

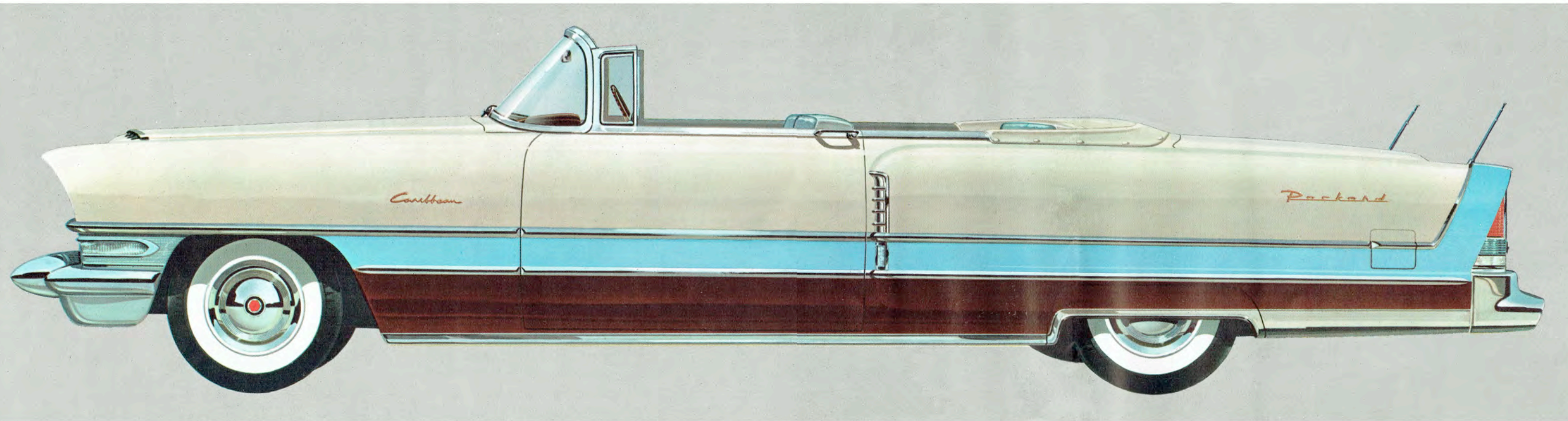
The NEW



*nineteen
hundred
fifty six*

PACKARD

The Greatest PACKARD of them all . . .



HERE IS THE POWER of a mighty engine to fire your imagination — and the responsiveness of a versatile transmission to obey your slightest command. Here is the

quiet elegance of rich interiors to please your fancy — and the subtle ebb and flow of clean, smooth lines to please your eye. Here, too, is the incredible comfort

and ride control of Torsion-Level Ride. Here, then, in all of its glory, is the greatest Packard of them all — the nineteen hundred fifty-six Packard.

WE PRESENT to you the *New* nineteen hundred fifty-six Packard, the car that is outstripping time itself.

There have been outstanding automobiles that were ahead of their times in one way or another.

But we have seen none, even the great Packards of the past, that has been so far ahead in so many ways.

The *advanced New* Packard styling is a model of eloquent simplicity, with inspired touches of the future crowning its distinctive beauty of today.

In the *New* Packard, you will enjoy motion as never before. For it is the culmination of the advanced planning of Packard Creative Engineering.

In Packard's new, advanced V-8 engine, you command the mightiest driving force in any passenger car. You control it precisely with the most responsive, smoothest, most versatile of automatic transmis-

sions. And you drive in the boundless comfort of Packard Torsion-Level Ride — flawlessly smooth, perfectly level, thoroughly relaxing all of the time — one of the most far-reaching automotive developments in decades.

