

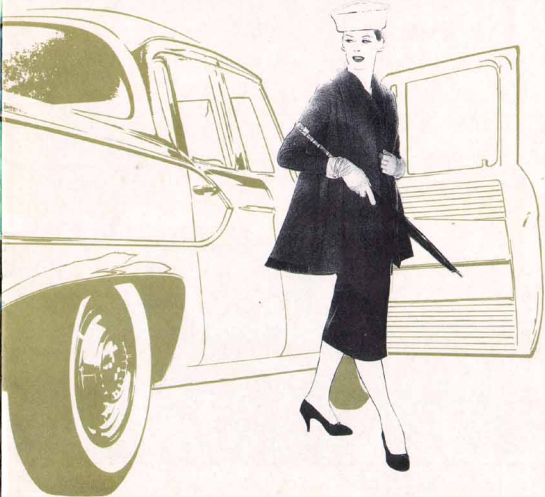
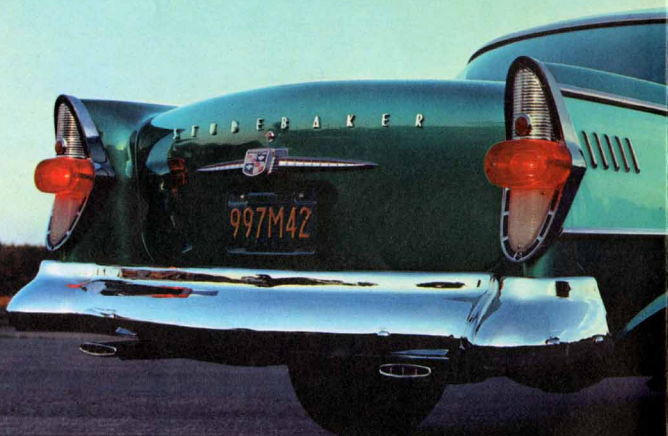
STUDEBAKER

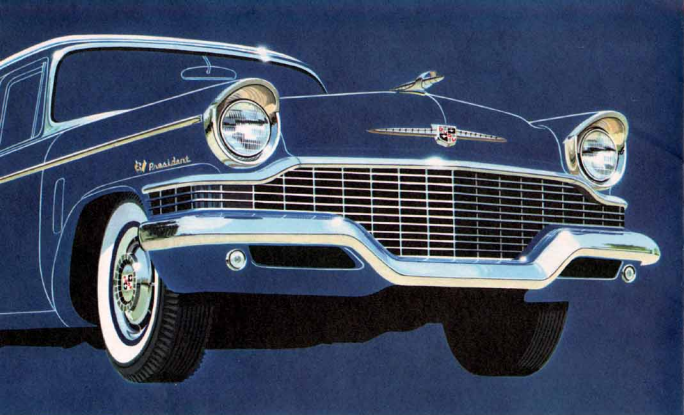


Sedans 1957

CRAFTSMANSHIP BOASTS A BRAND NEW FLAIR

Here, in Studebaker's new Sedans for 1957, you'll discover what happens when master motor car craftsmen capture in metal the new spirit of today's living. You'll see the slipstream-smooth beauty that Studebaker has achieved on a foundation of brand new riding comfort. And you'll feel, in a dozen different ways, the wonderful extra qualities that are yours with Studebaker's Craftsmanship, the BIG difference in the low price field for 1957.



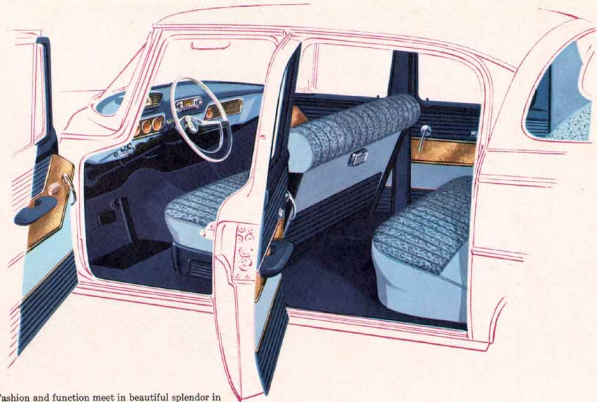


PRESIDENT CLASSIC _____ *High-fashion luxury*

Meet the proudest of all proud Studebaker sedans for 1957: the Classic. There's a look of importance to this car that catches and holds your eye. Even from a distance, you notice it in chrome and color and massive new beauty completely apart from the ordinary. This is the pure, special touch of FLAIR styling, in steel. You see it again inside, in fine fabrics

... chromed hardware ... and total luxury that's out of the low price world!

