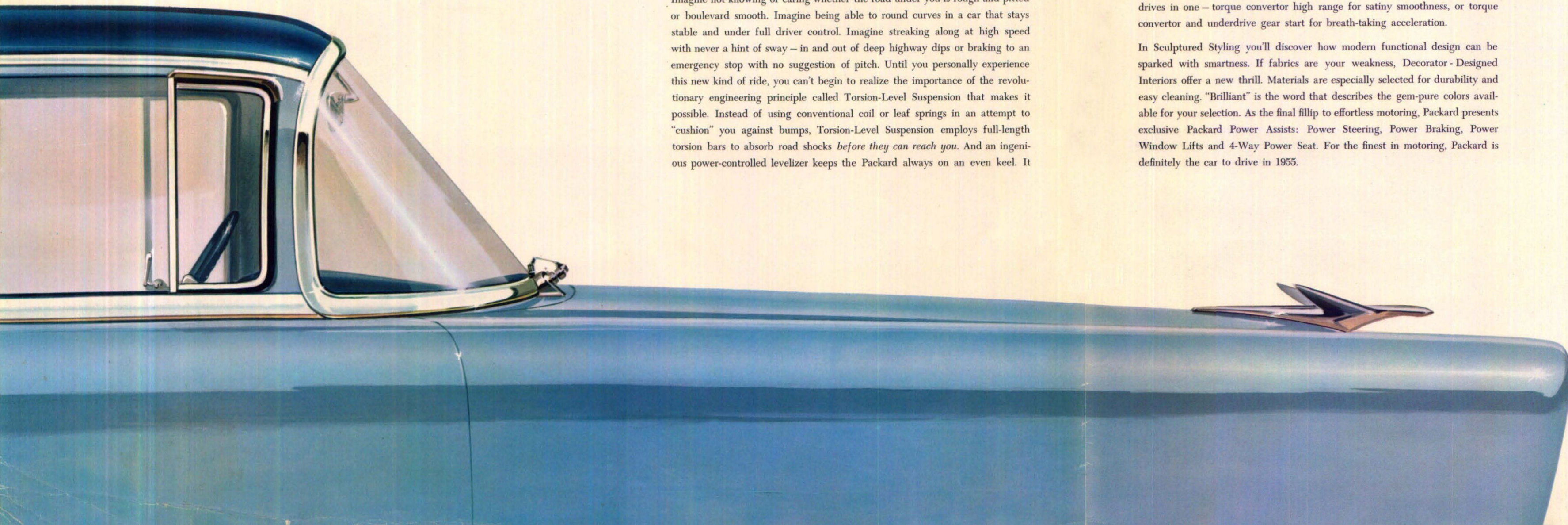


THE NEW PACKARD

*Introducing...*

*the most important automotive achievement of our time*



Traditionally, the highest esteem of the motoring public, as reflected by "Ask the man who owns one," is the priceless heritage of Packard.

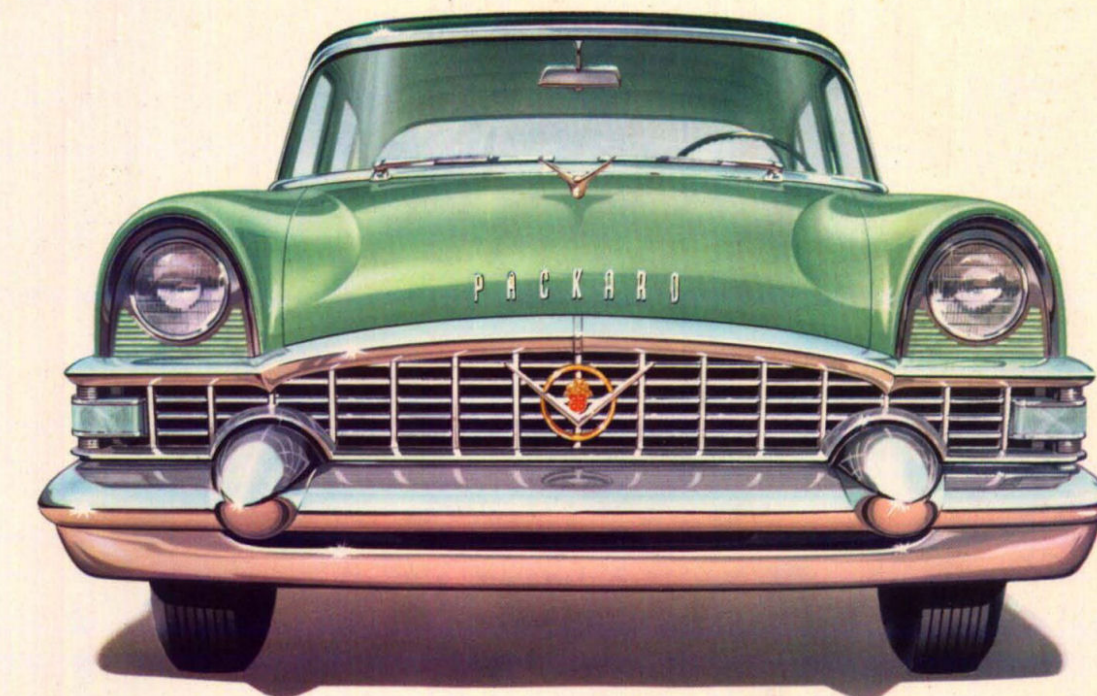
To enrich this heritage, the vast engineering and manufacturing facilities of the Packard organization are dedicated in the development and production of the New Packards for 1955. These fine cars are presented to you in that light, proudly and confidently. These are the ultimate in driving performance and riding comfort incorporating more engineering advancements than any automotive achievement of our time.

For your driving pleasure, Packard presents an entirely new kind of ride! Imagine not knowing or caring whether the road under you is rough and pitted or boulevard smooth. Imagine being able to round curves in a car that stays stable and under full driver control. Imagine streaking along at high speed with never a hint of sway — in and out of deep highway dips or braking to an emergency stop with no suggestion of pitch. Until you personally experience this new kind of ride, you can't begin to realize the importance of the revolutionary engineering principle called Torsion-Level Suspension that makes it possible. Instead of using conventional coil or leaf springs in an attempt to "cushion" you against bumps, Torsion-Level Suspension employs full-length torsion bars to absorb road shocks *before they can reach you*. And an ingenious power-controlled levelizer keeps the Packard always on an even keel. It

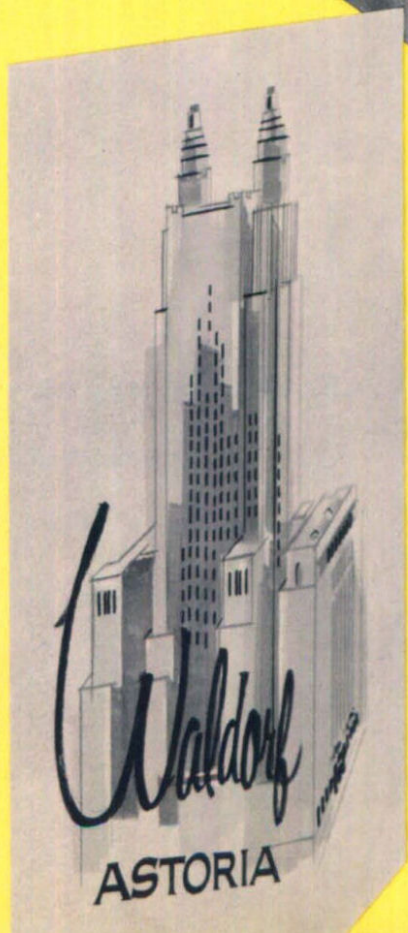
clings tenaciously to the road, giving rear wheels more traction, minimizing skid hazards. Driving is easier, less fatiguing — far, far safer. We suggest you compare the New Packard with the car you think is the finest on the road today. You will find nothing on earth rides like a Packard . . . for no other car has Torsion-Level Suspension, perfected by Packard.

