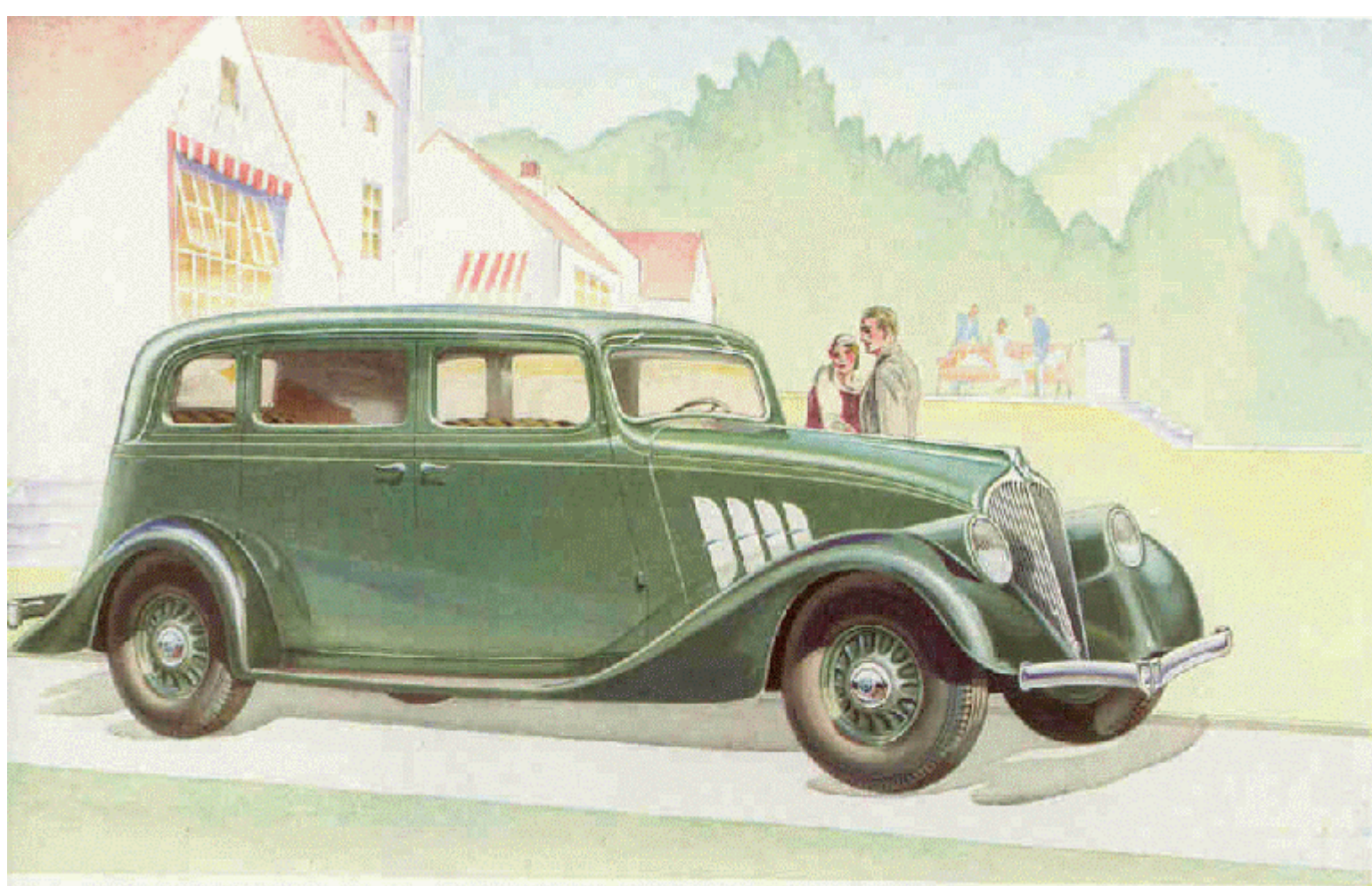


The logo for Willy's 99 is centered within a large, light-colored circular graphic that has a double-line border. The word "WILLYS" is written in a bold, black, sans-serif font across the top half of the circle. Below it, the number "99" is written in a stylized, black, sans-serif font, with the two nines overlapping. The entire circular graphic is set against a dark green background.

WILLYS
99

1933

THE SIX FOR THE NEW ERA

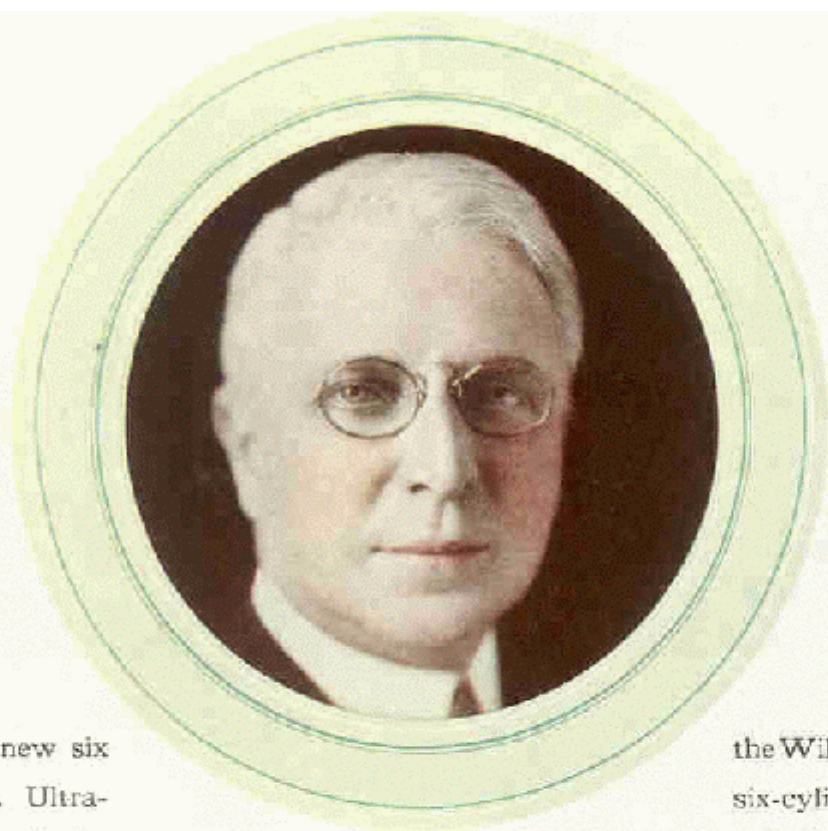


New
WILLYS
99

FULL STREAMLINE DESIGN
PATENTED FLOATING POWER
... NEW LOW PRICES ...