Yet, luxury is only a part of the same Studebaker Craftmanship that shows itself in every down-deep mechanical detail. You recognize this immediately when you first nudge the eager 4-barreled 225 hp at your toe ... when you relax completely in the

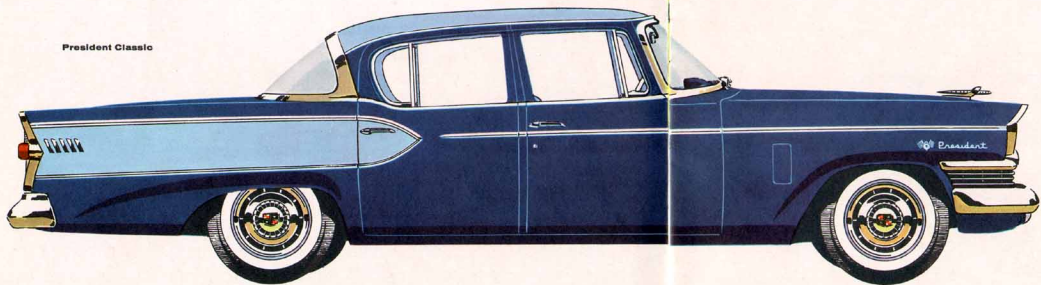


Fashion and function meet in beautiful splendor in new Classic interiors for 1957. Rich, thick fabrics are skillfully blended in harmonizing color schemes of distinctive new luxury.

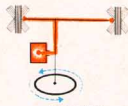
that lives up to its classic name

luxurious riding ease of its full 120 $\frac{1}{4}$ -inch wheelbase ... and still again when you discover the constant security of famous Studebaker safety fin brakes, the best in the industry. *Indeed, it is this rigid standard of Craftmanship, here at its finest in the President Classic, that will prove to be the Big Difference in this price field for 1957.*

President Classic



ULTIMATE LUXURY VIA POWER ASSISTS



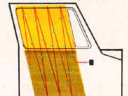
... in steering



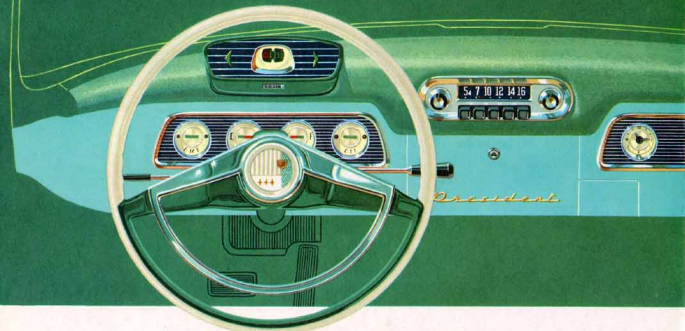
... in braking



... in seat adjustment



... in window control



PRESIDENT SERIES _____ 210 hp performance

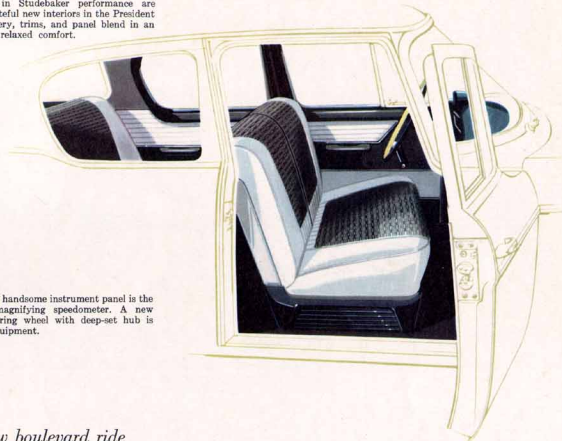
Luxury takes many forms within the gleaming modern beauty of Studebaker's President models—and perhaps most exciting of all are the new engineering advances for 1957.

