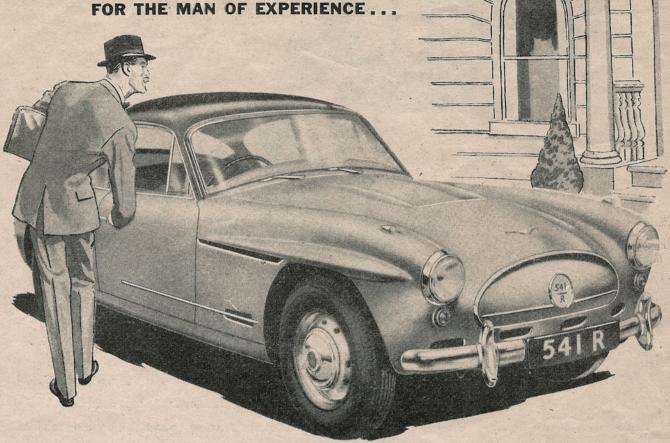


Jensen Car Club of Switzerland



## THE JENSEN 541'R'



This will not be your first car. It is the sort of car that company directors buy, after they have driven thousands of miles in many of the finest cars in the world. Why, then, do these men buy a Jensen 541 'R'? — we can tell you.

Some of the world's best cars are a little too big for the owner-driver, under modern traffic conditions. Others have a wonderful performance but are noisy at high cruising speeds — many of them are really only two-seaters.

For the man who wants to go far and fast, or commute from home to office every day, silence is one of the most important considerations. The 541 'R' is one of the quietest cars in the world when

cruising at 90 m.p.h. in over-drive — a mere 3000 r.p.m. from the 4 litre, B.M.C. engine.

It is also one of the safest of the fast cars with exceptional road holding, and with stopping power second to none, through Dunlop disc brakes on all four wheels — the first production, 4 seater, saloon car ever to have this specification.

It is quite a small car, in fact, the overall length is only 14'10", and the overall width 5'3", but it will carry 4 adult passengers in complete comfort, with all their luggage for a long holiday.

If you would like to know more about this outstanding British car, please write for literature and a full specification.

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