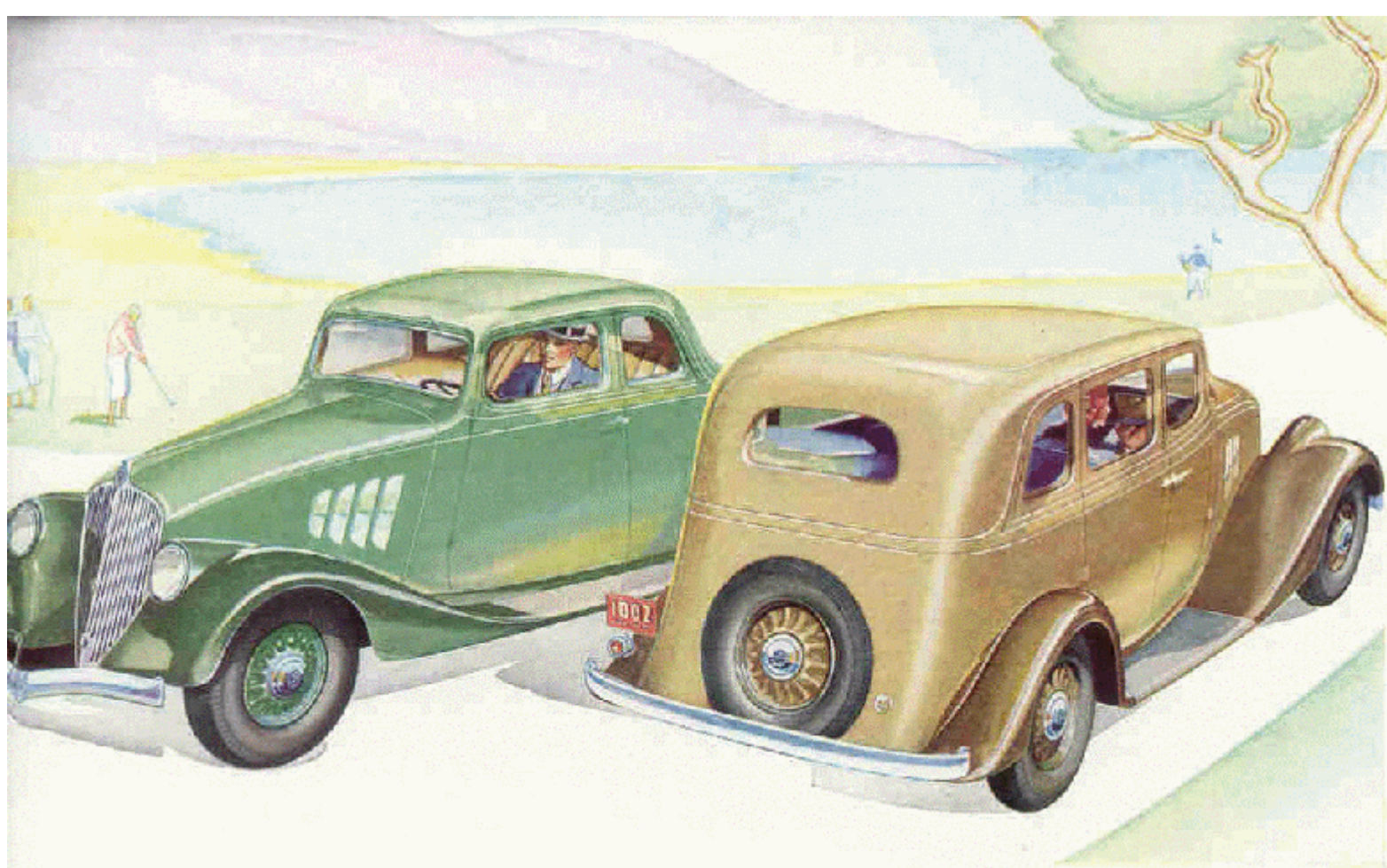
NEW WILLYS SIX 99 CUSTOM SEDAN

● "The new Willys 99 is our answer to the demand of the New Era for a low-priced Six with high-priced qualities. Motorists feel—and rightly—that in buying transportation, their money today should go further than ever before. The new Willys 99 is a completely new six—new from bumper to bumper. Ultra-modern style combines with good old-



fashioned thrift and economy. It is a big car, fast and powerful. It brings you such advanced features as Patented Floating Power, Free Wheeling, Startix, Syncro-Mesh and silent second speed. We feel confident you will agree that the Willys 99 introduces to the low-priced six-cylinder field a new idea in fashionable, safe, luxurious transportation."