This year, for example, you'll command smoother, more precise power than ever before. Sweepstakes 289 V8 performance—210 horses strong—purrs with the promise of tremendous acceleration at your instant call. Here is a safety reserve of passing power for any emergency. Driving in *all* ranges

is suddenly easier, quieter, safer. And, of course, you may take your choice of Flight-O-Matic*, Overdrive*, or standard 3-speed transmissions.

Your first turn of the wheel will telegraph a wonderful new ease of handling, too. A new steering gear design in Presidents and other V8 models gives you more sensitive control, yet reduces effort in difficult situations by an amazing 25%. As in all Studebakers, V8 or Six, variable-ratio action works with you to reduce effort in cornering and parking.

New luxuries in Studebaker performance are matched by tasteful new interiors in the President Series. Upholstery, trims, and panel blend in an atmosphere of relaxed comfort.

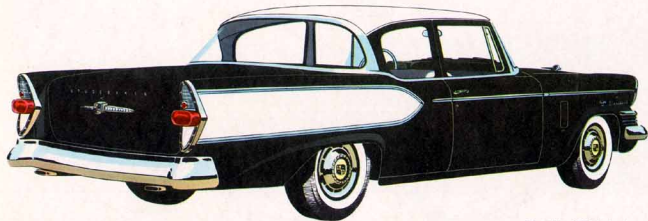


◀ Dominating this handsome instrument panel is the "Safety-Eye" magnifying speedometer. A new safety-cone steering wheel with deep-set hub is also standard equipment.

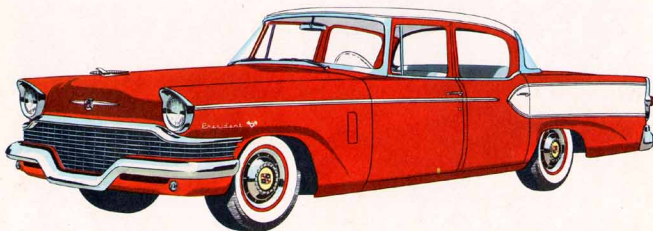
and a new boulevard ride

But the payoff for driver and passengers alike is in the new Studebaker ride. New *variable-rate* front coil springs soak up road ripples magically—yet full springing action protects you from the roughness of potholes and ruts! Even in hard cornering, side-sway is minimized—these new coils automatically "firm up" under severe stress. It's the greatest thing since the coil spring itself—and it's yours exclusively in Studebaker for 1957, together with new improvements in shock control!

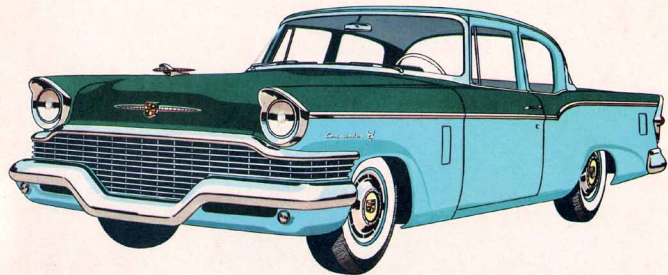
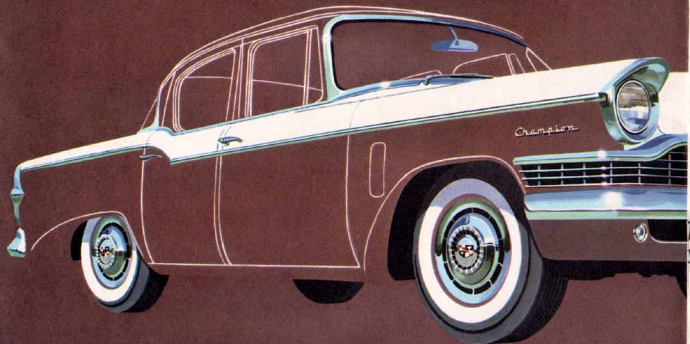
*Optional at extra cost.