In the New Packards, you will find all of the features you expect and demand in a fine motorcar. If it's performance you prize, the Master Motor Builders of America give you new standards in the big, new free-breathing V-8, the world's most Powerful Engine in any production car. Tailored to your motoring moods, the New Twin Ultramatic Transmission gives you the choice of two distinct drives in one — torque convertor high range for satiny smoothness, or torque convertor and underdrive gear start for breath-taking acceleration.

In Sculptured Styling you'll discover how modern functional design can be sparked with smartness. If fabrics are your weakness, Decorator-Designed Interiors offer a new thrill. Materials are especially selected for durability and easy cleaning. "Brilliant" is the word that describes the gem-pure colors available for your selection. As the final fillip to effortless motoring, Packard presents exclusive Packard Power Assists: Power Steering, Power Braking, Power Window Lifts and 4-Way Power Seat. For the finest in motoring, Packard is definitely the car to drive in 1955.



*We at Packard* sincerely believe  
the New Packards bring a great new concept of fine motoring  
to those most capable of appreciating it. To confirm this,  
we invite you to drive a New Packard at your earliest convenience.  
Your Packard Dealer joins us in this invitation.

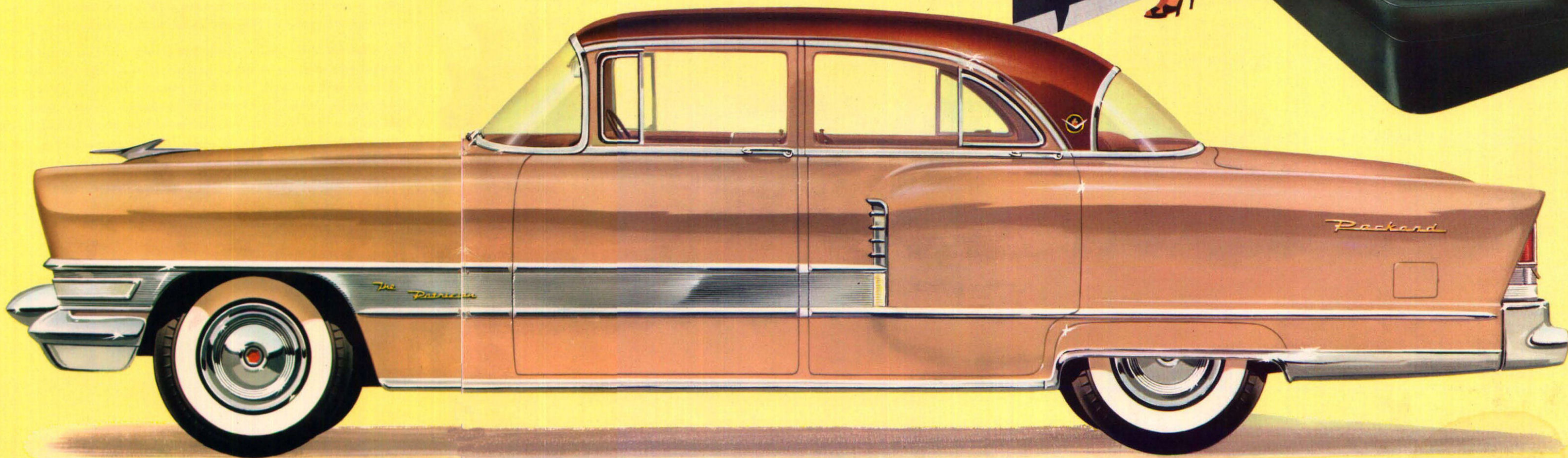
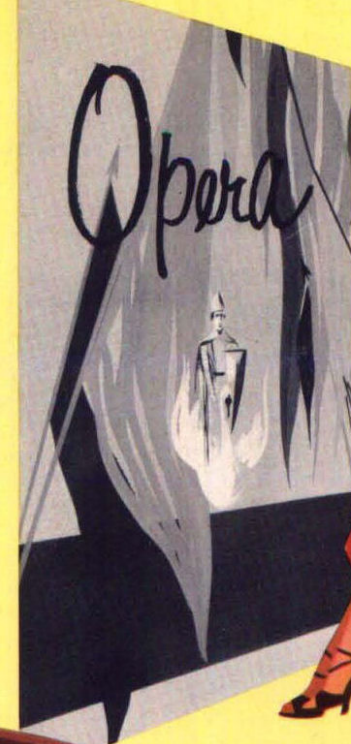


"That Packard Look" means advanced graceful styling, makes this new Packard the most distinctive of motorcars at curbstome or in motion. Here you have true three-dimensional perfection of line and form, the feeling that a sculptor has worked a masterpiece in steel and glass and chrome. Beauty, yes - and practical functioning at its finest. Note the skillful contour of the trunk that belies its huge capacity for luggage, the guideline fenders that are visible from the driver's seat for ease of parking, the massive rear bumper with exhaust ports clear of the undercarriage. These design details bespeak the lasting beauty that is Packard. And the beauty of Packard is always at its best, for in these fine cars Packard's Torsion-Level Suspension maintains with or without load that low majestic look so much admired by motorists.

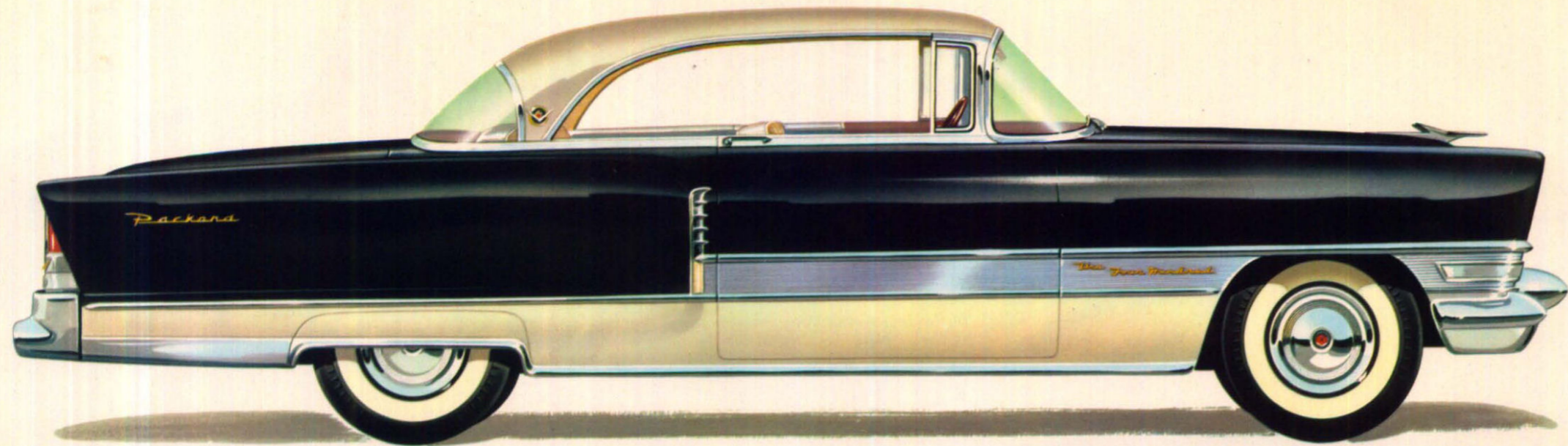
## THE Packard Patrician

The first name in fine cars is the one phrase that best describes the Packard Patrician. Those who demand the subtle touches that distinguish the masterpiece will discover them in this great family car. Women will recognize instantly the superb styling and accessories

that spell an original. Men will know at a glance the fine conformation and responsive eagerness that mark the thoroughbred. As beautiful to drive as it is to admire, the Packard Patrician reflects its owner's individuality in an appreciation of all things fine.

