

Your personal demonstration
of the 1954

PACKARDS

and

Packard

CLIPPERS



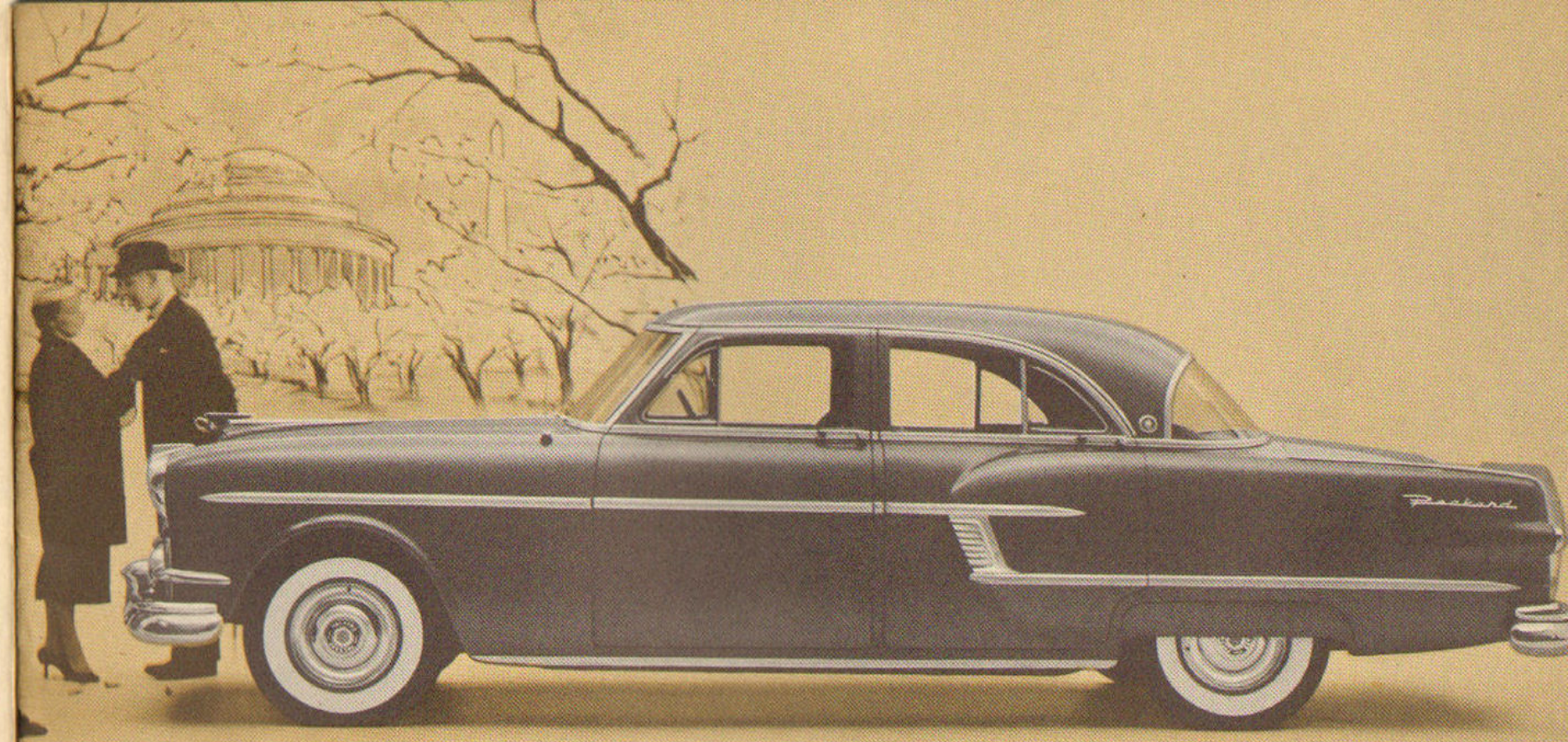
The New Look in Cars IS "THAT PACKARD LOOK"

Packard Styling Again Sets The Trend. Packard first set the style trend for quality cars more than a half century ago . . . and now, again, Packard leads the way. Advanced contour styling, bold, beautiful and functional, was developed and introduced by Packard. It has now been copied by many other 1954 cars.

New Functional Beauty, Front To Back. Advanced contour styling is as practical and functional as it is beautiful. High-crown fenders and low hood put you in a better position to see more of the road. Wide, expansive windows give greater visibility, front and back. High rear deck gives you new trunk spaciousness.

Contour Styling Helps You Drive Relaxed. Horizon-wide visibility lets you see the road close ahead, the full sweep behind, all four fenders. You drive in new comfort and with less fatigue—in heavy city traffic and on the highway, too. Relaxed driving has actually been engineered into every Packard car.

Styling That Stays In Style. Packard's advanced design—handsome, functional, *lasting* beauty—assures you of a greater protection of your automobile investment. When you buy a Packard or Packard CLIPPER, you get more car for your money *now*, more money for your car when you eventually trade it in.