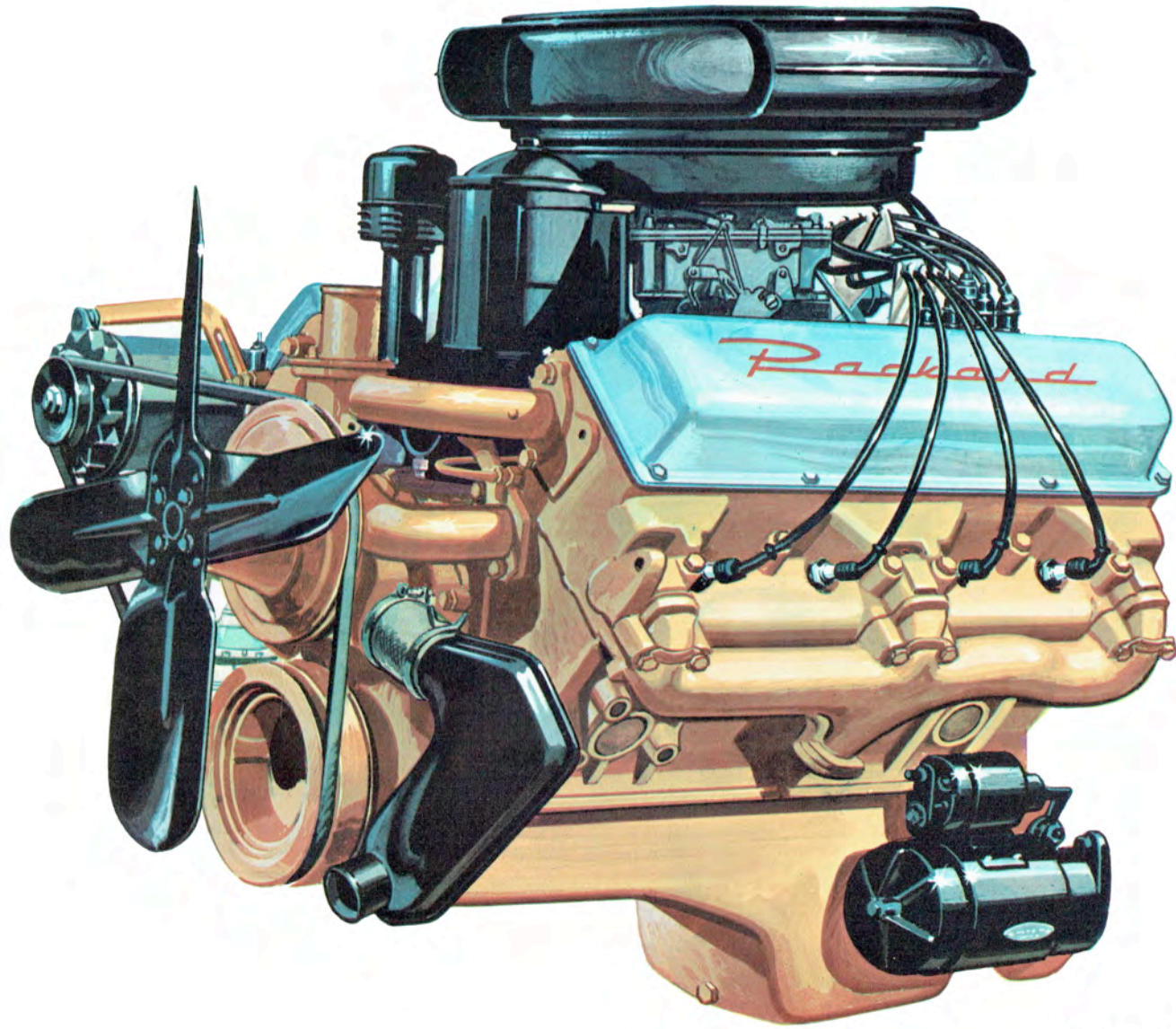
Piling pleasure upon pleasure, the *New* Packard brings you the convenience of push-button motoring, too. In our new *Electronic* Push-Button Ultramatic, electronic push-buttons replace the conventional selector lever, permit you to obtain the desired driving range by a little tap of your finger on the appropriate button.

And there are dozens of other Packard advancements dedicated to bringing you the driving pleasure of tomorrow . . . today.

In styling, engineering and performance . . . in pride of ownership and progress . . . in every way you choose to look at it . . . this is the greatest Packard of them all.