President Club Sedan



President 4-door Sedan



DeLuxe Club Sedan
(Available as Commander V8 or Champion Six)

COMMANDER AND CHAMPION DELUXE MODELS

The big, big look . . . with value to match



Quality fabrics far beyond their field highlight the interiors of DeLuxe model Commanders and Champions. You relax in color-keyed luxury that makes motoring enjoyment automatic!

When you take in the new beauty that marks Studebaker DeLuxe styling for '57, you'll find it hard to believe you're looking at a low price car.

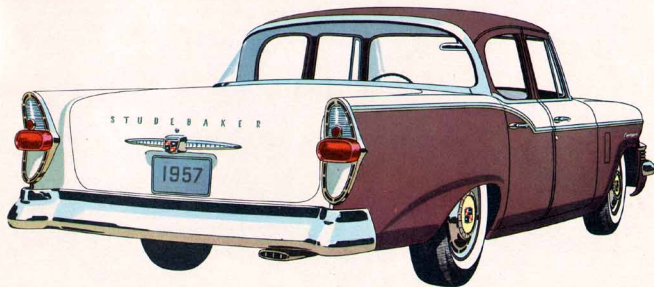
From heavy new contoured bumper to bright new tall tail lamps, you'll see styling elegance you'd expect only in the most expensive cars. Inside, you're surrounded by handsomely tailored new fabrics and vinyls, set off by crafted-chrome hardware.

A new Flight Style instrument panel creates pilot command for the driver. Below the new safety-cone steering wheel, base-lighted toggle controls eliminate "blind spots" at night. Power assists for luxurious driving ease are yours, if you want them.

And here, too, is a choice of two great high-torque, high-compression engines — the 180 hp Sweepstakes 259 V8 or the super-thrifty Sweepstakes 186 Six. In performance, as in styling, Studebaker Craftsmanship makes the BIG difference in the low price field this year!



DeLuxe 4-door Sedan
(Available as Commander V8 or Champion Six)



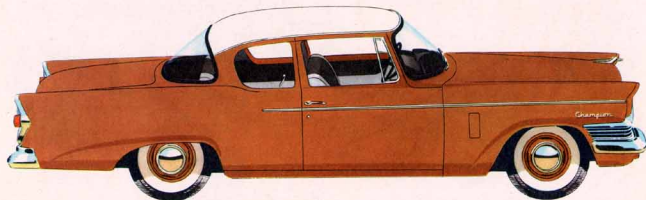


COMMANDER AND CHAMPION CUSTOM MODELS

Craftsmanship quality carries a down-to-earth price tag

There's a classic purity to Studebaker's Custom styling that captures the distinction of modern taste in design. In fact, some stylists believe that the clean, simple ornamentation of Custom 4-door and Club Sedan models sets off the sculptured beauty of Studebaker's '57 styling at its natural best—yet they carry the lowest price tags of all!

What's more, the new Studebaker Customs have many quality features as standard equipment which are "extras" on some other makes. For example: handsome, base-lighted toggle controls; smart color-keyed interiors; directional turn signals; electric windshield wipers; and six-way insulation against weather, noise and vibration.



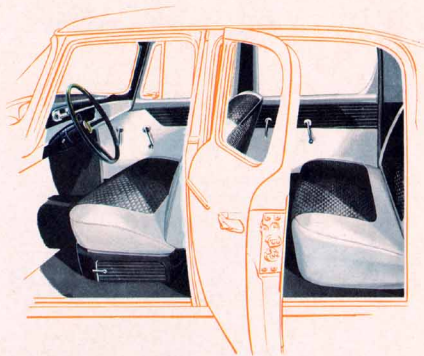
Custom Club Sedan
(Available as Commander V8 or Champion Six)

And, your Studebaker Custom offers many important features for motoring pleasure that even the highest-priced cars can't match: The extraordinary riding comfort of variable-rate front springing . . . variable-ratio steering that gives you smoother, easier handling with less effort . . . optional Twin-Traction* for greater roadability under *all* driving conditions.