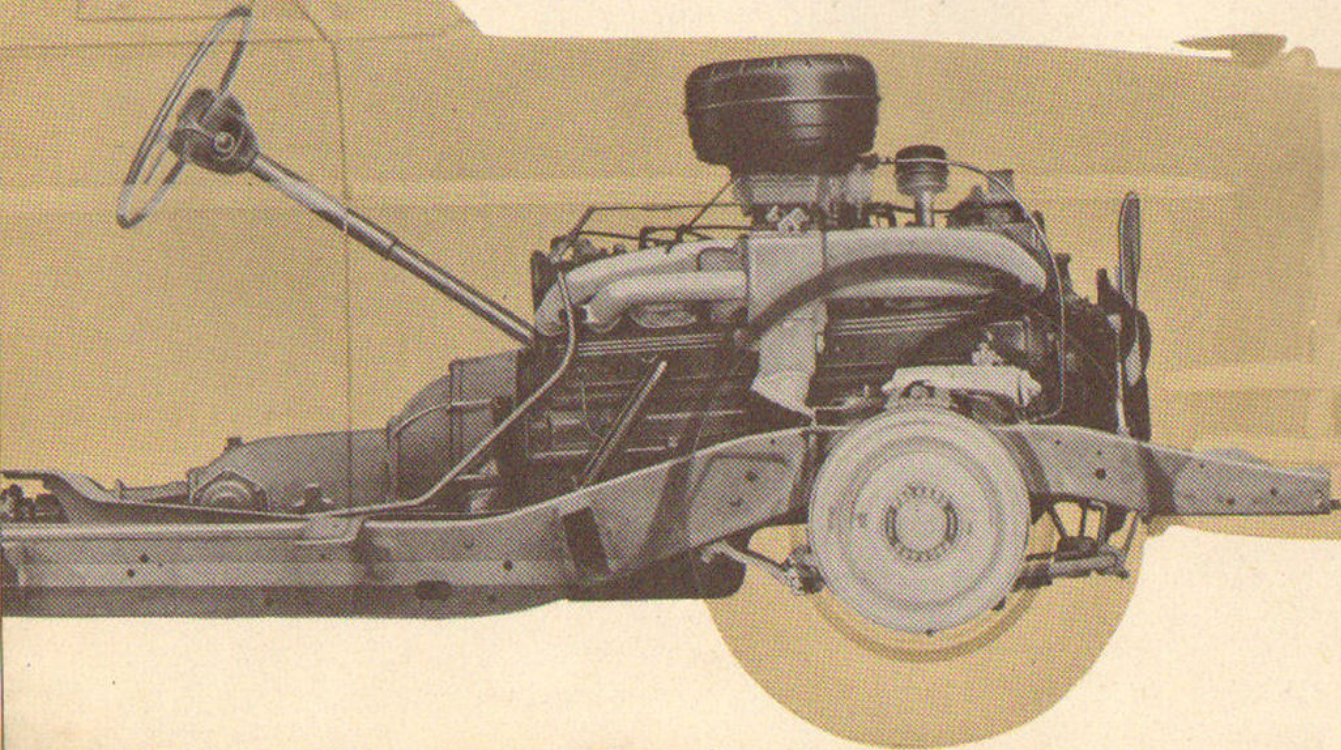


the Packard PATRICIAN

A brilliant new high-compression 212-horsepower engine . . . trend-setting contour styling . . . new ultra-luxurious interiors . . . this is—by all comparisons—America's most distinguished motorcar.

No one builds power like PACKARD

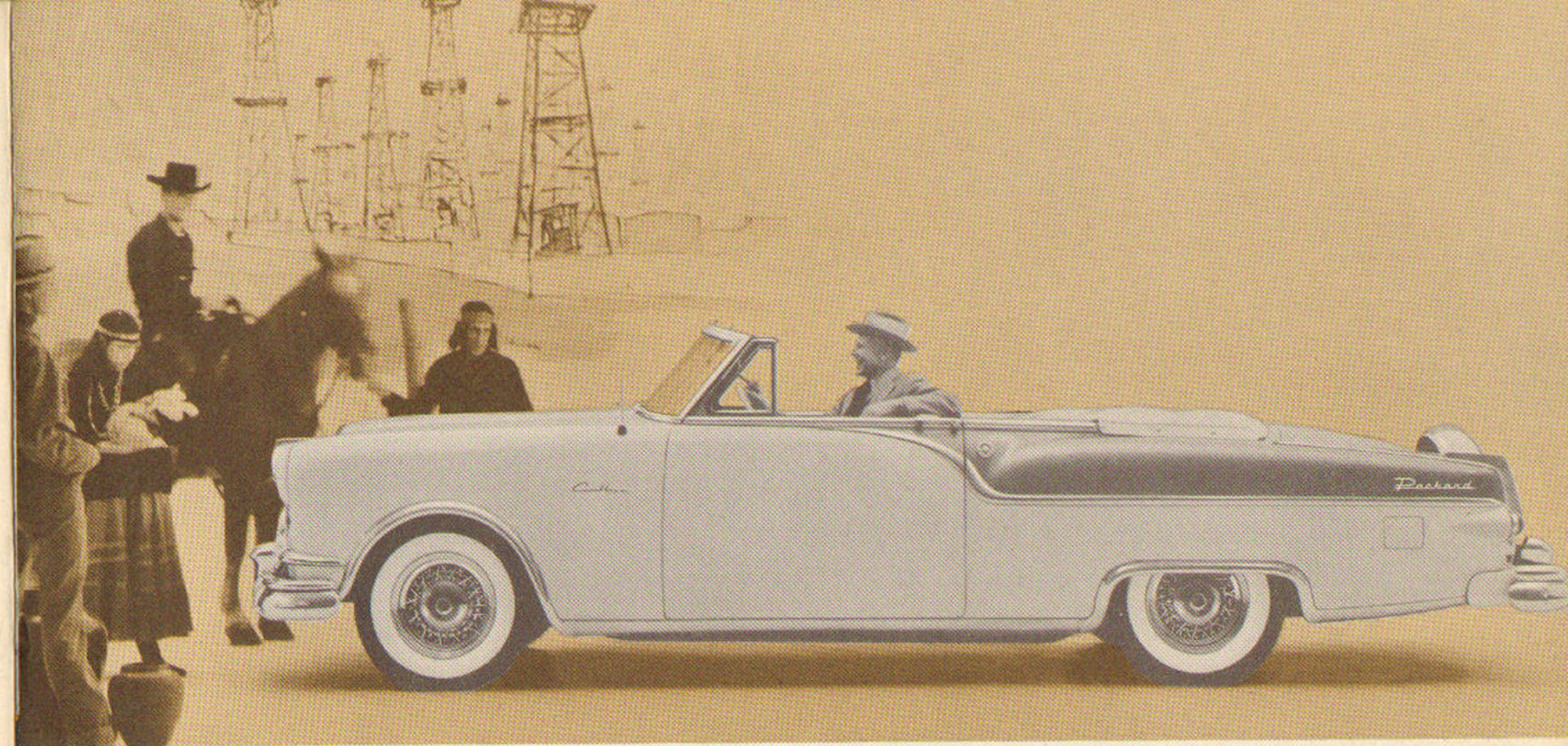
Delivers greatest "usable" power in average driving ranges