PACKARD **POWER TRAIN**

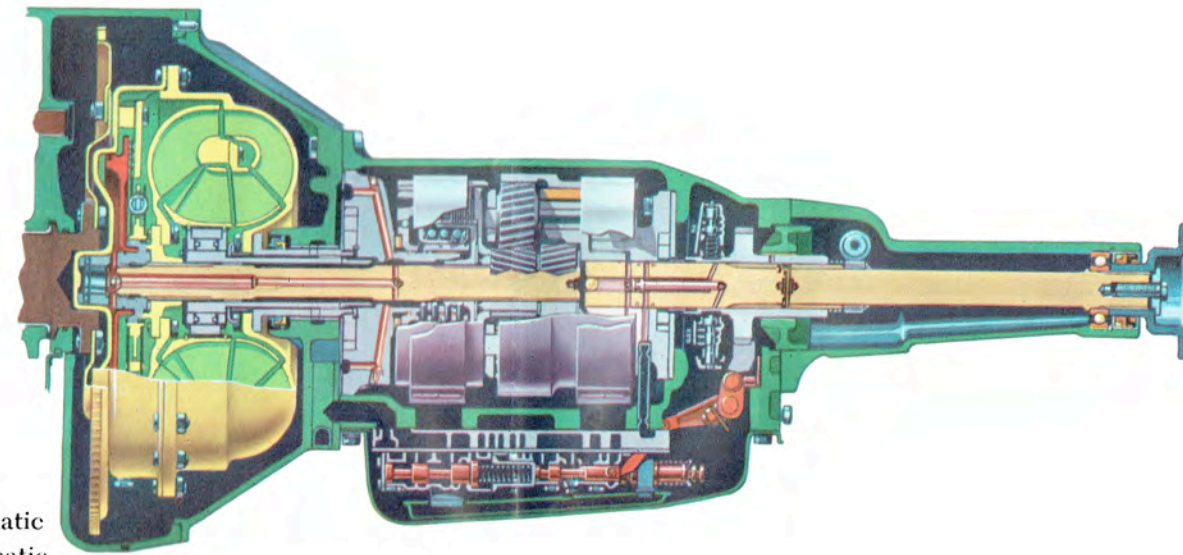
... FULLY COORDINATED FOR MODERN DRIVING