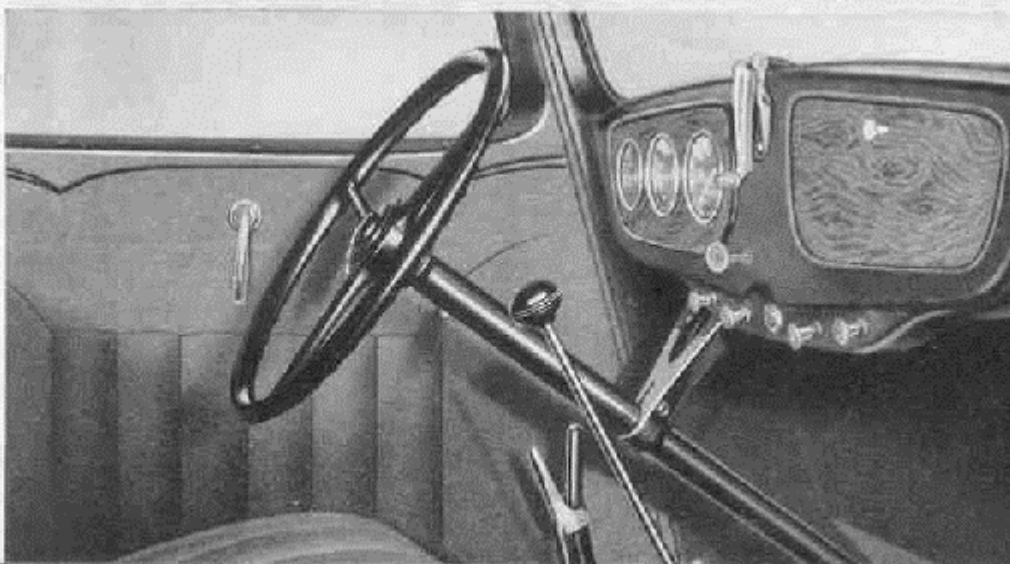
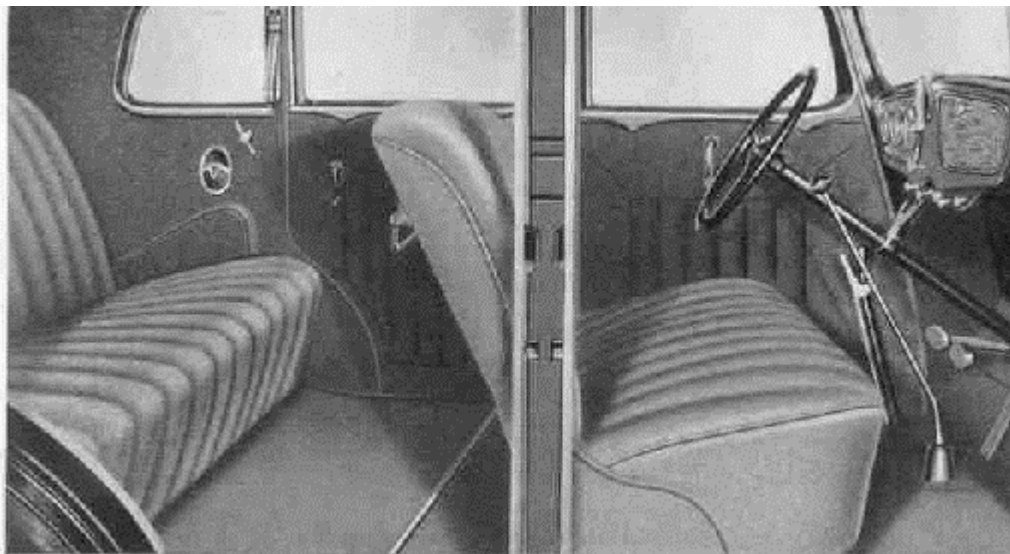
John N. Willys

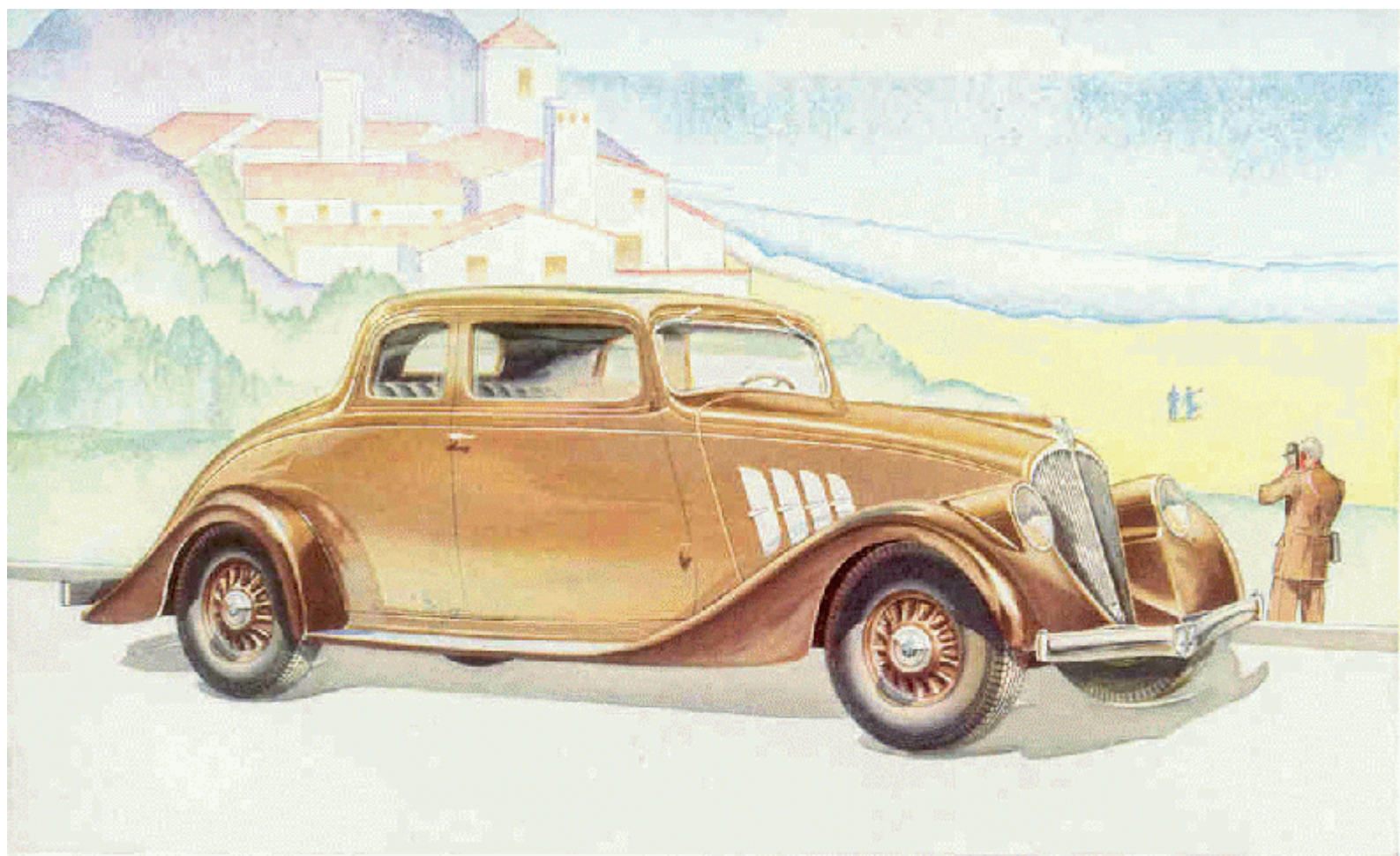


PURE STREAMLINING, FRONT TO REAR

**COMFORTABLE INTERIORS . . . SPACIOUS,
LUXURIOUS AND TASTEFULLY APPOINTED**

● The new Willys Six has a wheelbase of 113 inches, an extra wide tread of 58½ inches, and an overall length of 175 inches. . . These generous dimensions have enabled the designers to create interiors of exceptional roominess and comfort. The appointments are of a type usually found only in more expensive cars. The upper illustration shows the spacious interior of the new 99 Sedan. This model comfortably accommodates as many as six adult passengers. The lower illustration shows the steering wheel and instrument panel. The instruments are conveniently grouped, clearly visible to the driver. On the right of the dash is a lined compartment for small packages.