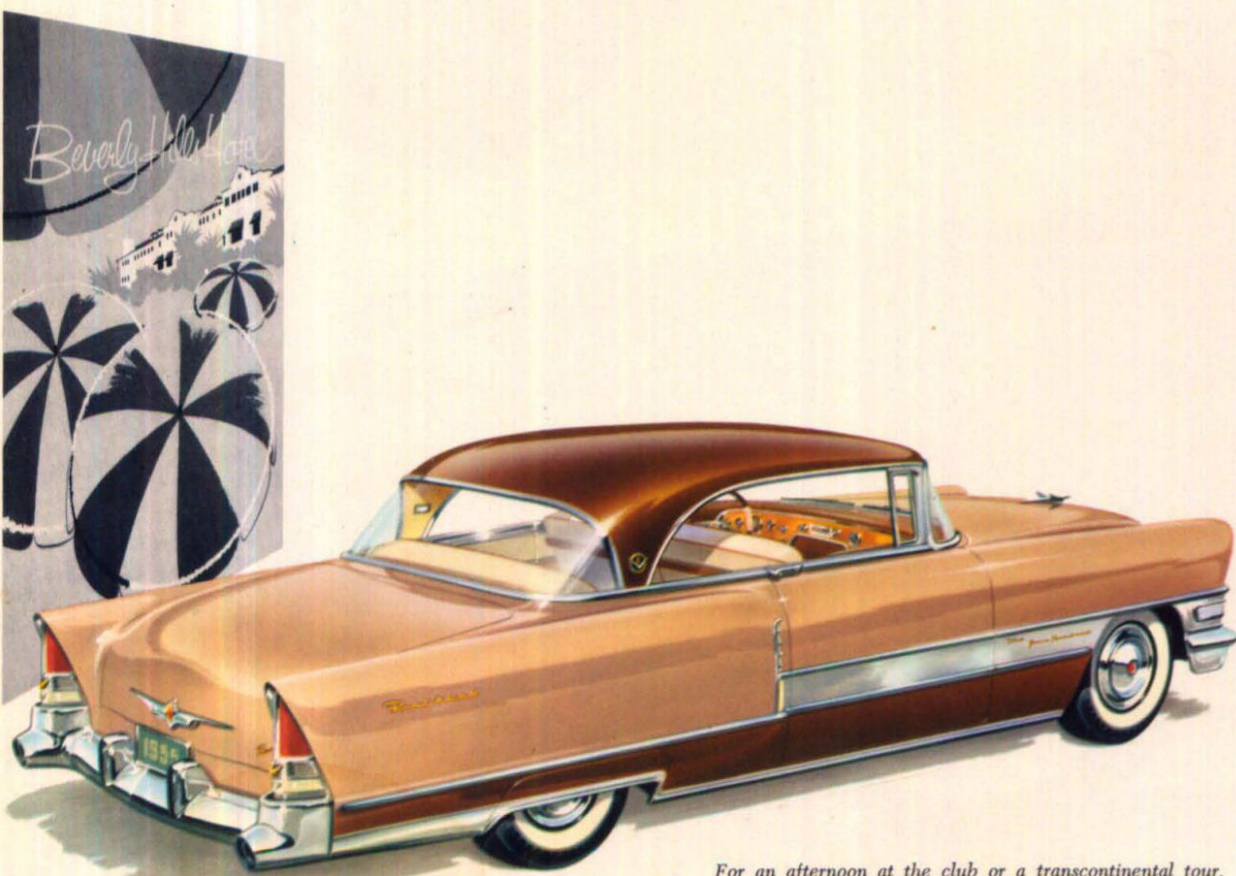


Powered by 260 horsepower V-8 Packard Engine, on 127" wheelbase Torsion-Level Chassis

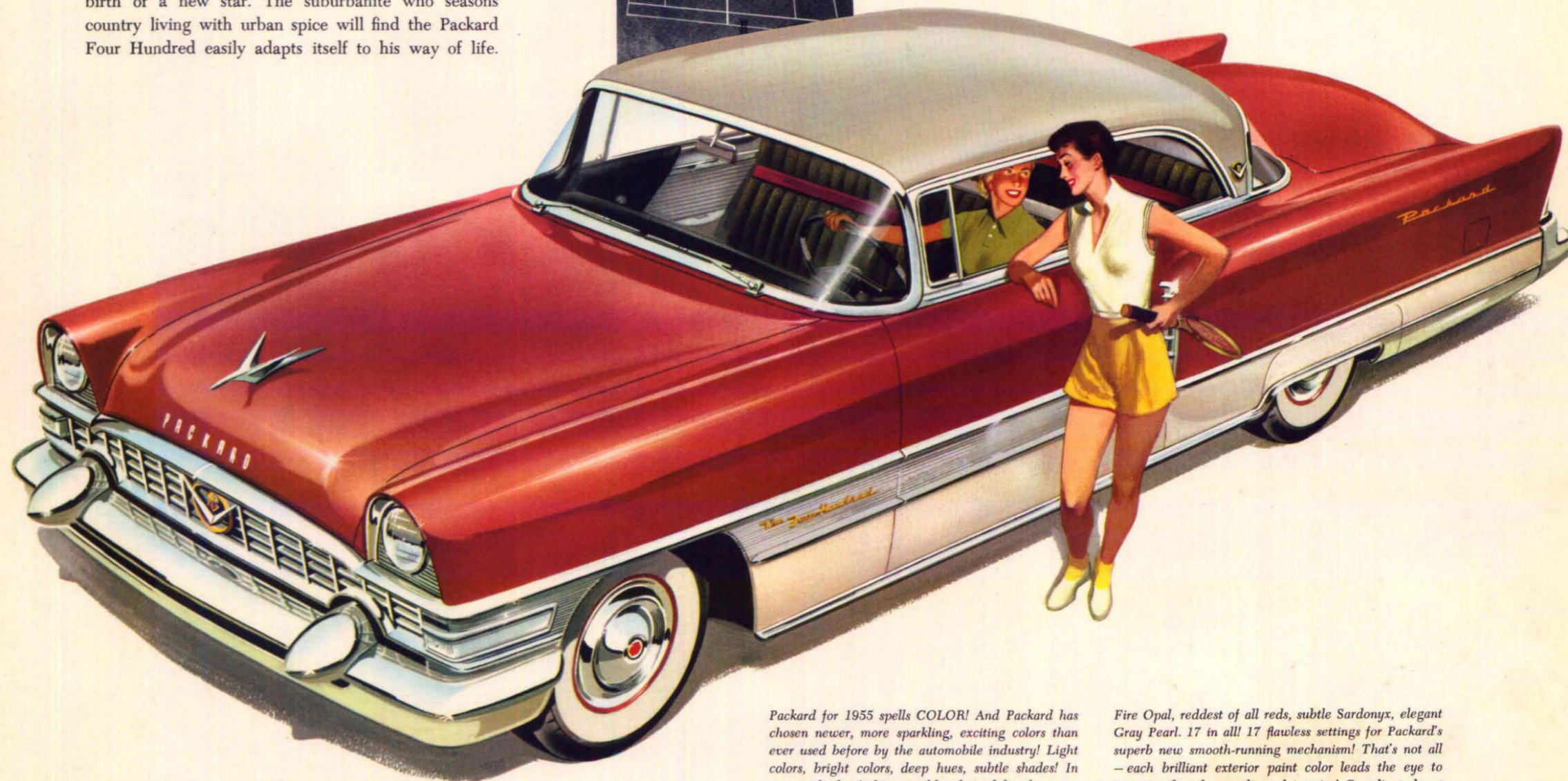


The elite of the world's motordom bow to the sophisticated Packard Four Hundred. The opulence of the more formal Patrician is sparked by a liberal dash of spirit. The Packard Four Hundred is admired equally by country clubber and first nighter. In locker room conversations, it's discussed with all the excitement of the long wood or crisp iron shot. In the theatre foyer, it's spoken of with the enthusiasm reserved for the birth of a new star. The suburbanite who seasons country living with urban spice will find the Packard Four Hundred easily adapts itself to his way of life.