There is a big difference between horsepower and driving power. Driving power is "usable" power and Packard gives you the greatest "usable" power among American cars—at relatively low engine speeds. This assures you of longer engine life and lower operating costs.

Packard's great new high-compression 212-H.P. engine has a four-barrel carburetor, new-type combustion chamber and the heaviest crankshaft in the automotive industry.

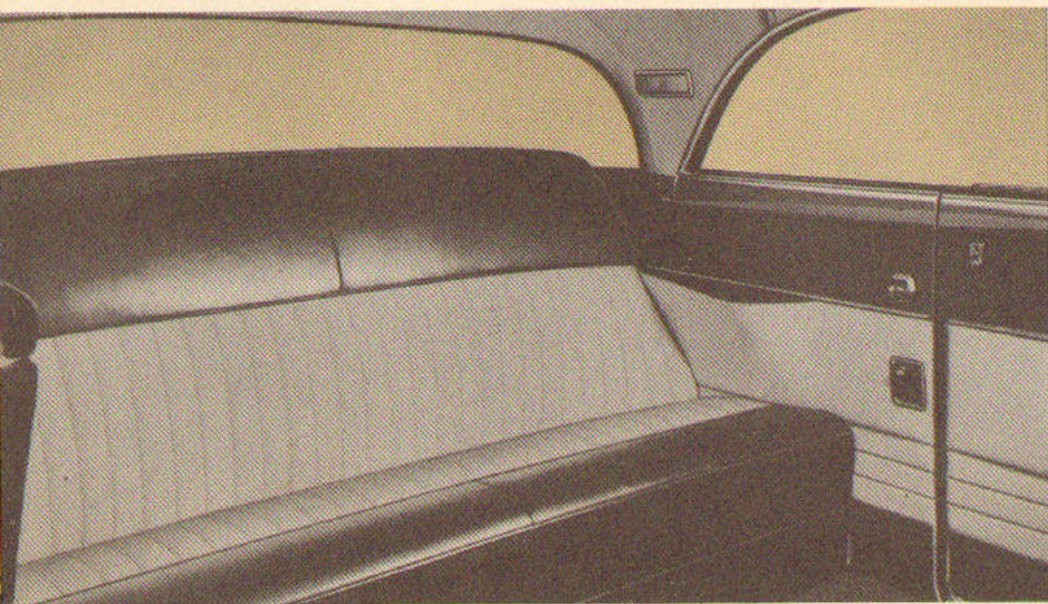
The new Packard CLIPPER 165-H.P. engine and the improved 150-H.P. engine have up to 25% fewer working parts than other engines of comparable power. They give brilliant ranges of performance, stay young longer and cost much less for necessary maintenance.



the Packard CARIBBEAN

The smartest of all convertibles . . . combining a sleek, glamorous European flavor with Packard's advanced contour styling, 55 years of engineering experience and superb craftsmanship.