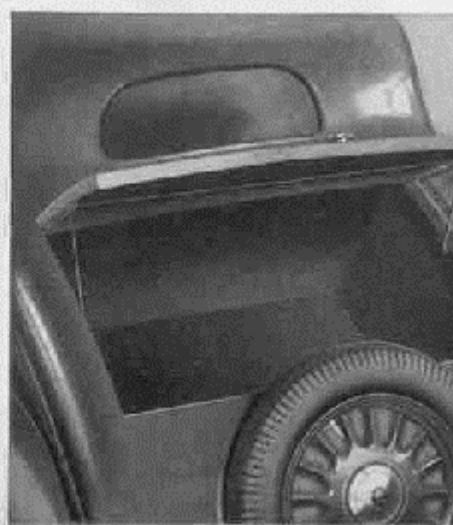
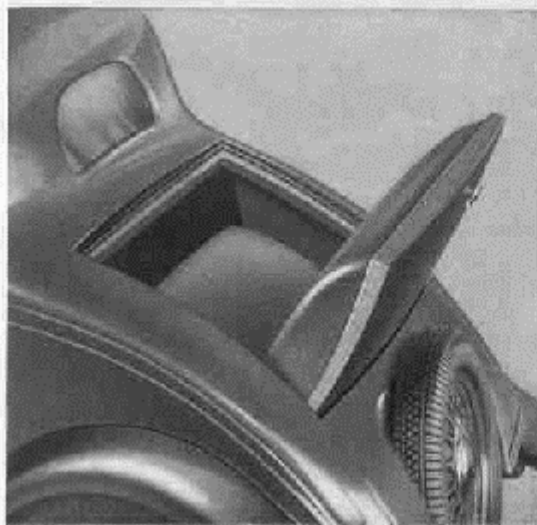
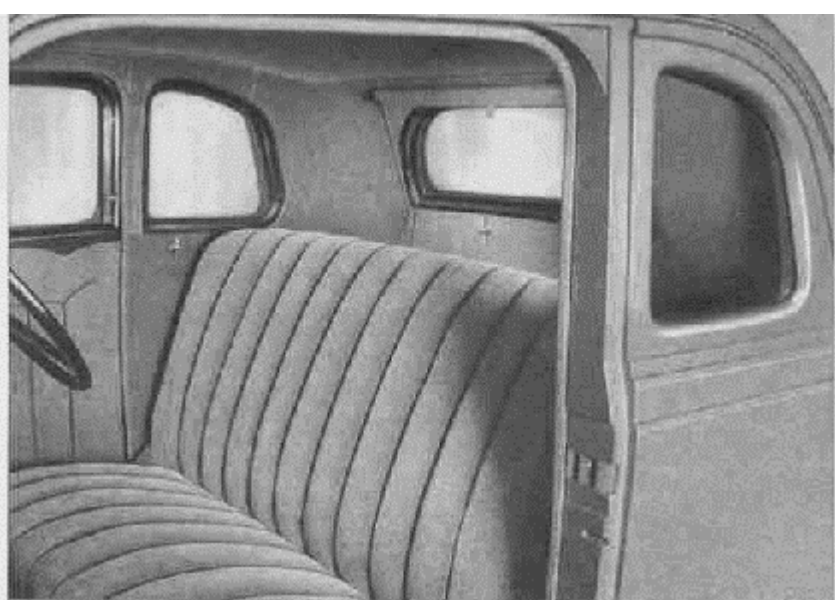




NEW WILLYS SIX 99 CUSTOM COUPE

THE NEW WILLYS SIX 99 COUPE...THE SMARTEST OF 1933 COUPES!

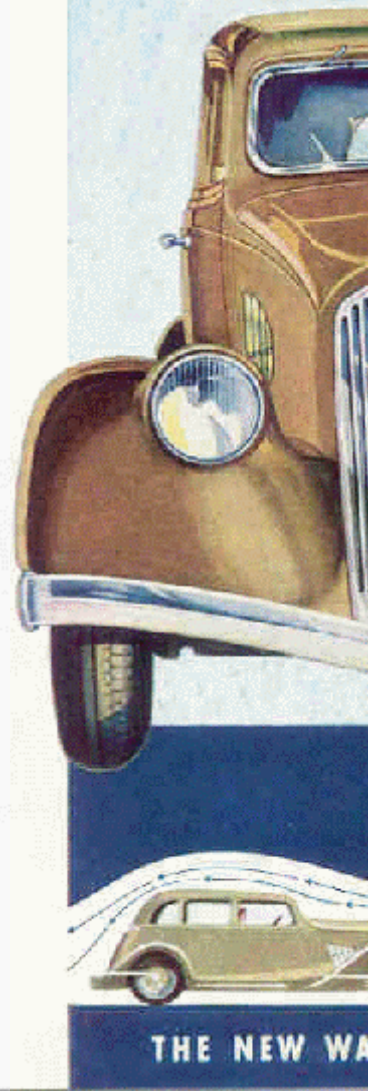
● The new Willys 99 Coupe is a personalized model, distinguished by beauty, style and comfort. Sweeping, graceful lines, and rich color harmonies make this car exceptionally smart in appearance. . . It is a fast, powerful car, with excellent riding qualities. The upper illustration shows the Coupe interior, which offers unusual head room, leg room and elbow room. The wide seat is heavily upholstered, cushions conform to the natural contours of the body. The left-hand lower illustration shows the rumble seat in the rear of the Willys 99 four-passenger Coupe; lower right illustration shows the generous luggage compartment under rear deck of the two-passenger Coupe.