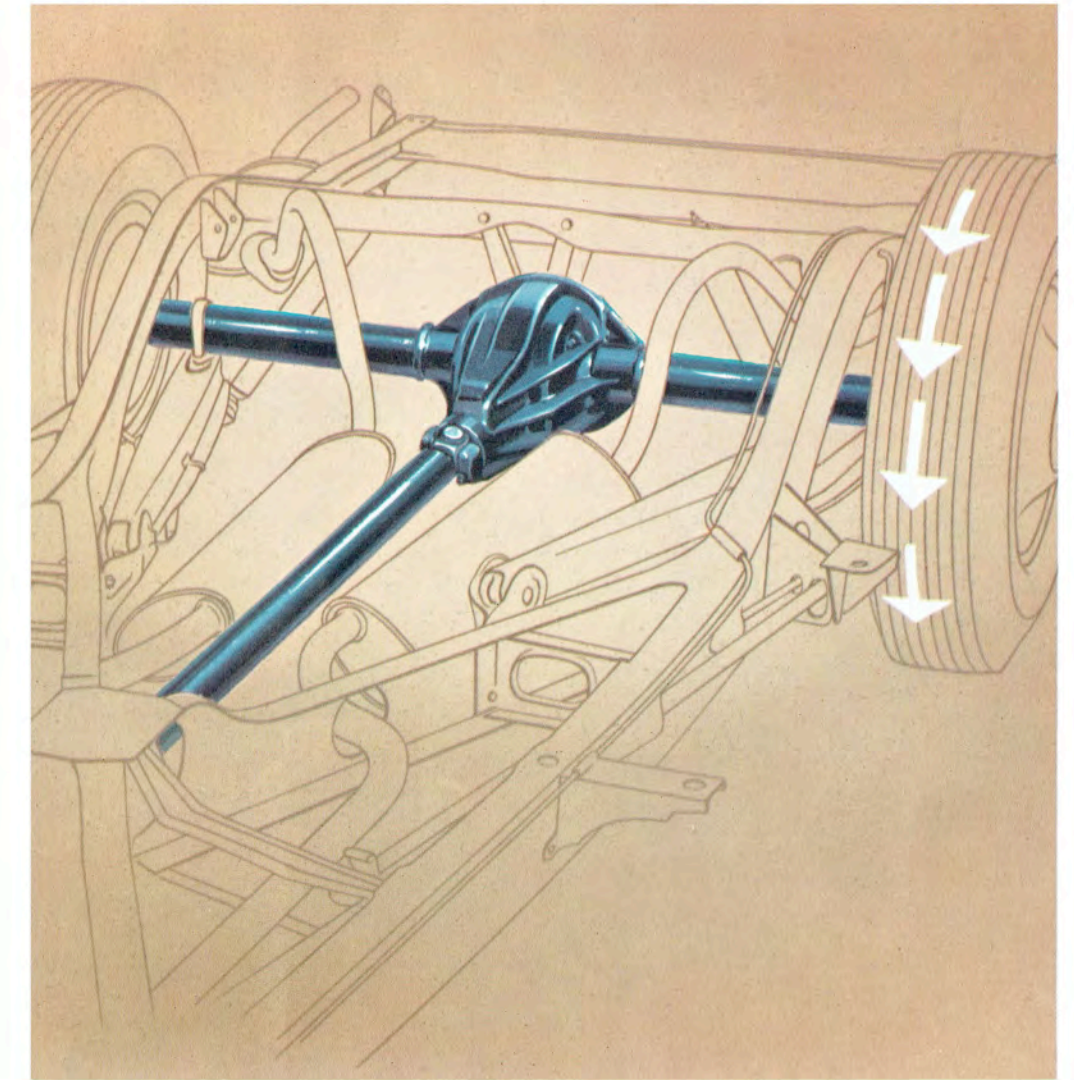
The advanced Packard valve-in-head V-8 engine can loaf its way smoothly through everyday driving or unleash all the power you will need the instant you summon it.

THE PACKARD power train places today's mightiest driving force at your command. The big, broad-chested, free-breathing engine develops 310 hp in the Caribbean series and 290 hp in the Patrician and Four Hundred models, with maximum torque of 405. Compression ratio is 10.00 to 1. The *Electronic Push-Button Ultramatic* transmits the

engine's power smoothly at all speeds, responds instantly to the tap of your finger on the *electronic* push-button control. And this most advanced of automatic transmissions can now be combined with the new optional 2.87 to 1 rear axle to incorporate outstanding fuel economies heretofore thought possible only in overdrive transmissions.



Electronic Push-Button Ultramatic gives you choice of two automatic drives at tap of a finger: One for ground-blurring acceleration and flashing response; one for more ultra-smooth acceleration and greater economy.



True overdrive fuel economy, plus all benefits of the automatic transmission, are yours with the new optional 2.87 to 1 Packard rear axle.

Nothing on Earth Rides Like a Packard



When the New Packard is at rest, *Load-Levelizer* automatically levels car 7 seconds after car load changes.



No matter how fast you accelerate, there is no rear-end dip. Even abrupt stops cause no rear end pitch.