THE *Packard*  
*Four Hundred*



For an afternoon at the club or a transcontinental tour, you'll find ample luggage space in the trunk of a Packard. Merely shut the lid and the contents are perfectly protected from weather and tampering. The precision lock, which does away with the conventional handle, is an integral part of the Packard ornament for added beauty and security.



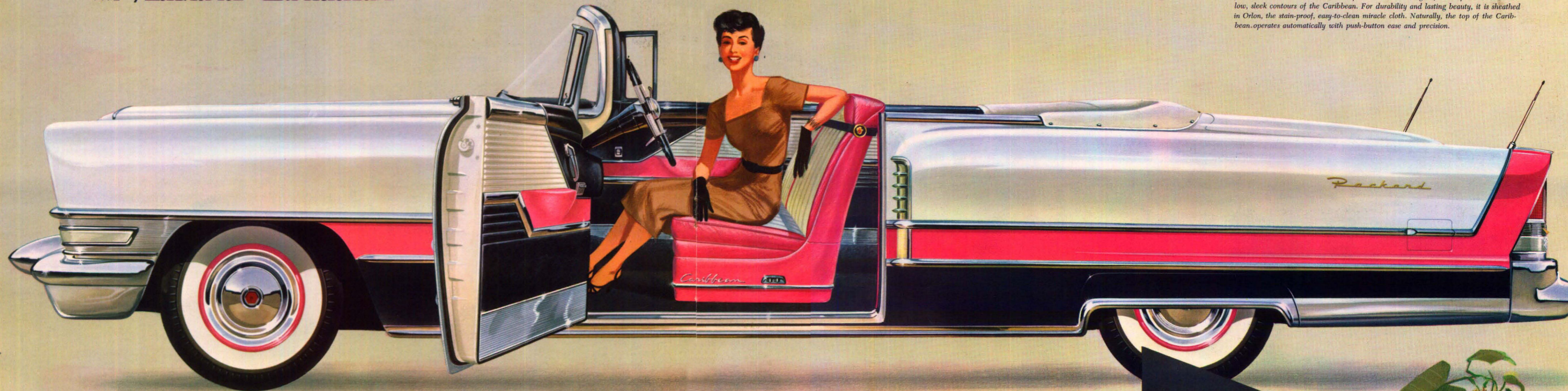
Packard for 1955 spells COLOR! And Packard has chosen newer, more sparkling, exciting colors than ever used before by the automobile industry! Light colors, bright colors, deep hues, subtle shades! In step with the fashion world, admired by the automotive world! Inside and out, you'll find colors jewel-like in beauty, ranging from rare White Jade to flawless, shining Onyx . . . include flashing

Fire Opal, reddest of all reds, subtle Sardonyx, elegant Gray Pearl. 17 in all! 17 flawless settings for Packard's superb new smooth-running mechanism! That's not all — each brilliant exterior paint color leads the eye to its magnificently coordinated interior! Coordinated not only by color, but by upholstery fabric! Rich jewel tones to express your taste and personality: 17 solitaires, 36 two-tone and 4 three-tone blends.

Powered by 260 horsepower V-8 Packard Engine, on 127" wheelbase Torsion-Level Chassis

THE Packard Caribbean

The drop-head design of the Packard Caribbean leads a life of dual excitement. Top down, and you revel in all of the glories of nature. Top up, and you're snugged-in from wind, rain or winter's cold. Up or down, the design of the top blends with the low, sleek contours of the Caribbean. For durability and lasting beauty, it is sheathed in Orlon, the stain-proof, easy-to-clean miracle cloth. Naturally, the top of the Caribbean operates automatically with push-button ease and precision.



As smart and inviting as the famed resorts for which it is named, the Packard Caribbean is a motorcar designed for excitement, thrills, and pure pleasure. The tri-color coat of satin-sheen lacquer accents and enhances the long-low look that is an invitation to adventure. The open road beckons when its open door reveals its decorator-designed interior of top-grain leather fashioned in

tasteful elegance. Take the wheel, turn the key, and the powerful V-8 motor leaps to life. Select the drive you desire, exhilarating acceleration or smooth cruising glide, and you're away with a flourish. If you seek more than mere motoring—the real thrill of driving a thoroughbred, you belong in a Packard Caribbean.

Powered by 275 horsepower V-8 Packard Engine, on 127" wheelbase Torsion-Level Chassis

# The Packard Ride

## Fabulous New Torsion-Level Ride beats riding on air

"Nothing on earth rides like a Packard" is truer today than ever before. For decades, the famous Packard Ride has been the envy of the Industry, the pride of owners. Our own Torsion-Level Suspension, another in the long list of Packard firsts, brings a new measurement of motoring. Until you personally experience this new kind of ride, you can't begin to appreciate the vast difference this revolutionary engineering principle, Torsion-Level Suspension, means to motorists. Front and rear wheels of the new Packard are directly inter-connected so any action applied against one wheel automatically and instantly transmits a reaction to the other wheel. By eliminating conventional coil and leaf springs, the Unitized Torsion Suspension System eliminates many of the hazards and annoyances commonly associated with motoring. First, the car always rides on an even

keel whether empty or fully loaded with passengers and luggage. There are no more rear-end dips from sudden starts nor rear-end pitch from emergency stops. For safer night driving, the headlights are always in proper aim. Road faults such as dips, waves, holes and pits are unfelt by passengers at high or low speeds. The stability of these fine cars is amazing, for they corner like a sports car, track perfectly at high speed and take flat curves without the usual swaying. Packards ride best and look best for they maintain their proper design height at all times. For your own satisfaction, we suggest that you compare the New Packard with any car on the road today. "Let the ride decide." You will find nothing on earth rides like a new Packard with the fabulous New Torsion-Level Ride, perfected by Packard.



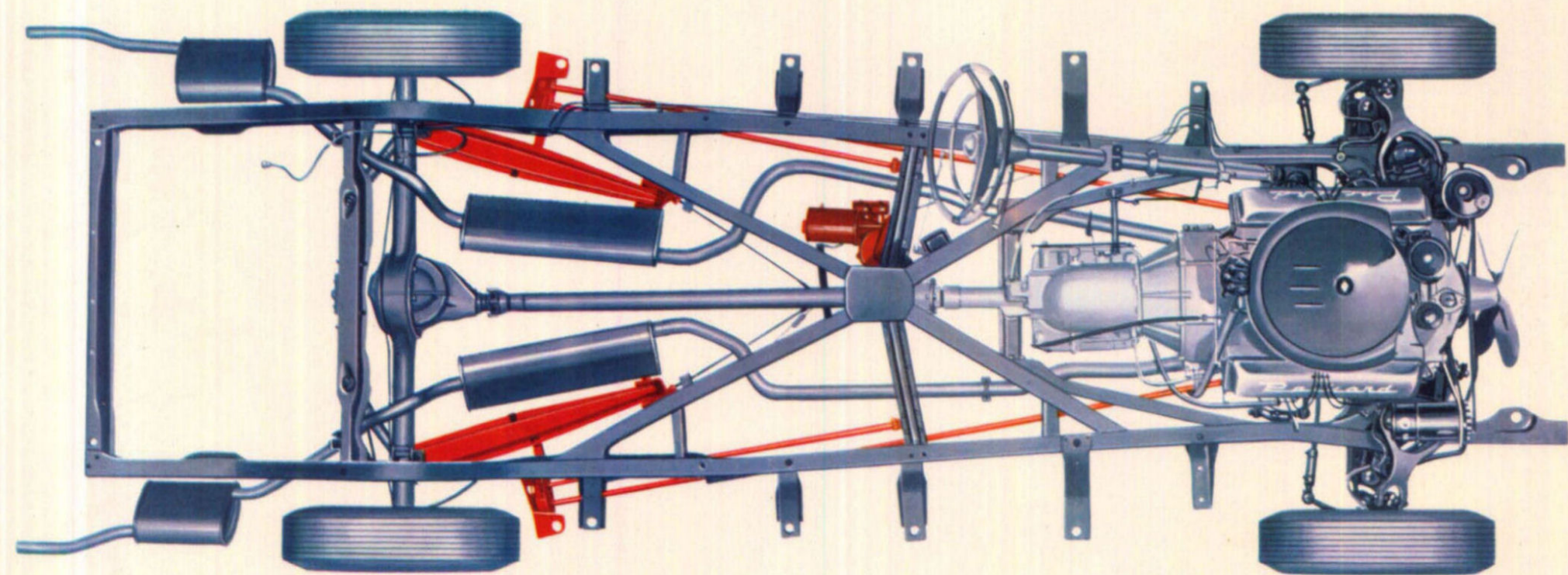
**Any Road a Boulevard!** This fabulous ride irons out the roughest roads to silky smoothness. Forget the chuck holes, bumps, dips and humps, for they're literally swallowed up by the firm but gentle action of Packard Torsion-Level Suspension.