As to power, the choice is all yours. Whether you choose the Champion, with its lively Sweepstakes 185 Six Engine, or the Commander, with its smooth 180 hp Sweepstakes 259 V8, you get a combination of spirited performance and mileage-per-gallon economy for which Studebaker is widely famed. You'll be amazed how much of *both* you get in *each!*

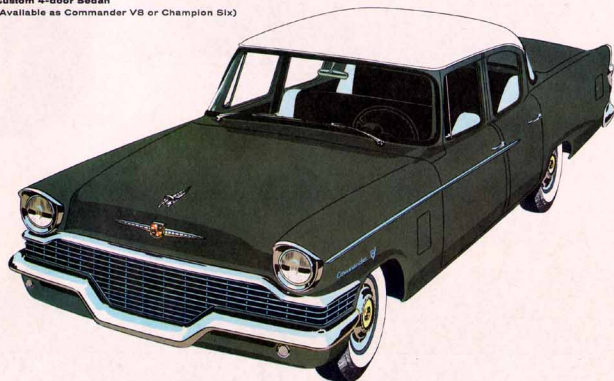
Add up the values, whichever model you choose—Studebaker's Customs are your best motoring buy for '57!

*V8s only



Handsome, durable triangle pattern upholstery creates a unique dimensional effect in flat-weave fabric—easy-to-clean bolsters and door panels afford colorful accents for the roomy comfort of the Custom interior.

Custom 4-door Sedan
(Available as Commander V8 or Champion Six)



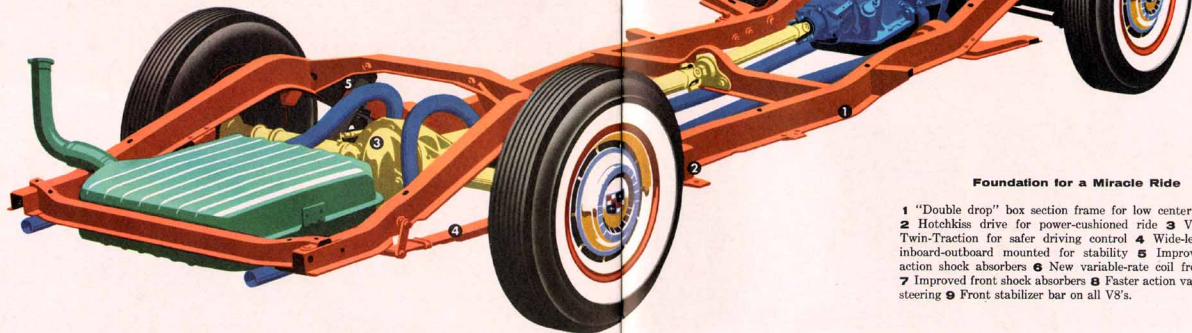
NOW — STUDEBAKER MAKES ALL ROADS SMOOTHER

New advances create a safer, easier Miracle Ride

You'll never know how relaxing a ride can be until you try the new Studebaker '57!

Studebaker's exclusive new variable-rate front springs now make possible the luxury of soft springing, without sacrifice of driving control. What's more, Studebaker's double-drop frame cradles you down between the wheels—so perfectly balanced you feel almost part of the car.

Add to this an "outboard-inboard" rear suspension; double-action shock absorbers, and the individual blessings of some 300 tiny body and chassis cushionings, strategically placed. Include six different kinds of insulation to shut out heat, cold, vibration and noise, as the miles slip silently by—you've got a Miracle Ride that leaves you as refreshed at the end of a long drive as you were when you first started!



Foundation for a Miracle Ride

- 1 "Double drop" box section frame for low center of gravity
- 2 Hotchkiss drive for power-cushioned ride
- 3 V8-optional* Twin-Traction for safer driving control
- 4 Wide-leaf springs, inboard-outboard mounted for stability
- 5 Improved direct-action shock absorbers
- 6 New variable-rate coil front springs
- 7 Improved front shock absorbers
- 8 Faster action variable-ratio steering
- 9 Front stabilizer bar on all V8's.