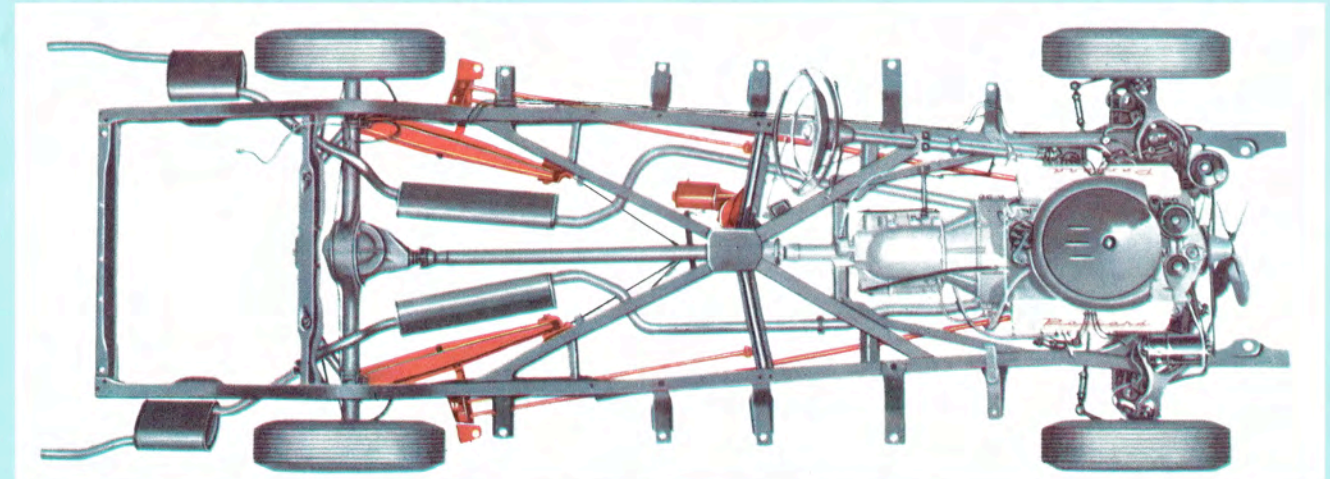


Never a ride like *Torsion-Level* before — flat, vibrationless, smooth and quiet. You drive relaxed, arrive refreshed.

NEW TORSION-BAR SUSPENSION

WHEREVER YOU may drive, Packard *Torsion-Level Ride* is constantly on the alert to give you a ride so flawlessly smooth, so perfectly level, so thoroughly relaxing all of the time *it beats riding on air*. No old-fashioned springs. No teeter-totter spring ride. No

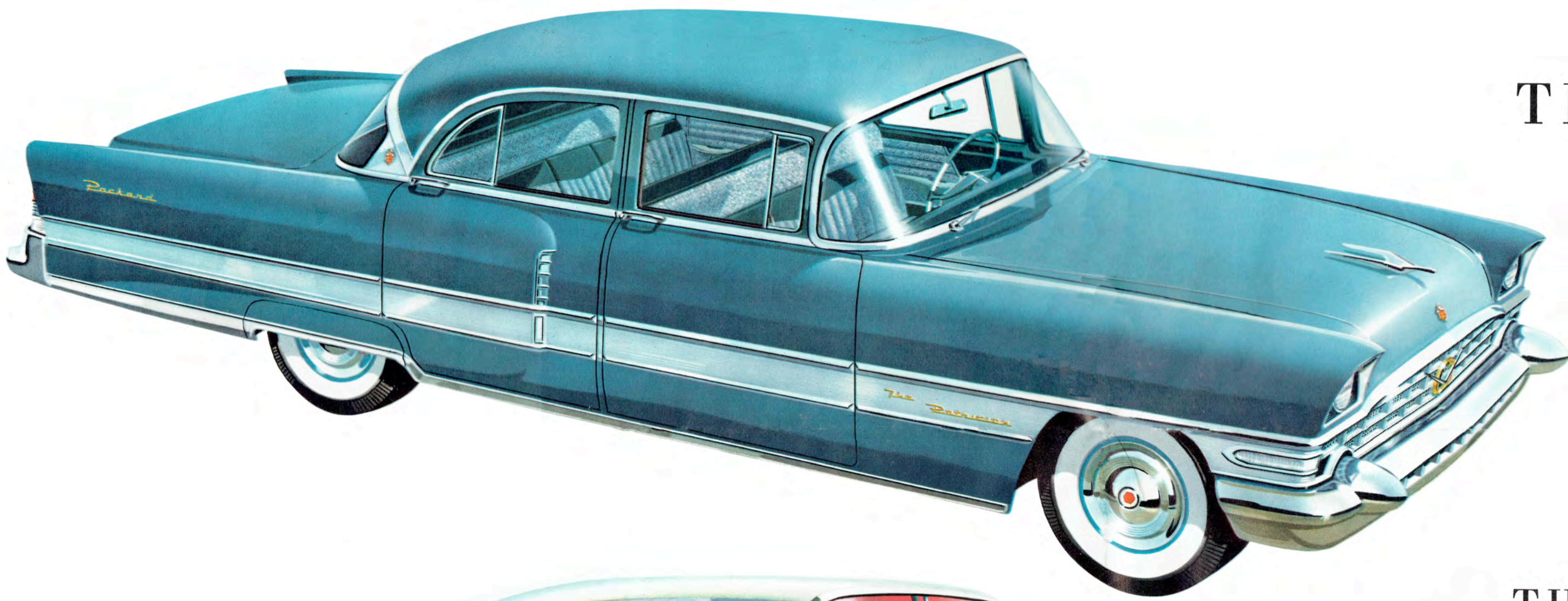
sacrifice of control and handling to achieve partial comfort. Packard *Torsion-Level Ride*—one of the most far-reaching automotive developments in decades—gives you new precision control of your car *and* the most comfortable ride you can experience.