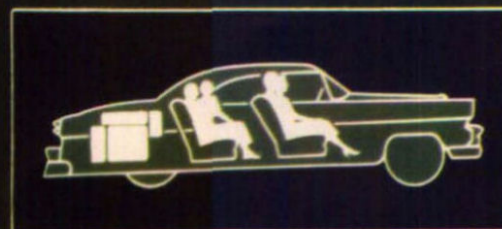
**Stability at all Speeds!** The incomparable Packard stability is further improved with Torsion-Level Suspension. There is no road-shock, wheel-fight, fishtailing or wandering, but that security that stems from perfect control at any and all speeds.



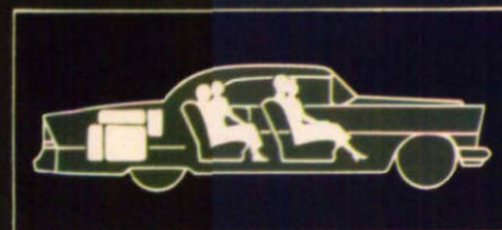
**Braking is Heads-Up!** Step on the king-size brakes and the stop is fit for a king. Even with sudden stops there's little or no dangerous and startling nose dive; Torsion-Level suspension gives level, smooth, sure, safe braking at all speeds.



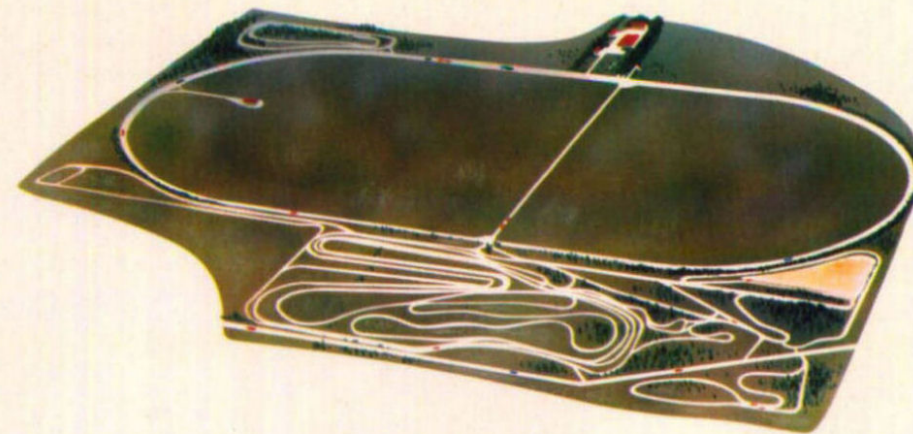
Unitized Torsion Suspension System levels the load, smooths the road.



**Ordinary suspension in average cars permits variations in car height. Under heavy loads, extra passengers and luggage, the rear end squats causing soft springing. Under light loads of driver only, the rear end rides high causing uncomfortably hard springing.**



**Torsion-Level suspension in the new Packard maintains design height under all load conditions, assures best appearance, smooth level ride. Springing is designed to automatically adjust to heavy loads with extra passengers and luggage or to light loads with driver only.**



## THE Packard Proving Ground

Back of Packard's pioneering of this great outdoor automotive laboratory was the firm conviction that the finest cars must deliver finest performance. In addition to the world's fastest 2½-mile closed track are sand pits, water holes and over eight miles of gravel and dirt roads, purposely corrugated and rutted for tests far beyond anything encountered in even the most severe service. Whether it is a modification from former design or a startling innovation (such as fabulous Torsion-Level Ride) it must run a gruelling gamut of tests before it can be incorporated in a Packard production

model. But individual components are not the only things subjected to scrutiny. New models, of course, are tested at every important stage of their development. Regular production is spot-checked by selecting cars at random, right off the final assembly line, and "giving them the works" at the Proving Grounds. At regular intervals fifty-thousand-mile shakedown tests are run on production cars to discover and correct any shortcomings in material or design. The result: A car sure to get enthusiastic acclaim whenever you "Ask the man who owns one."



**Moisture-proof ignition and waterproof bodies are repeatedly checked by Packard Engineers in this water bath. Cars are driven at various speeds through varying depths of water to insure Packard performance under all conditions.**



**Gasoline mileage, acceleration, braking and maximum speed are tested on the world's fastest 2½-mile track at the Packard Proving Grounds. Bicycle wheel instrument provides perfect calibration and recording of accurate tests.**



**Sound engineering plays an important role in passenger comfort. Packard Engineers carefully check sound level under all driving conditions. Scientific instruments prove Packard is far quieter in operation than other cars in its field.**

*The Packard V-8 Engine*  
**WORLD'S MOST POWERFUL 260 AND 275 HORSEPOWER**

Here in this engineering masterpiece built by the world's Master Motor Builders who pioneered the V-type engine, you'll find the biggest displacement - 352 cubic inches, the most power - 260 and 275 horsepower and the greatest torque - 355 foot pounds.