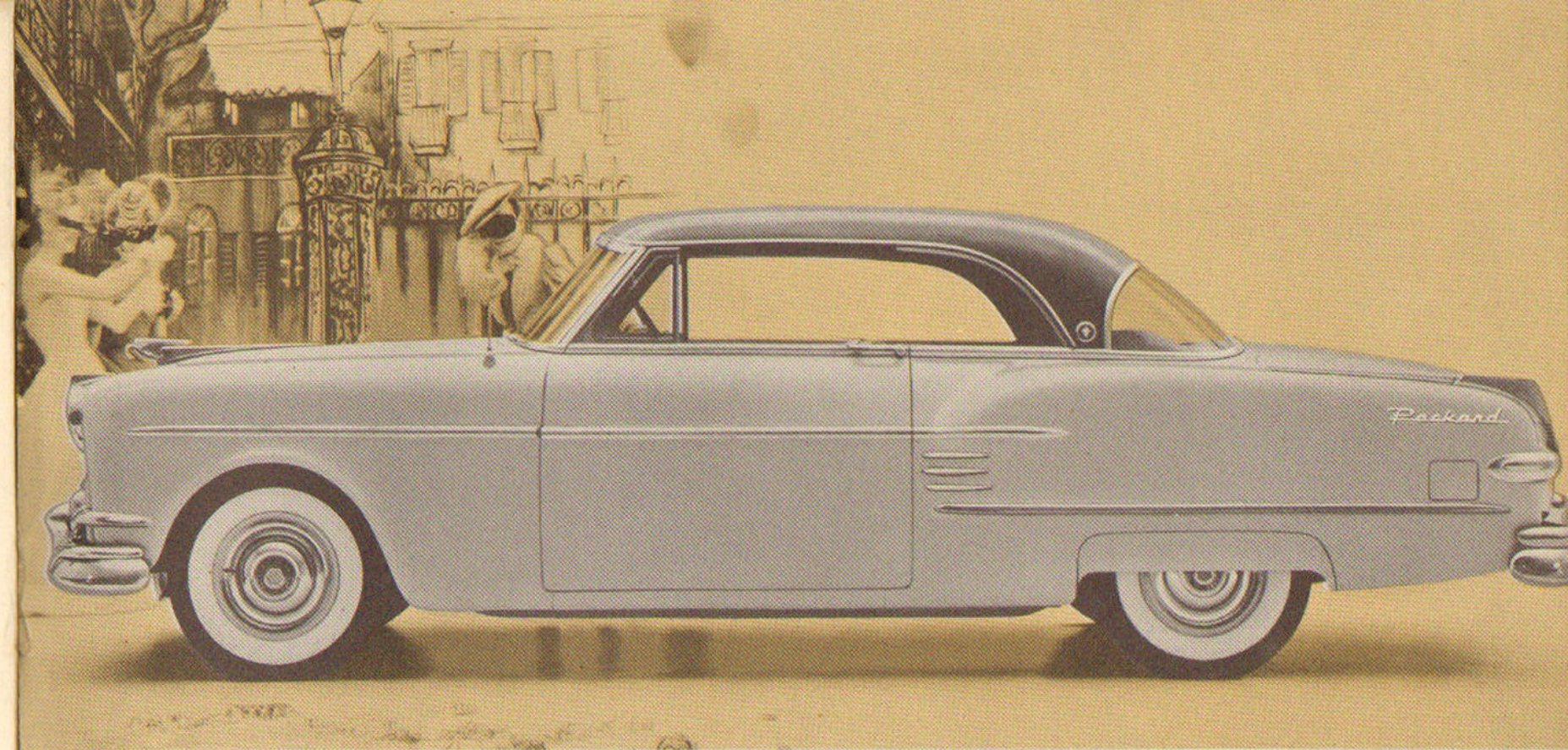
Luxurious interiors with the custom touch



Sleek, cool nylon and genuine leather upholstery combine in the new Packard Pacific to make one of the most distinctive and luxurious interiors of any car ever built. Five two-tone choices.

Packard offers 52 interior trim combinations—a new and wider choice of smart, rich, upholstered interiors in a great variety of colors.

- There's nylon matelassé, a new kind of durable nylon fabric.
- Broadcloth of the finest quality and texture.
- Nylon and broadcloth in handsome, colorful two-tone combinations.
- Nylon and top-grain, hair-cell leather in the beautiful new Pacific.
- Genuine top-grain, hair-cell leather in The Caribbean and Convertible.

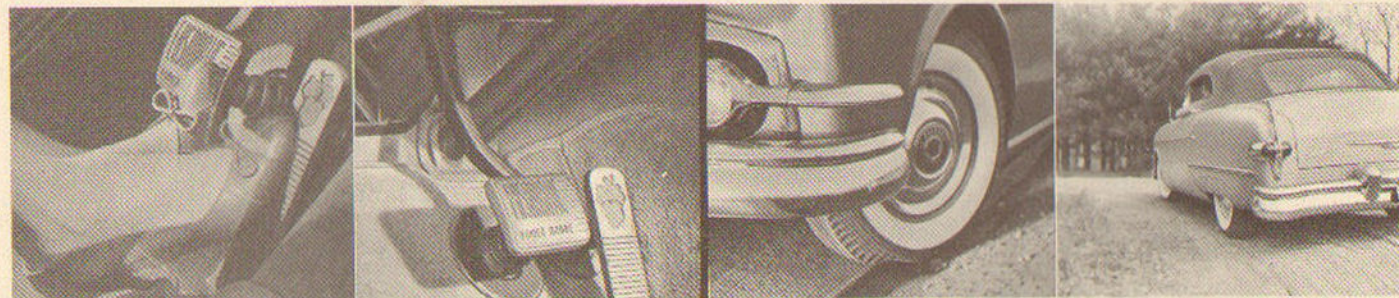


the Packard PACIFIC

Advanced contour styling—"that Packard look"—in America's smartest new hardtop. With Packard's brilliant 212-H.P. engine. As practical for family use as it is beautiful.



