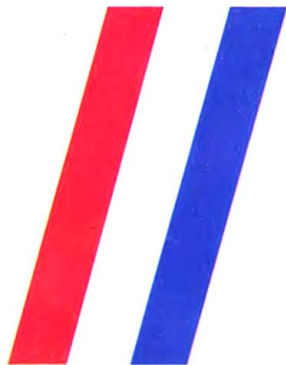


*Avanti*  
by Studebaker



## Introducing America's Most Advanced Automobile

"You are looking at a new take-off point for the American Automobile. It is the Avanti by Studebaker. It is a prestige car, a fast car, a safe car, and certainly the most advanced car produced in America today."

*Sherwood H. Egbert*

SHERWOOD H. EGBERT, PRESIDENT, STUDEBAKER CORPORATION





*The Avanti is a car to please the senses. It is graceful to the eye and exhilarating to the spirit. It looks different and is different. It combines design and engineering features as no other American car does. Admittedly this is a car for the discriminating. It is intended to please individuals desiring an advanced automobile with exceptional performance and great distinction.*

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HERE ARE BUT SOME OF THE AVANTI'S EXCITING FEATURES:

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Comfortable bucket seats for four adults.

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Disc brakes up front. First American passenger car to use them. Full power assist all four wheels.

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Vanity case with illuminated mirror built into glove locker.

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\*New, unique automatic "Power-shift" transmission—acts as a fully automatic or can be shifted up or down.

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Choice of high-performance manual transmissions—3 and 4\* speed.

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Complete instrumentation with tachometer and manifold pressure gauge.

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Aircraft type red instrument illumination for superior night vision.

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Aircraft type overhead controls for lights and fan.

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Cockpit type heater-defroster controls on a console-mounted "throttle" quadrant.

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Aerodynamic wedge design.

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Built-in padded steel safety bar over passenger compartment.

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Safety-padded interior.

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High performance Jet-thrust V8—4 bbl. carburetor. \*Paxton supercharger for extraordinary performance.

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Large luggage-contoured trunk.

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Access panel connects car interior to trunk.

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\*Power steering—exceptionally fast—only three turns full right to full left.

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Performance-matched axle ratios available.

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Limited slip differential. (Twin Traction)

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Safety cone door locks will not fly open even under great stress.

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*Would you like to have an Avanti built for you? Visit your Studebaker Dealer. He is taking orders on a priority basis.*

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\*Optional