THE NEW WILLYS 99 TAKES FRONT RANK AMONG THE WORLD'S MOST ATTRACTIVE CARS

● The new Willys 99 is the first low-priced Six of full streamline design. Every line, from front to rear, is a graceful, sweeping curve. First, consider the shrouded fenders. One stamping forms the fender, the fender skirt, the hood ledge and lamp body, so that the hood and fashionably slanting grille are so shaped as to minimize wind resistance. The fender unit itself has no back-washes or eddies in its conformation, and permits the air to flow smoothly over them. Other important features contributing to full streamlining and lessened wind resistance . . . are the windshield and roof lines which merge with the cowl . . . also that the body slants inward toward the belt line.



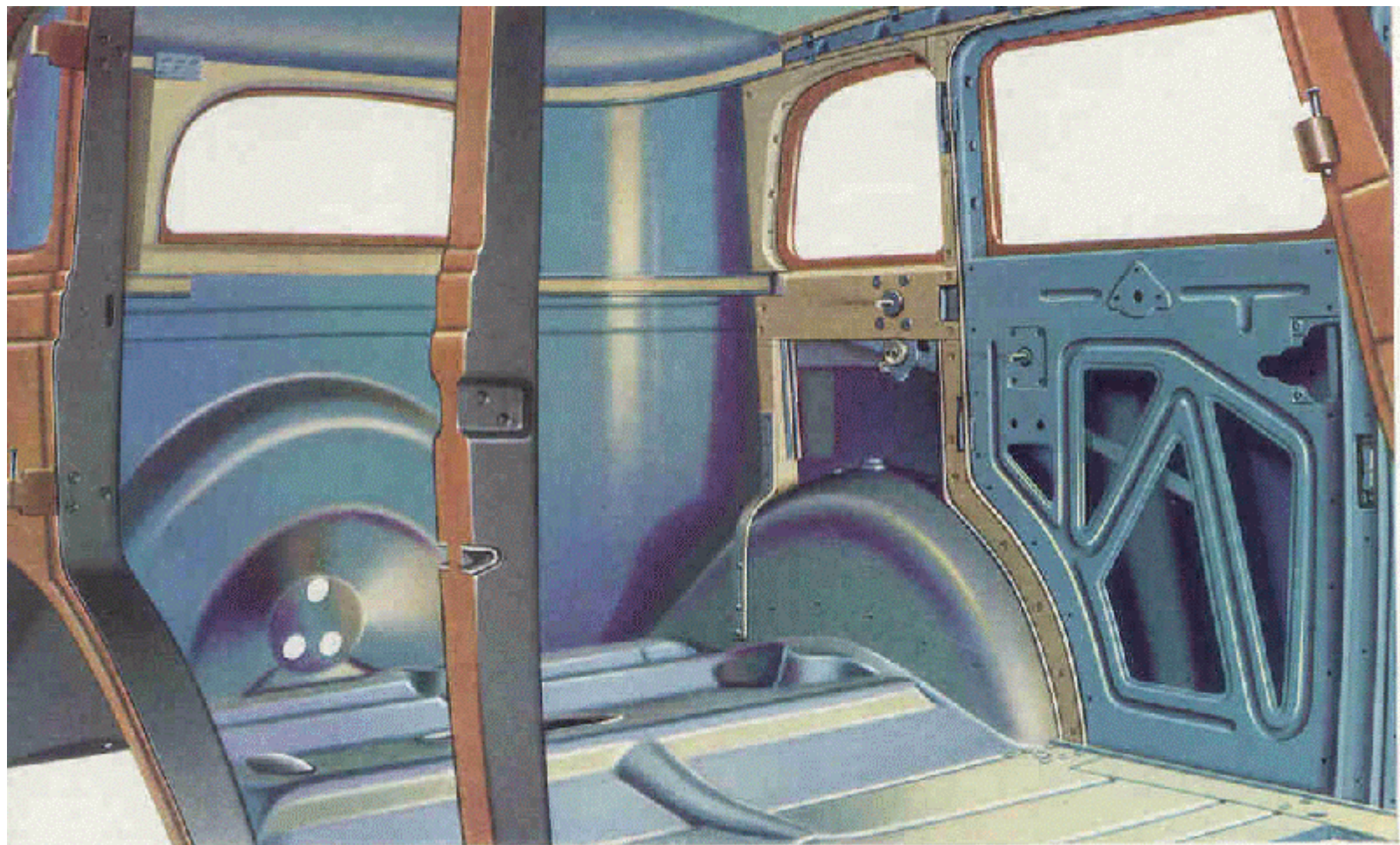


THE OLD WAY

NOT A LEDGE OR POCKET TO STEAL POWER FROM THE MOTOR

● Until the introduction of the new Willys line, most so-called “streamlining” stopped at the windshield. But even in the rear of the new Willys 99, the fenders carry out this same sweeping, streamlining effect. And the body itself, in the rear, forms a definite, smooth, streamlined contour running from the rear upper corner clear down and past the extreme end of the frame—so that there are no pockets, recesses or ledges. This tendency is carried even further by providing a recess in the back of the body to carry the spare wheel, which is so closely fitted into the body that it causes no loss of speed through projection into the air stream. Full streamlining increases speed by 5 miles an hour.