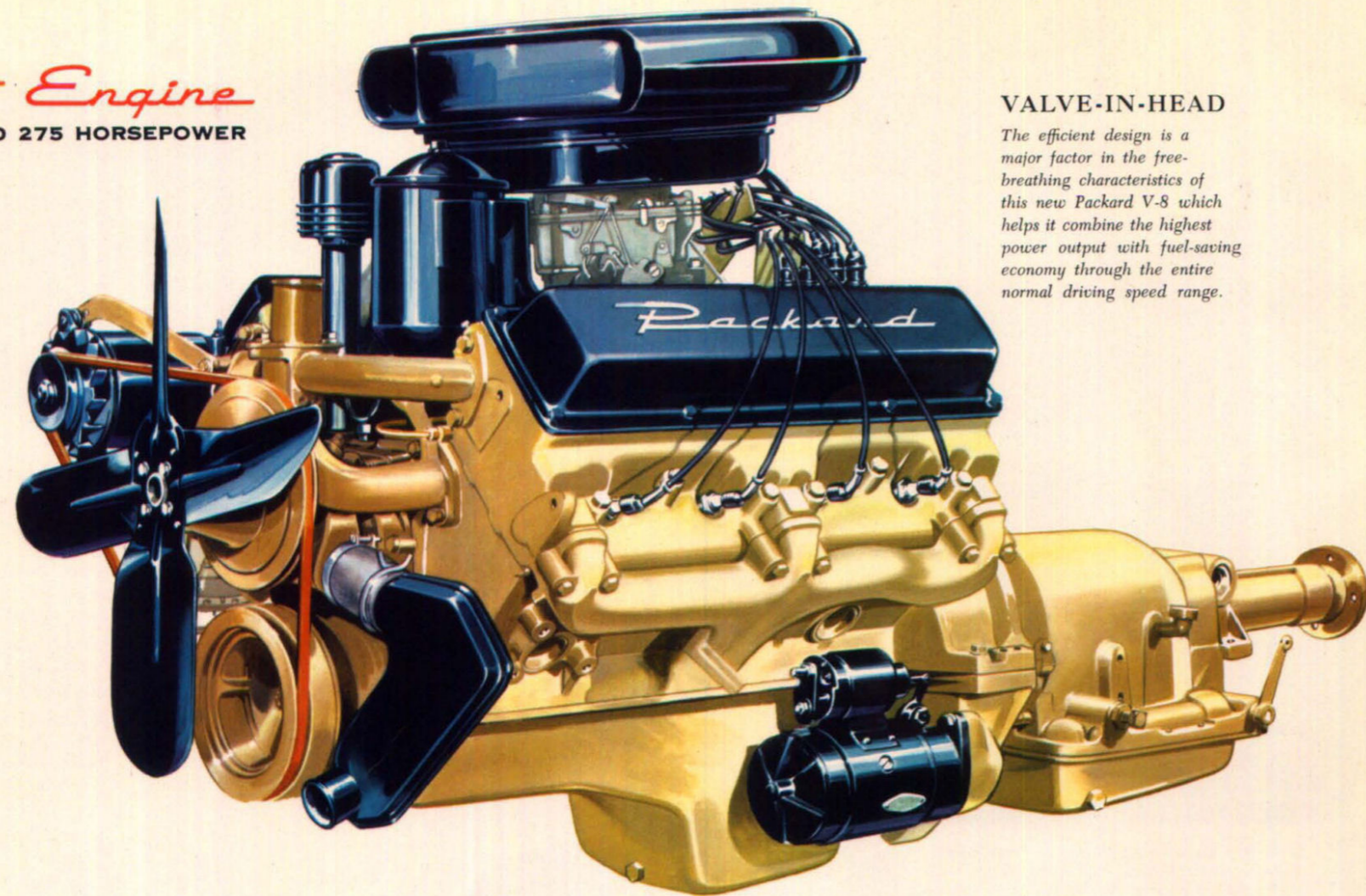
**Free-breathing** through painstakingly designed passages and cylinder head combustion chamber and valve ports, combines high efficiency with most modern short stroke, low friction design. Assures high performance, greater economy, longer life.

**Added Power for Power Features.** The Packard V-8 is the one modern engine with excess power for every power feature, with full power available for every demand of any road or highway.

**Biggest Displacement** - At present 3.2% larger than any other competitive automobile engine in current production.

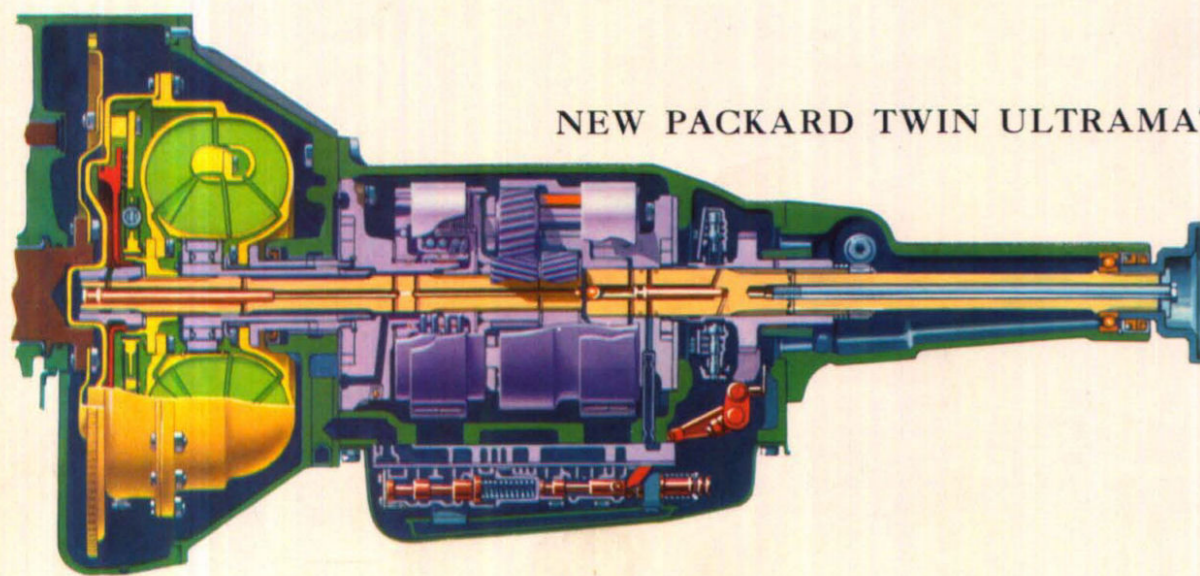
**Detonation-free Design** through use of sonically turbulent, elliptically shaped combustion chamber. A large "quench" area allows slow, even burning through power stroke to squeeze full power from every drop of fuel.

**Demonstration proves high torque** the true secret of fast get-away, acceleration, passing ability, high speed performance. Everyone owes himself the thrill that comes only when you are behind the wheel of a car powered by the world's most powerful engine.



**VALVE-IN-HEAD**

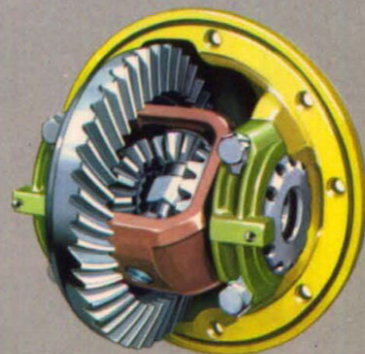
The efficient design is a major factor in the free-breathing characteristics of this new Packard V-8 which helps it combine the highest power output with fuel-saving economy through the entire normal driving speed range.



**NEW PACKARD TWIN ULTRAMATIC TRANSMISSION**

With its new Twin Ultramatic Transmission, Packard actually gives the driver a choice of two automatic drives: Torque converter and underdrive planetary gears for lightning-starts . . . torque converter high range for ultra-smoothness. Simply select the start you want - whether breathtaking get-away or cruising glide. And as an added dividend, this new Packard Twin Ultramatic Transmission betters gasoline mileage because you get more torque, the usable part of horsepower. The stall torque is the highest in the industry.

**Packard Hypoid Rear Axle** permits low center of gravity and is perfectly matched to the V-8 Engine and Twin Ultramatic Transmission. All gears are precision machined and unit-lapped for maximum quietness. Gear ratio 3.54 to 1.



*The Packard Power Features Give New Meaning to Relaxed Motoring*

**POWER STEERING**

Safer driving through better control is yours with Packard Power Steering. Approximately 80% of the required steering effort is supplied by the power steering hydraulic system, so you can spin the wheel with your finger-tip even when the car is standing still. Parking is effortless and control is complete for any condition - normal driving, blow-out, soft shoulder, or deeply rutted road. And safety is maintained at all times because, in case of failure, steering mechanism reverts to the conventional manual steering.

**PUSH-BUTTON WINDOWS**

What an effortless way to have window-wide fresh air all around, and with a touch of a button to change to snug, windproof comfort! Again Packard engineering offers you a feature that is more positive in operation and more fool-proof in service than others. Each individual window may be quietly push-button-controlled by the adjacent passenger, or all may be touch-controlled from a master panel beside the driver.

**POWER BRAKING**

Packard engineering ingenuity offers you a Power Brake with 24-hour reserve vacuum power, which can't be equalled for powerful, positive action and a touch so light you simply must try it to appreciate it. Packard, of course, was the first to offer the low pedal which makes the swing from accelerator to brake pedal an effortless pivot of the foot for easy application of brakes, reducing reaction time up to 29%.