Packard's proved power features for years-ahead driving enjoyment



Instant, sure stops at tip-toe touch

Packard power brakes cut foot pressure by 40%, take 20% less time to apply—which can reduce distance required to stop by 13 feet, at 30 M.P.H.

Keep the "feel of the wheel" with power steering

Even striking the edge of a paved road won't cause swerving. Packard power steering supplies up to 80% of the steering effort.

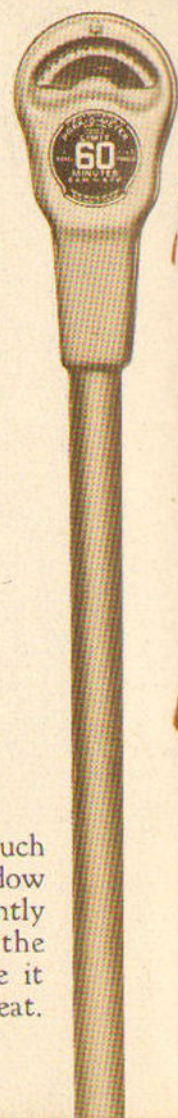
4-Way power seat

Raises or lowers, slides smoothly and silently forward or back at the touch of a finger. Two buttons at side of seat permit instant adjustment for any driver.



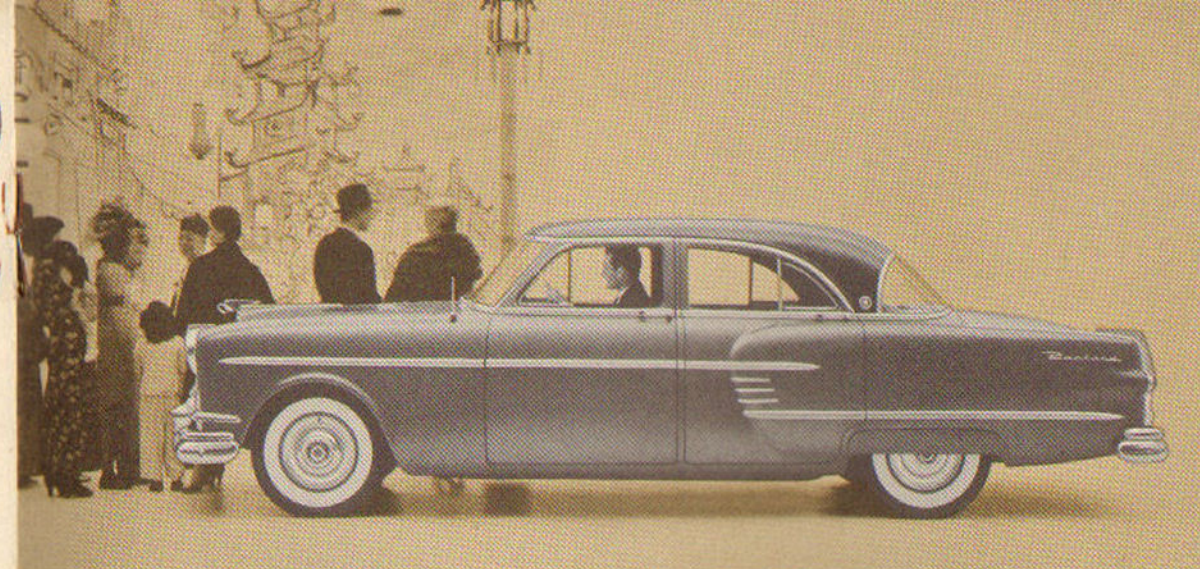
Power windows

Raise or lower at the touch of a button. Every window in the car can be silently controlled either by the passenger sitting beside it or from the driver's seat.



