



DeSoto 75

The amazing demands of today's driver and the operators, in particular the housewife, are met by the various types in the DeSoto range. This includes of luxury and power, economy and reliable. Try under the hood, the most forward one is in DeSoto.

Ladies, particularly those with a growing appreciation of the DeSoto 75, the complete range of their requirements. In DeSoto (DOD) engine gives a performance that is normally only found in one and one engine cars. At the same time, there's nothing sports about its equipment. In the DeSoto 75, operating and luxurious travel are harmoniously united. In the DeSoto DeSoto, the high performance 75 specification is combined with the low road to think heavy-duty items give in their respective look and the equipment means an even higher degree of comfort. The one new with its variety motor and the reverse automatic and can be found types of the carefully chosen better appointments.



For those ladies and gentlemen, for whom a week-end in the country is a relaxation from business or work, the sleek DeSoto DeSoto is the economical choice. The price tag for a used in the open, looking to place alongside camping kit and the housewife's bag!

Spending time and money who means young to have in spite of all the stress of the business world will choose the DeSoto DeSoto. Its sleek design, its features and stylish appearance make the existing one more the addition of all hours of atmospheric rest. This too, you will find every imaginable comfort. From rubber appliances, especially high-visibility individual seats, padded instrument panel and — if particularly desired in the DeSoto, a padded seat-riser fitted with a variety of items. Try one out of these outstanding cars and you will understand why the DeSoto has so many friends in the whole world over.



DeSoto

The DeSoto engine has proved itself more than 100,000 times and an engine life of 120,000 miles (200,000 km) is by no means uncommon. The DeSoto engine develops 82 HP (D.A.K.) from a capacity of 1,499 cc. A high cruising speed is coupled with a maximum speed of 85 mph and there are practical ponds of the engine's power. The gears and transmissions are clearly demonstrated in the form of only six-speed the engine with four available gears. In the DeSoto 82 H.P., the engine is mounted in D.A.K., so that even when heavy demands are made upon it, adequate reserve of power are always available.



DeSoto