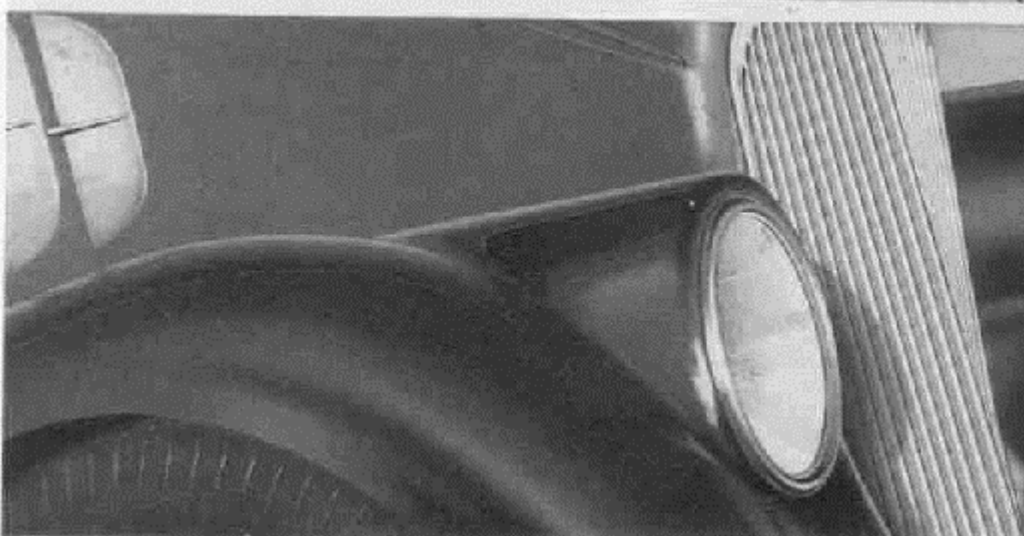
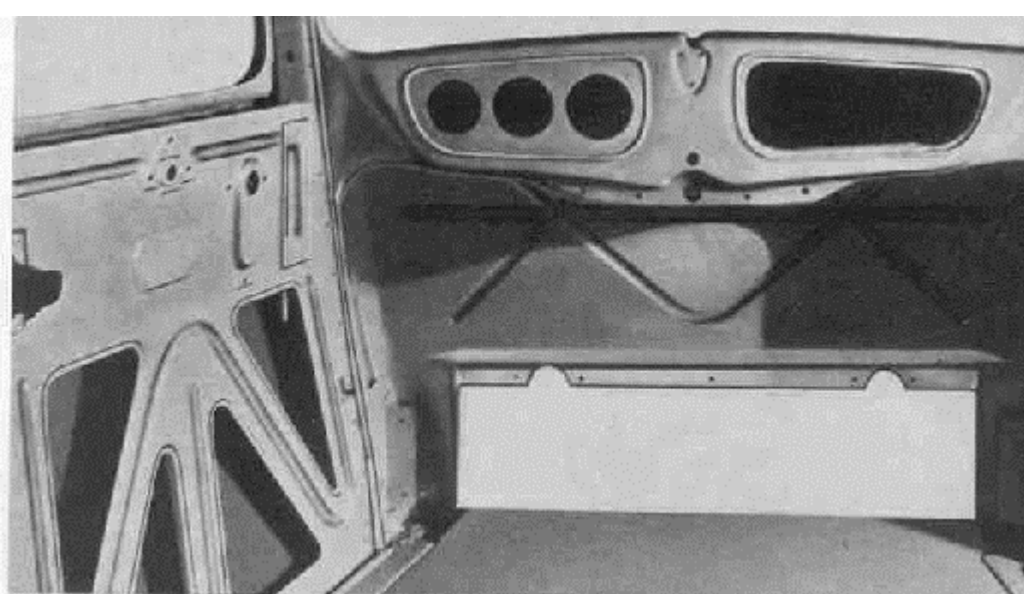


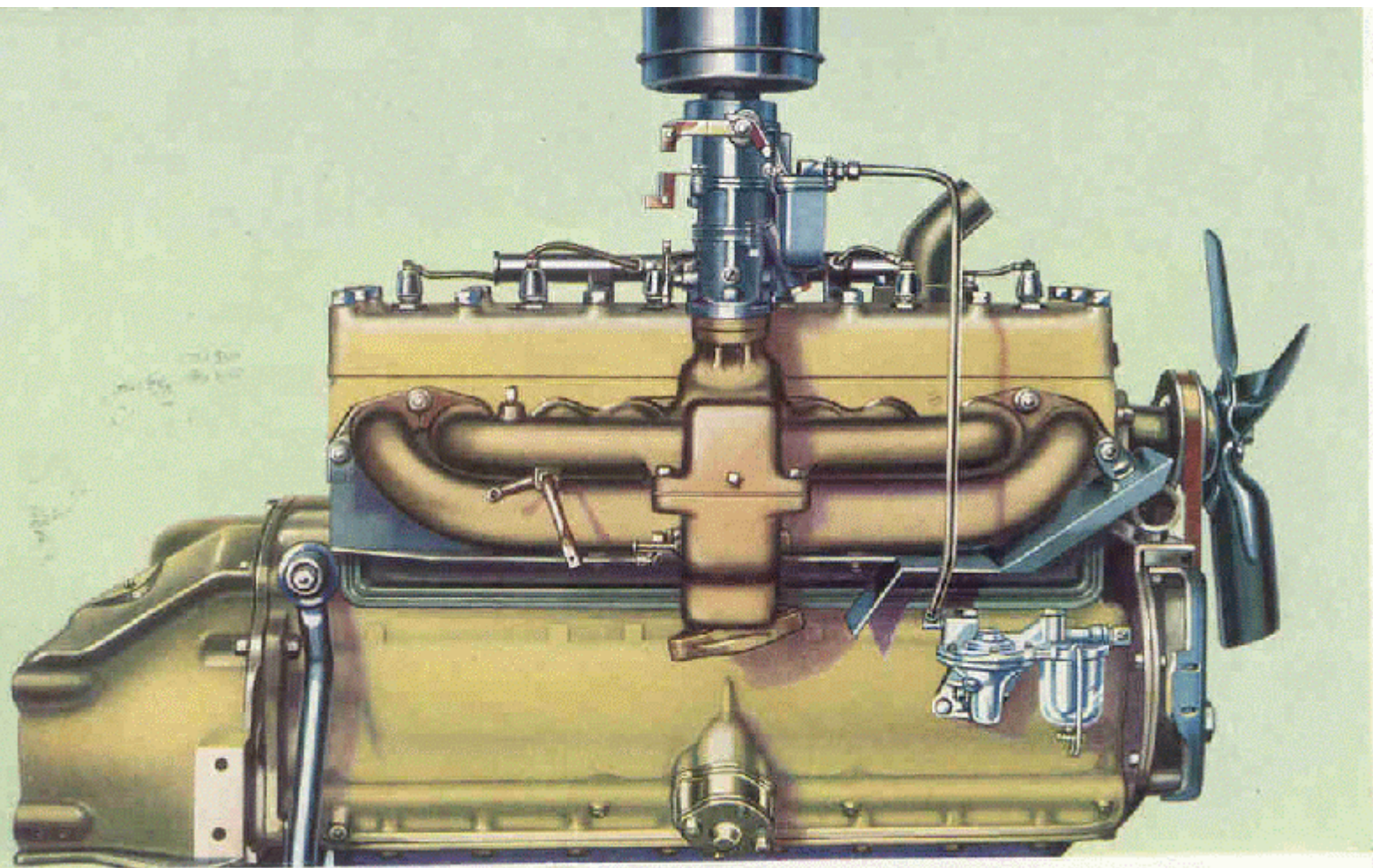


NEW WILLYS 99 HAS ALL-STEEL B

ALL-STEEL BODIES OF THE NEW WILLYS 99 ... SAFER, STRONGER, QUIETER

● The body construction of the new Willys 99 is all-steel throughout. This steel construction includes the doors, inner panels, pillars, sills, cross members and floor panels. Such modern design results in a more rigid body—stronger, safer, and quieter. Cowls, doors, rear panels, upper panels and floor stampings are completely sound-proofed and weather-proofed. The picture on the opposite page, and the upper picture on this page, illustrate the all-steel construction. The lower illustration on this page shows how even the headlamps of the new Willys 99 are streamlined, blending perfectly with the fender curves. These lamps give a wider light beam, with less road glare.