Exclusive Variable-Rate Front Springs! Soft for a luxurious ride when the going is easy, these new coil springs firm up automatically for smoother going over bad bumps or around tight curves.

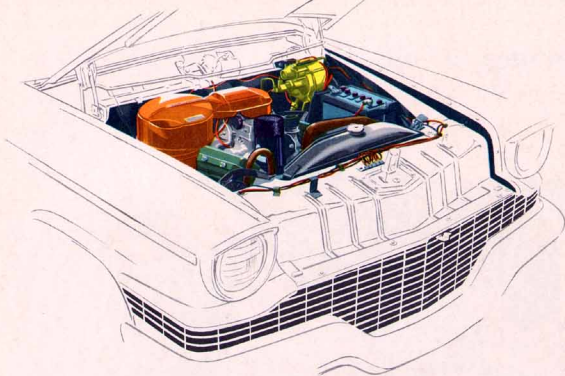
Safest Brakes! All Studebakers have self-centering, self-energizing brakes with the largest linings per pound in their class. President models also have tuned drums for virtually "fade-proof" braking.

Exclusive Twin-Traction* reverses conventional differential action; whenever rear wheel traction becomes unequal, power is directed to the wheel with the most—no least—traction for new safety and control.

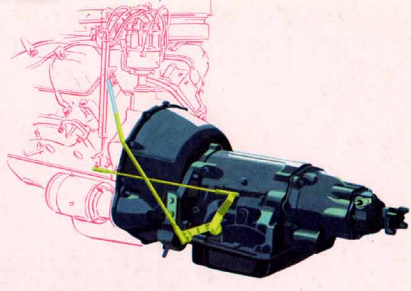
Exclusive Variable-Ratio Steering teams with Studebaker's symmetrical, center-point linkage for wonderfully sure control in "straightaway" cruising, yet provides easier handling in cornering and parking, too!

*At moderate extra cost.





POWER IS THE HEART OF

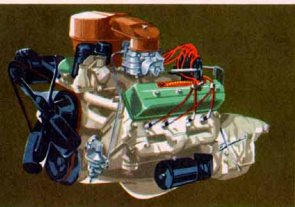


Choice of 3 great drives!

Whatever engine you select, you may also choose among three great performance-proved transmissions — Standard, Overdrive* and Flight-O-Matic! With Flight-O-Matic, every start is in "take-off" gear without your shifting down!

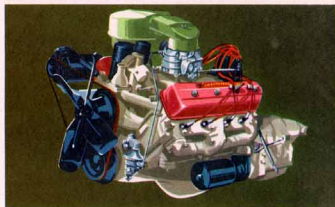
*Optional at extra cost.

FAMOUS STUDEBAKER PERFORMANCE



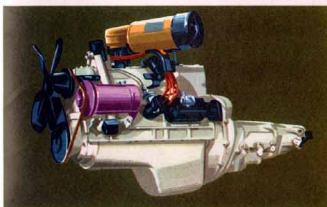
Sweepstakes 289 V8

Safe, sure response and acceleration in full measure for all motoring—225 hp with 4-barrel carburetor in the Classic, optional* in other President models.



Sweepstakes 259 V8

This is Studebaker's famous V8 economy performer, now with new high-compression efficiency and power—180 hp with 2-barrel carburetor; 195 hp optional*.



Sweepstakes 185 SIX

America's most dependable and economical Six delivers outstanding mileage-per-gallon, lively pep and acceleration in 101-hp Champion models.

Studebaker's famous Craftsmanship makes all the differences in the world in the brilliant performance, long life and enduring economy of Studebaker engines—as any Studebaker owner will attest.

The craftsman's pride of workmanship that makes him do a better job is reflected in the precise machining and close tolerances of engine parts—and in such premium engineering features as heat-dam piston design and crankshaft with integral vibration damper.