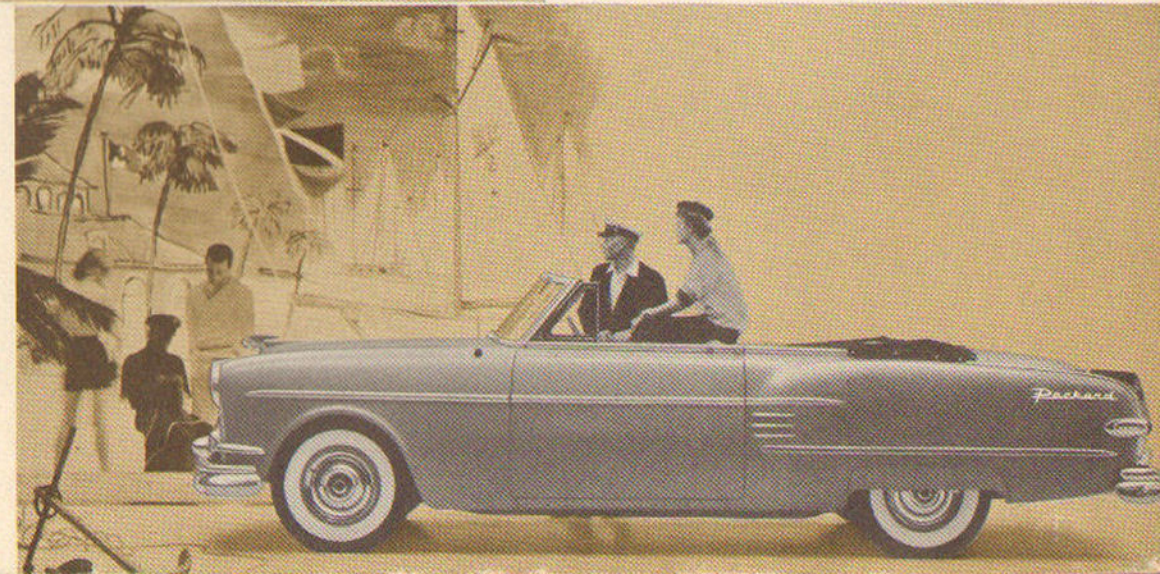
the Packard CAVALIER

One of America's most distinguished cars—and a real value package, too. You can choose from scores of optional features to make this smartly individual car yours and yours alone. Interiors are keyed to the color of the car itself.



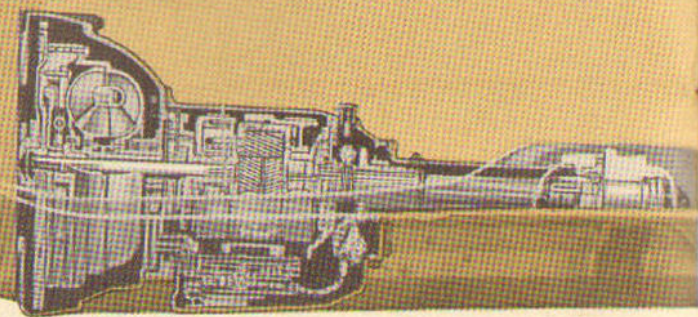
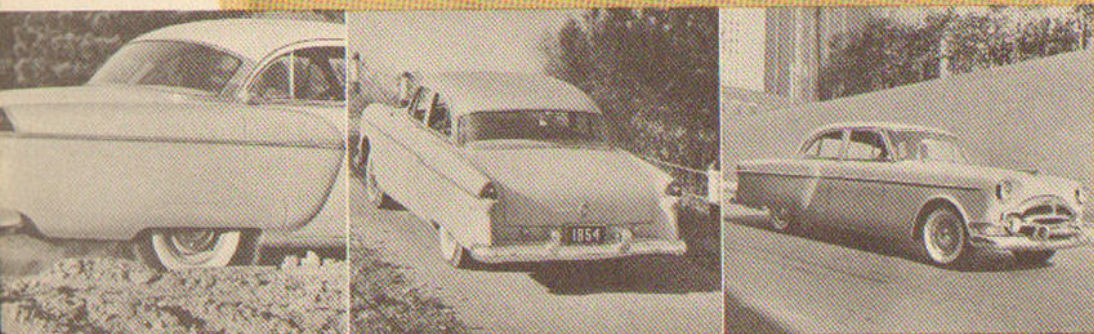
the Packard CONVERTIBLE

Offering fresh new color combinations and swank interiors of genuine top-grain leather in a choice of six tones. Also boasts Packard's great new breathtaking 212-H.P. engine—quiet, eager, responsive and alert.

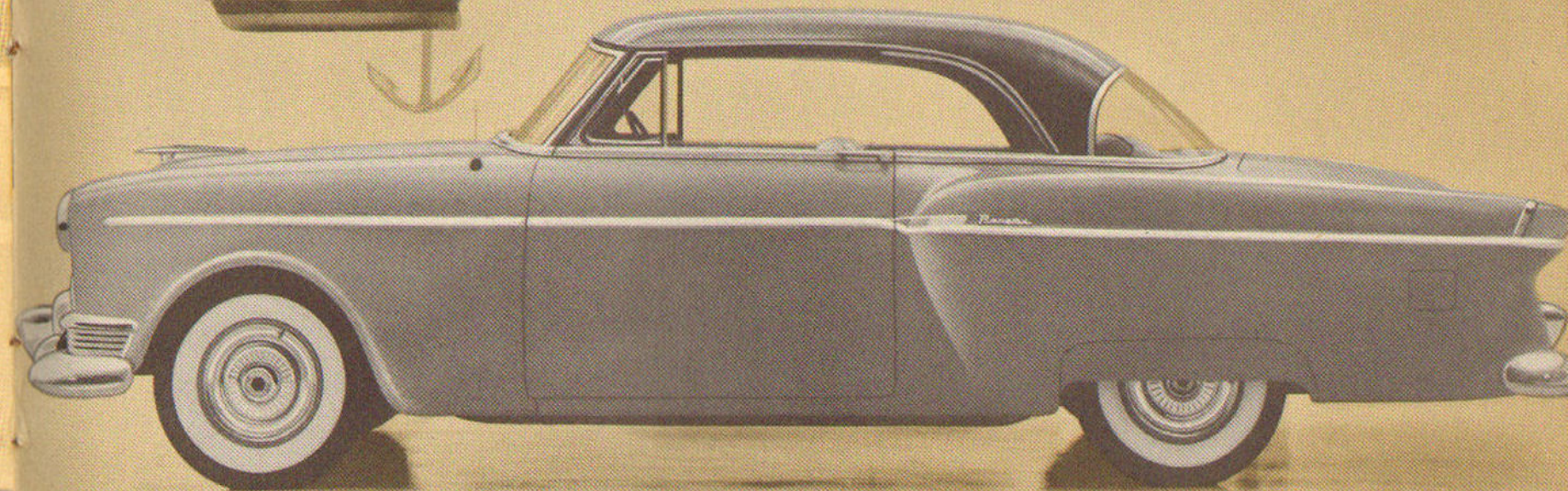


Designed for Packards . . . Built by Packard
PACKARD ULTRAMATIC

The world's finest, smoothest, most dependable automatic transmission. With Ultramatic there are no surprise shifts, no gear steps, no gas-wasting slippage.