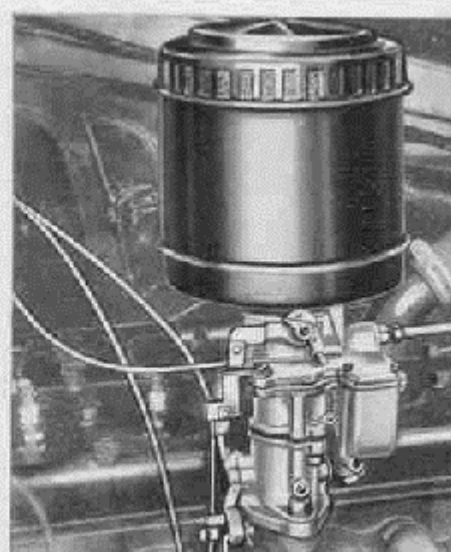
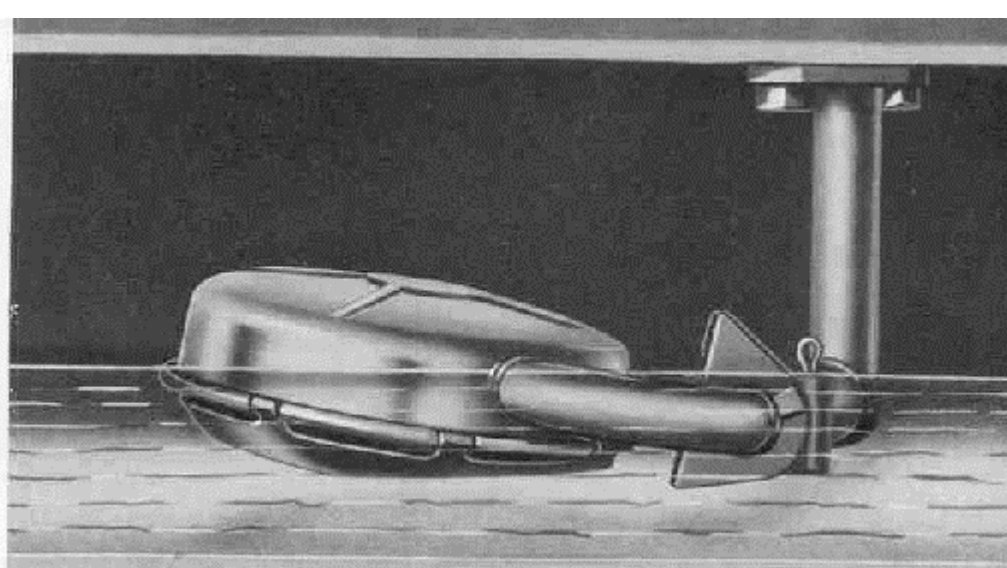