With this goes rigid Studebaker quality controls, from rough-cast block to final installation. It is this combination of advanced engineering, superior construction, and controlled quality that yields outstanding performance.

No matter which Sweepstakes engine you command—289 V8, 259 V8, or 185 Six—you are assured satisfaction that means new enjoyment in motoring for you.

*Optional at extra cost.

SPECIFICATIONS

ENGINES—PRESIDENT CLASSIC: Sweepstakes 289 OHV V8: 225 hp @ 4500 rpm; 205 ft.-lbs. torque at 2000 rpm. 4-barrel carburetor standard. PRESIDENTS: 210 hp @ 4500 rpm; 300 ft.-lbs. at 2500 rpm. Dual-barrel carburetor (4-barrel option* offered). 225 hp, 305 ft.-lbs. torque. GENERAL: Displacement, 289 cu. in.; bore, 3 1/8 in., stroke 3 1/8 in. Compression, 8.3 to 1. Dual exhausts standard, all Presidents. **COMMANDER:** Sweepstakes 259 OHV V8: 180 hp @ 4500 rpm, 260 ft.-lbs. torque at 2800 rpm. With optional 4-barrel carburetor*, 195 hp @ 4500 rpm, 265 ft.-lbs. at 3000 rpm. Displacement, 259 cu. in.; bore 3 1/8 in., stroke, 3 1/8 in. Comp., 8.3 to 1. Dual exhausts out. **CHAMPION:** Sweepstakes 185 L-Head Six: 101 hp @ 4000 rpm, 152

ft.-lbs. torque at 1800 rpm. Displacement, 185 cu. in.; bore 3 in., stroke 4 1/8 in. Full pressure lubrication. Gear-type camshaft drive. Heat-dam pistons. 12-volt electrical system.

POWER TRAIN—TRANSMISSIONS: 3 speed synchromesh is standard; Overdrive and Flight-O-Matic optional at extra cost. CLUTCH diameters: Presidents, 10 1/2"; Commanders, 10"; Champions, 9 1/2". Hotchkiss Drive. Twin-Traction locking-type differential* available for V8 models.

STEERING—Symmetrical center-point linkage, with exclusive variable ratio action. New single roller stud gear standard for V8 models. **SUSPENSION—**Variable-rate front coil springs standard for all sedans.

BRAKES—Lining area: 195 sq. in. in Presidents and Commanders; 166 sq. in. in Champions. Finned drums are standard in President models. **HILL-HOLDER** available with Standard or Overdrive.

DIMENSIONS—Wheelbase: President Classic, 120.5 in.; all other sedans, 116.5 in. Overall length: Classic, 206.4 in.; all others, 202.4 in. Width, 75.8 in. Height (Height, loaded), 60.4 in. Headroom (fr.), 36.5"–39.5". Legroom, 42.5"–39" (Classic), 41" (rear), Hiproom, 59.5"–59.0". Ext. shipping weight (4-dr.) President Classic, 3295 lbs.; Commanders, 3140 lbs.; Champions, 2825 lbs. Tires, 7.10 X 15 (Classic); 6.70 X 15 (other V8s); 6.40 X 15 (Champions).

Standard equipment—All President and Deluxe models: Front and rear arm rests, dual sun visors, foam rubber front seat cushions, coat hooks, glove compartment lock, color matched steering wheel, rear seat ash tray, chrome headlamp rims. Also in President models: Deluxe 2-tone steering wheel, safety padded dash, cigar lighter, foam rubber rear seat cushions. Also in President Classic: Chrome wheel discs, automatic glove compartment and trunk lights, interior carpeting. *Studebaker-Packard Corporation reserves the right to change specifications, designs or prices without notice and without incurring obligation. Information contained herein is from data available when final approval for printing was given.*

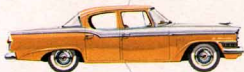
*At worthwhile extra cost

STUDEBAKER

This year, CRAFTSMANSHIP makes the BIG difference in the low price field



President Series



Commander and Champlon Series
DeLuxe and Custom Models



Station Wagon Series



Hawk Series