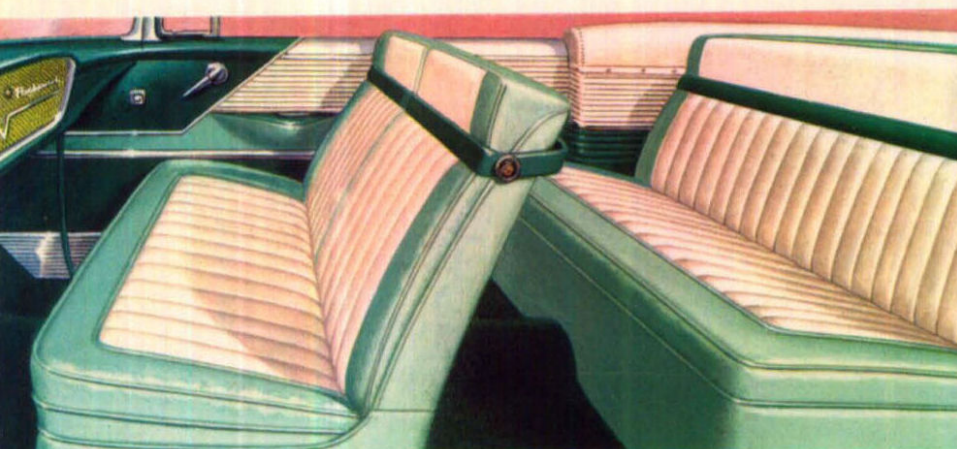
**POWER SEAT**

No matter what your physical proportions, you'll find comfort behind the wheel of a Packard. The Packard 4-Way Power Seat will position you exactly where you are most relaxed and still give you the proper view for safe driving. No squirming or pulling the seat. Simply touch a conveniently located control, and you move forward or back, up or down. It's as simple as that!

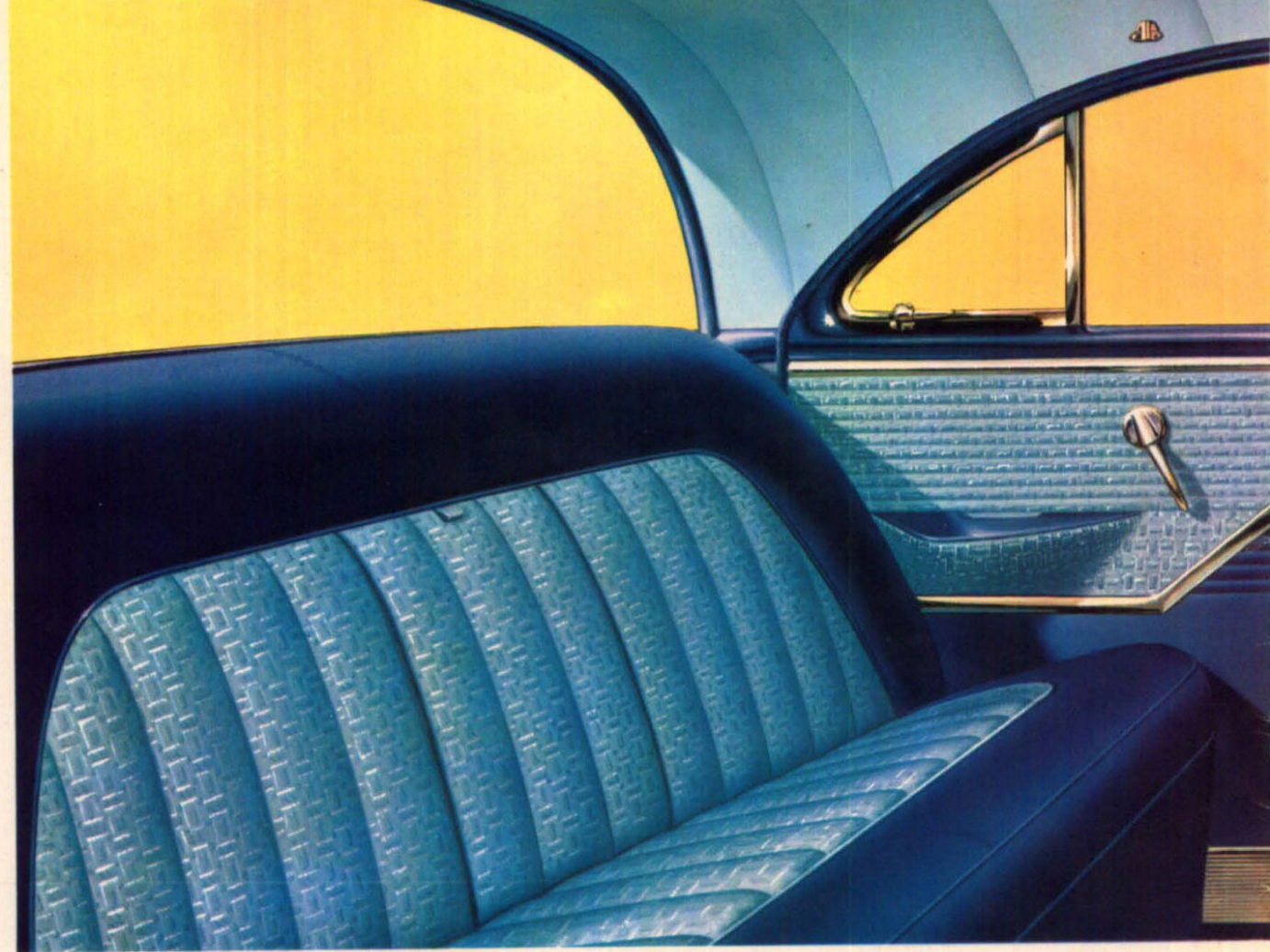




**New Instrument Panel**—Dashing silver and gold beauty . . . design-balanced instruments for easy-reading . . . carefully studied control shapes and locations for instant and natural availability.



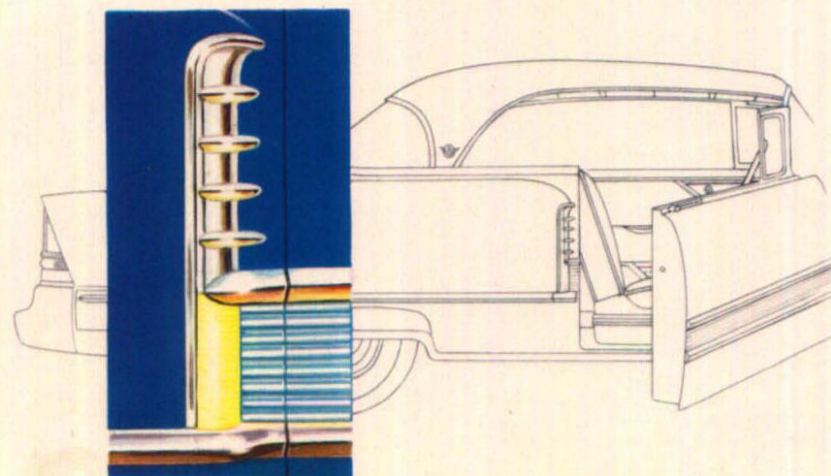
**Genuine Leather**—Only genuine leather gives a regal softness of color . . . and only genuine leather "breathes" to give quick adjustment to temperature change.



**Magnificent decorator fabrics** make your Packard interior look as invitingly beautiful and individually styled as your own living room! New colors, lighter and brighter than ever before, coordinate or harmonize with Packard's jewel-toned exterior. Upholstery and trim show exciting contrast in textures . . . a handsome smooth, soft doeskin against an opulent, glitter-threaded jacquard (like the Packard Patrician pictured). And what an array for you to choose from!