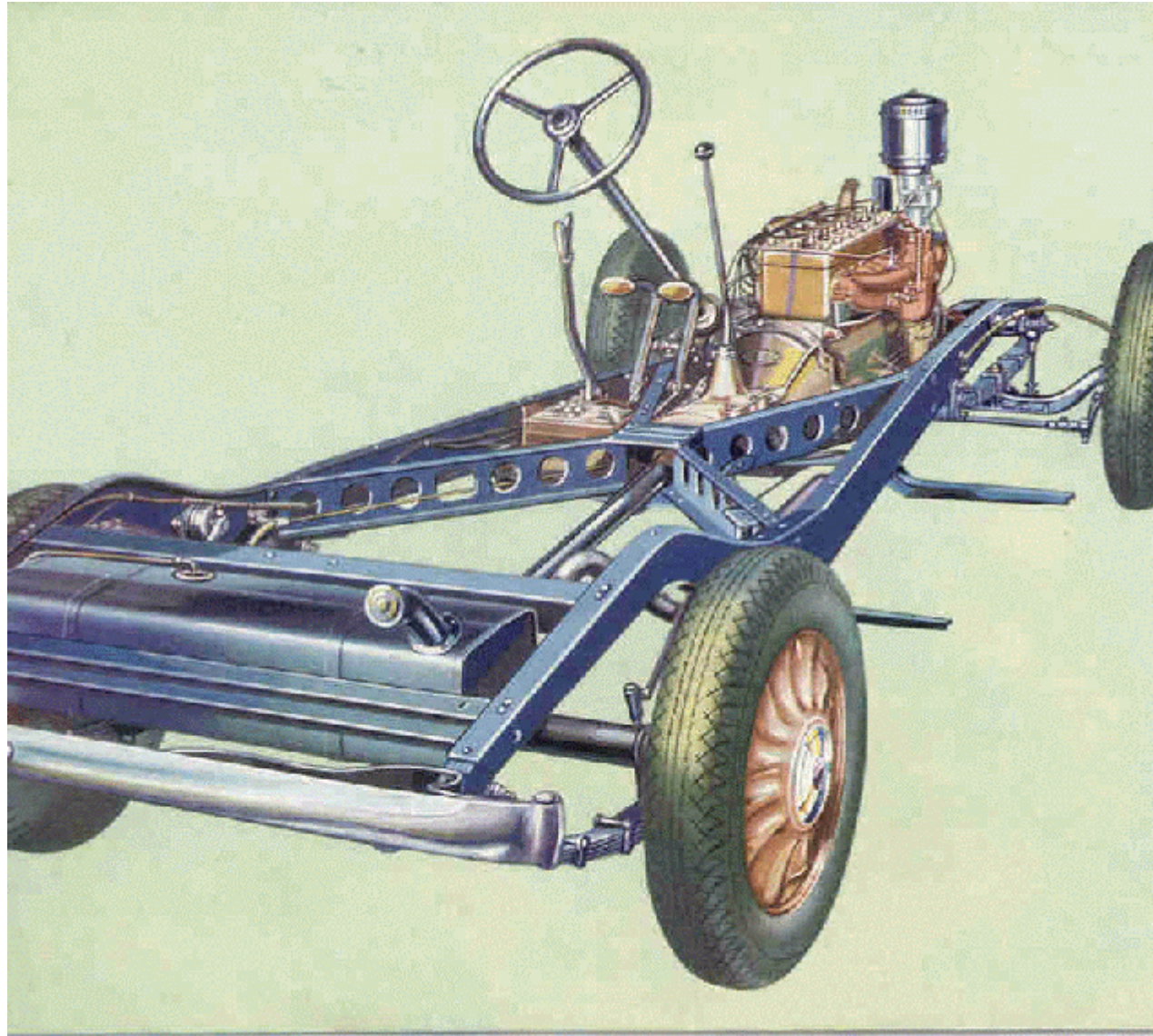


MOTOR OF THE NEW WILLYS

ENGINEERING ADVANTAGES USUALLY FOUND ONLY IN HIGHER-PRICED CARS

● On the opposite page is illustrated the powerful, rugged six-cylinder motor of the new Willys 99, having a speed of 80 miles per hour. Patented "Floating Power" engine mountings—the greatest step toward eliminating vibration—are an important advantage of this low-priced Six and give an unusual smoothness at all speeds. The upper illustration at the right shows the Float-O oil system, a notable advance which always draws the cleanest oil from the top of the pan. At lower left—4-wheel brakes of the positive mechanical type for extra safety. Lower right—down draft carburetor and unusually large cleaner permitting free entry of air for combustion.





NEW "X" TYPE FRAME IN THE WILLYS 99 FOR EXTRA STRENGTH AND RIGIDITY

● The new double drop frame of the new Willys 99 represents the latest development in design and practice. Side rails are supported by two rear cross members, the forward one being reinforced to make it a box section in the center. Ahead of these cross members an "X" member starts at the rear spring front hanger and terminates approximately at the rear of the front hanger. A frame of this construction is declared by leading engineers to be stronger in torsion than any other type.

CONDENSED SPECIFICATIONS OF MODEL 99

POWER PLANT—Engine, six-cylinder, I-head type. Bore $3\frac{1}{8}$ inches. Stroke $4\frac{1}{8}$ inches. Piston displacement 213.3 cubic inches. N.A.C.C. horsepower rating 26.33. Actual horsepower 80 at 3400 r.p.m. Compression ratio, 5.0 to 1 (20%). Steel insert rings for exhaust valve seats. Replaceable main and connecting rod bearings. Non-slap type timing chain. Oil troughs provide quiet tappet operation. Pistons, grey iron, light weight. Floating type wrist pins.

ENGINE MOUNTING—Patented "Floating Power" with clutch and brake pedals and hand brake lever mounted independent of power plant.

ENGINE LUBRICATION—Full pressure to crankshaft, connecting rod and camshaft bearings and timing chain. Oil pressure gauge in instrument panel. Float-O oil intake. Crankcase ventilator. Capacity of oil reservoir, 7 quarts.

COOLING SYSTEM—Cellular type radiator. V-type grille. Pump circulation, thermostatic control. Four-blade fan. Heat indicator in instrument panel.

CLUTCH AND TRANSMISSION—Single plate dry disc clutch. Free Wheeling, Synchro-Mesh and Silent Second Speed standard equipment.

FRONT AXLE—Reverse Elliott type; I-beam section heat-treated; Timken roller thrust bearings and bronze bushings on steering knuckles. Timken roller bearings in wheels (adjustable).

REAR AXLE—Semi-floating, banjo type. Two trunion and ball type universal joints. Rear axle gear ratio, 4.09 to 1. Adjustable Timken bearings throughout. Axle shafts chrome molybdenum steel.

STEERING GEAR—Worm and sector, semi-irreversible type, ratio 13 to 1. Turning radius, 20 feet.

IGNITION AND LIGHTING—Battery, USL 13-plate, 102-amperes. Starting motor, Auto-Lite; Startix, Generator, Auto-Lite. Head Lamps, tilt-beam, parabolic type with parking light bulbs. Tilt-beam controlled by foot switch. Wired for Radio.

BRAKES—Four-wheel Bendix duo-servo internal expanding, two-shoe type. Total braking area, $155\frac{1}{2}$ square inches.

CHASSIS—Frame, double drop, X-member type. Double channel side rails at front end. Overall length, bumper to bumper, $174\frac{1}{2}$ inches. Hydraulic 2-way shock eliminators, front and rear.

WHEELS—Disc type with radial indentations. Spare wheel at rear.

FUEL SYSTEM—13-gallon gasoline tank. Mechanical fuel pump and filter. Gasoline gauge. Down-draft type carburetor with silencer-type air cleaner.

CONTROLS—Horn at center of steering wheel. Spark, throttle, choke, free wheeling and heat controls on instrument panel. Startix automatic starter.

EQUIPMENT—Hydraulic 2-way shock eliminators front and rear. Dome light in Sedan. Foot pedals and treadle type accelerator, rubber-covered. Non-glare safety glass windshield. Sound and weather-proofed bodies. Two automatic windshield cleaners. Rear view mirror and clock combination. Safety glass in windows at extra cost. Single key for ignition and door locks. Front seat adjustable. Cowl ventilator. Inside sun visors (2). Tools.

NOTE: We reserve the right to change prices, colors, and other specifications without notice.

WILLYS-OVERLAND, INC. • TOLEDO, OHIO

Willys Export Corporation, Toledo, Ohio
Willys-Overland, Limited, Toronto, Canada

Willys-Overland Crossley, Limited, Stockport, England
Willys-Overland Crossley, G. m. b. H., Berlin, Germany



The Willys-Overland Owner Service Policy assures you of maximum motoring pleasure and satisfaction.

For a period of ninety (90) days from date of purchase or until the car has been driven 4000 miles (whichever occurs first), if any part should have to be replaced because of defect or faulty workmanship, the replacement is effected by any authorized Willys-Overland dealer in the United States, without charge to the owner either for parts or for labor. The policy also provides for inspection and adjustments during the warranty period which will be furnished by the dealer selling the car, at no cost to owner except for lubricants.