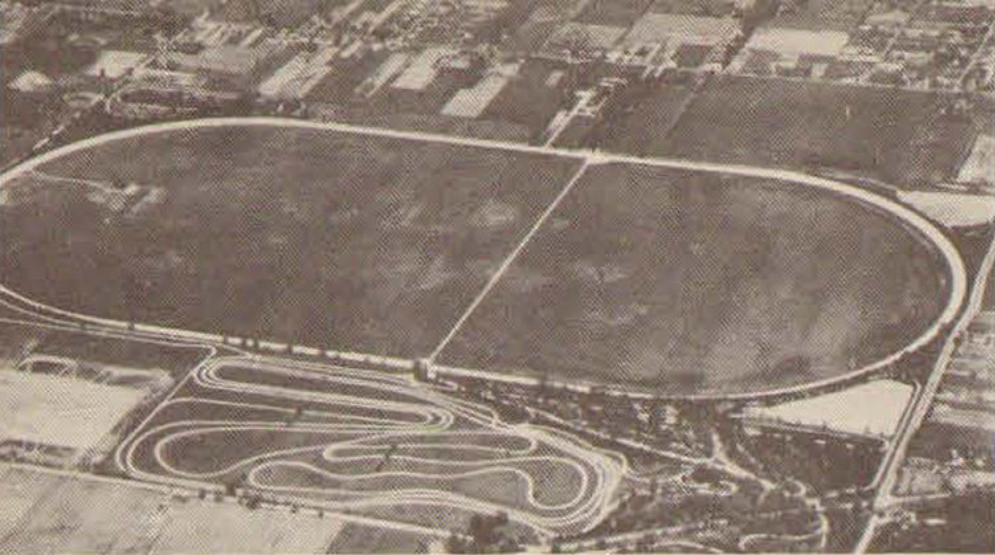


1. Flick to low! Flick to reverse! That's all there is to rocking your car gently and effectively in sand or snow.
2. Climb steep hills without a thought of overheating. Ultramatic's direct drive lets engine run cooler, cutting engine wear.
3. Coming down hill, Ultramatic lets you use engine compression for braking all the way down to 11 M.P.H.



the Clipper **PANAMA**

America's newest glamour car . . . a hardtop beauty with the new power of the 165-H.P. Packard engine and handsome new interiors in four beautiful nylon and genuine leather combinations.



the Packard PROVING GROUND

Through the gates of the great Packard Proving Ground at Utica, Michigan, constantly pass test cars embodying new ideas. Within these 560-acre grounds are facilities for an endless variety of tests devised by Packard engineers to prove each new idea. Here have been proved each of the many famous Packard advancements that have revolutionized motorcar travel.

1. A Packard goes through the water bath. Result: No hint of dampened performance or engine trouble.
2. Drive over railroad ties proves how Packard minimizes road shock to body, steering, suspension and other parts.
3. Sand, loose gravel and ruts at high speeds prove Packard's ease of handling and effectiveness of steering and brakes.
4. Speed tests on the world's fastest 2½-mile track point up efficiency of Packard's 212-H.P. engine.
5. Climbing power of Packard standard and Ultramatic transmissions are checked on grades up to 35%.
6. Engines are tested in this temperature control room, from -40° F. to 135° F., proving performance under all conditions.



165-H.P. Clipper SUPER TOURING SEDAN

The smartest car in its price class—for performance, advanced styling, comfort. It's a big car—215 inches in over-all length. You can choose from 23 smart new interior color combinations in luxurious new upholstery. Here's pride of ownership you can't match in any other medium-priced car.