**Dual Courtesy and Safety Light**

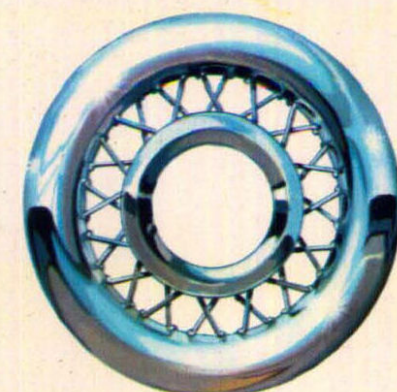
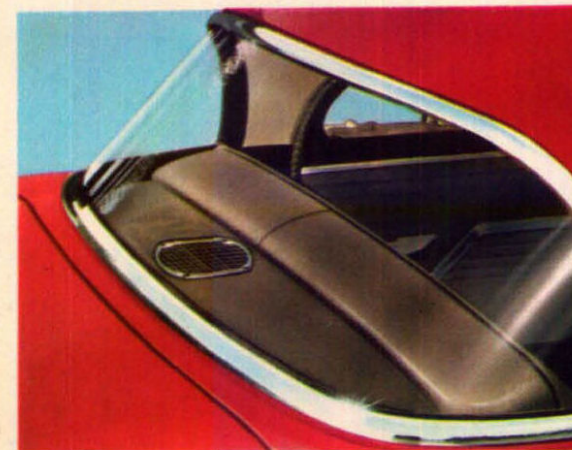
—Something new for your comfort and safety . . . an outside light, located in front of the rear fender, to guide your step . . . combines with inside lights for greater convenience.



**Posture-Perfect Seats**—Scientifically arranged coil and jack-knife springing seat you with unbelievable comfort . . . famous Packard seat cushioning is even better for 1955 to help "Let the Ride Decide."



**Signal-Seeking Radio**—Travel where you will . . . powerful new Packard Radio automatically seeks out the strongest station . . . electrically raised antenna boosts the signal with a touch of a button.

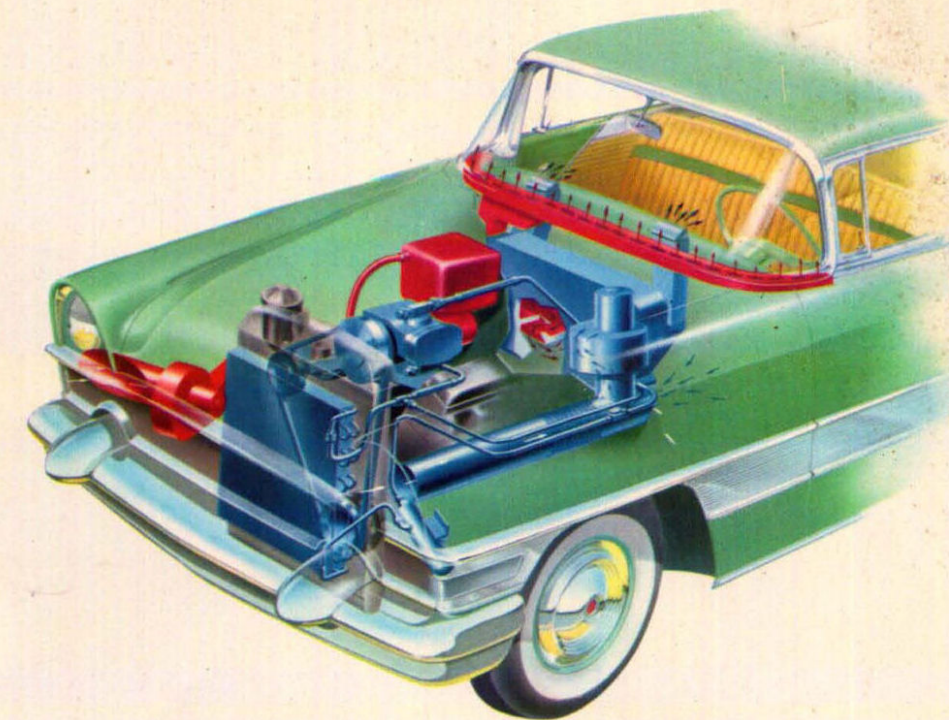


**Wire Wheel Covers**—Full chrome accessory wheel covers add an extra dash of elegance—extra deep chrome surface—snugly held in place by wheel lugs.



**Vanity Mirror**—Elegantly designed to match interior styling . . . and for milady, illuminated, if you please.

**Rear Seat Speaker**—Rear speaker adds to passenger enjoyment . . . controlled from the instrument panel, it can be blended with front speaker for better sound balance.



**Air Conditioning**—Packard scored an industry "first" with air conditioning in 1939. The new compact Packard Air Conditioning System offers Packard's great engineering experience. This optional feature brings you clean, cool, fresh air regardless of the weather outside!

**1955 PACKARD SPECIFICATIONS**

**ENGINE**—The new free-breathing 90° V-type Packard engine powers the Caribbean, Patrician and the Four Hundred. The engine develops 275 horsepower at 4800 rpm in the Caribbean and 260 horsepower at 4600 rpm in the Patrician and the Four Hundred. The new Packard engine has a displacement of 352 cu. in. with a bore of 4" and a stroke of 3.5". The crankshaft is short, rigid and has six integrally cast counterweights. With extra large displacement the engine delivers 355 foot pounds of torque over a wide range of speeds from 2400 to 2800 rpm in the Patrician and Four Hundred. The torque range is widened to 3200 rpm in the Caribbean. Compression ratio is 8.5 to 1 in the Patrician and Four Hundred, higher in the Caribbean. The engine is fully mass-balanced for efficiency and smooth operation.

**TRANSMISSION**—Caribbean, Patrician and the Four Hundred: Packard's new Twin Ultramatic Transmission is standard equipment.

**FUEL SYSTEM**—The Caribbean has two 4-barrel Hi-Power Carburetors. The Patrician and the Four Hundred have a single 4-barrel carburetor with 4 main jets. All carburetors are equipped with automatic choke, automatic idling control, oil bath air cleaner, silencer and flame arrestor. They also have automatic manifold heat control, and a twenty-gallon fuel tank.

**SUSPENSION**—All Packards offer the new Torsion-Level Ride. Two full-length torsion bars, two compensator bars give a combined length of over 26" of torsion bar action with an exclusive interconnection between front and rear wheels. A load levelizer unit, mounted onto the frame and operating on a timed cycle of 5-7 seconds, compensates for any load change. Front and rear stabilizer bars keep the car stabilized on turns and uneven roads.

**BRAKES**—All cars are equipped with the safety-set hand brake and Packard Servo-Hydraulic, self-energizing type service brakes. Power Brakes are standard on the Caribbean and an extra cost option on the Patrician and the Four Hundred.

**ELECTRICAL**—All Packards are equipped with a completely new and compact 12-volt system. They have a large capacity 60-ampere hour 12-volt battery, air-cooled generator with automatic control, moisture-proof wiring and full automatic spark control.

**LUBRICATION**—All Packards have full-pressure lubrication to all connecting rods and main bearings and cam and rocker-arm bearings. They have a gear-type oil pump and floating screen-type oil intake.

**COOLING**—All Packards have a pressure-sealed radiator. They have full-length water jackets around cylinders and water all around cylinder bores. Tube and fin radiator core cooling system has a 26-quart capacity.

**WINDSHIELD WIPER**—All Packards have an exclusive Cam-O-Matic wiper arm and a Super Speed motor. Vacuum power is supplied by a rotary vane vacuum pump driven by the oil pump shaft.

**EXHAUST**—All Packards have a dual exhaust system with reverse-flow muffler and a resonator in each exhaust line.

**WHEELS AND TIRES**—All cars are equipped with new silent tread tubeless low-pressure tires. Size 8.00 x 15.

**EXTERIOR DIMENSIONS:**

Wheelbase . . . . .	127 in.	Over-all Height—	
Over-all Width . . . . .	78 in.	Patrician . . . . .	62.3 in.
Front Tread . . . . .	.60 in.	Caribbean & Four Hundred . . . . .	61.7 in.
Over-all Length . . . . .	217.4 in.	Rear Tread . . . . .	60.9 in.

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“ ASK THE MAN WHO OWNS ONE ”