165-H.P. Clipper SPORTSTER

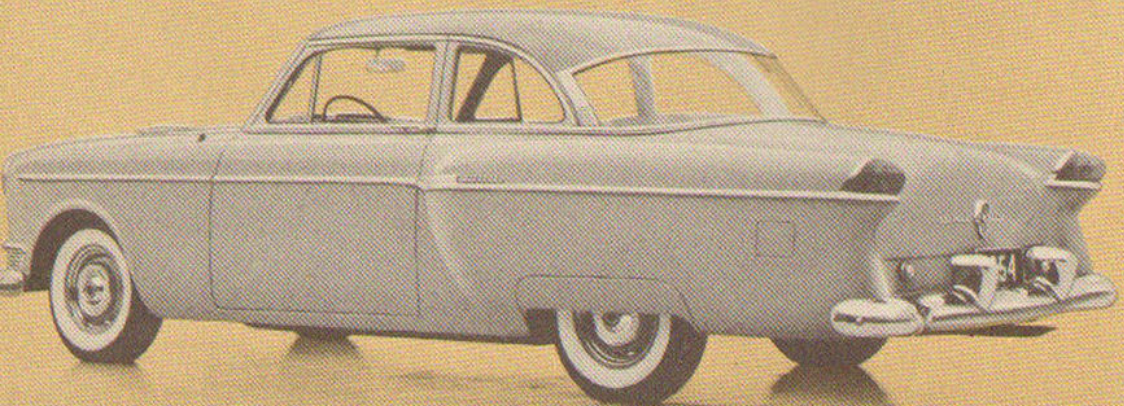
A wonderful new car with hardtop styling . . . at a pleasing low price. A "young" car, with swift, racy lines, flashing performance, Packard's famous 165-H.P. engine, rich interiors and a thrilling ease of handling—all outward expressions of Packard-built quality through and through.





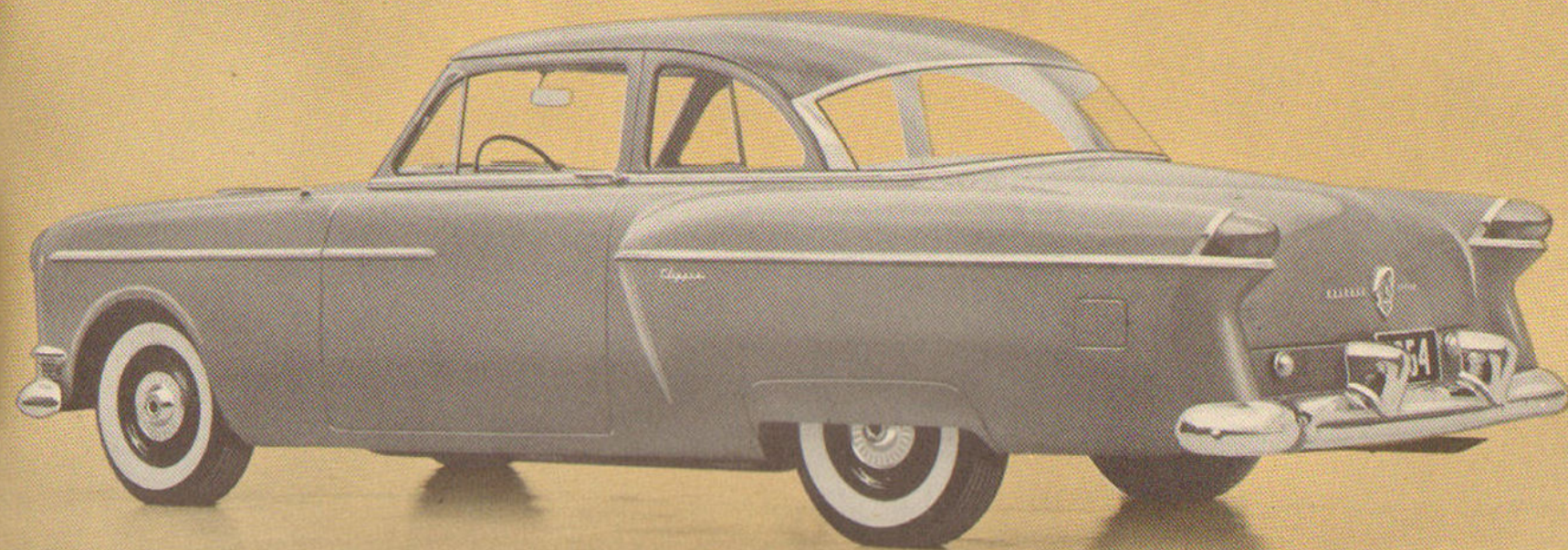
165-H.P. Clipper
DE LUXE TOURING SEDAN

The new CLIPPER ride, the new ease of handling, are two of the most impressive features of this brilliant new car. Reasons: New front suspension supports; less unsprung weight; new, longer over-all length; new brakes with wider lining and drums. Drive one and see for yourself.



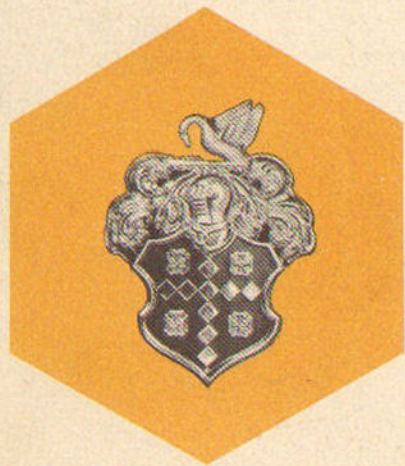
165-H.P. Clipper
DELUXE CLUB SEDAN

The CLIPPERS, too, have "that Packard look" . . . high fenders, low hood, high and flat rear deck. Note the smart new taillights on this CLIPPER Club Sedan . . . advanced design that gives you more car for your money *now*, more money for your car when you trade it.



150-H.P. Clipper SPECIAL CLUB SEDAN

Built by Packard in the fine-car tradition at a popular medium price, this CLIPPER offers the flair of a hardtop at the cost of a standard two-door sedan.



PACKARD

Presents Two Great Lines of Cars for 1954