The almost unbelievable comfort and ride control inherent in the *New Packard* are maintained by connecting front and rear wheels on each side by a single torsion bar. *Load-Levelizer* motor, which automatically compensates for load changes, is near center of chassis.

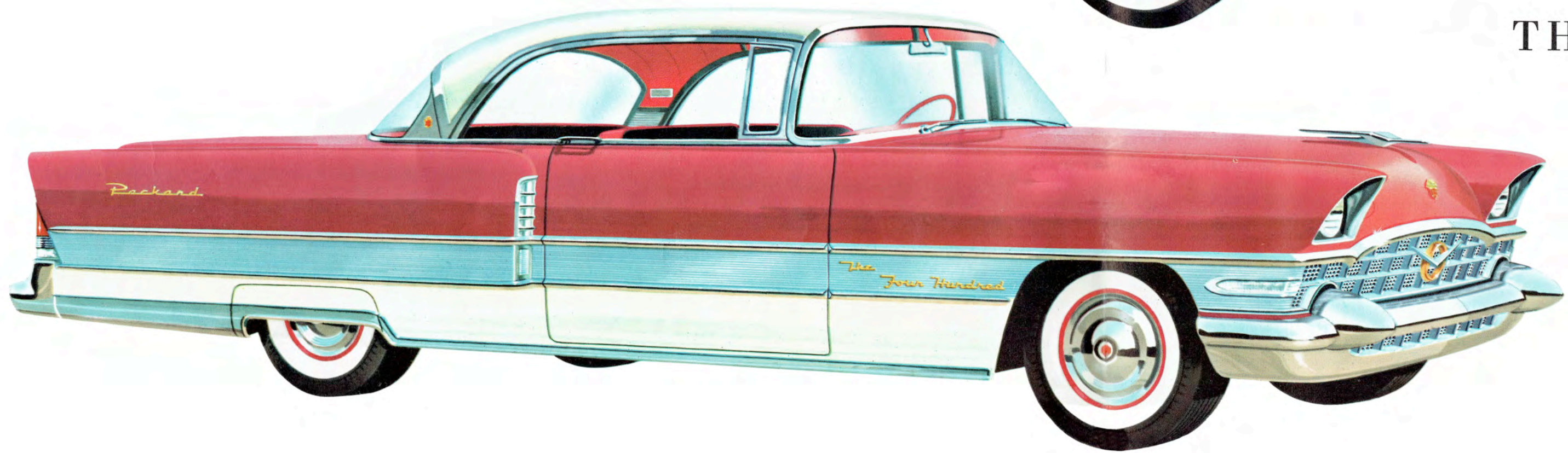


nineteen hundred fifty six PACKARD



THE *Patrician*

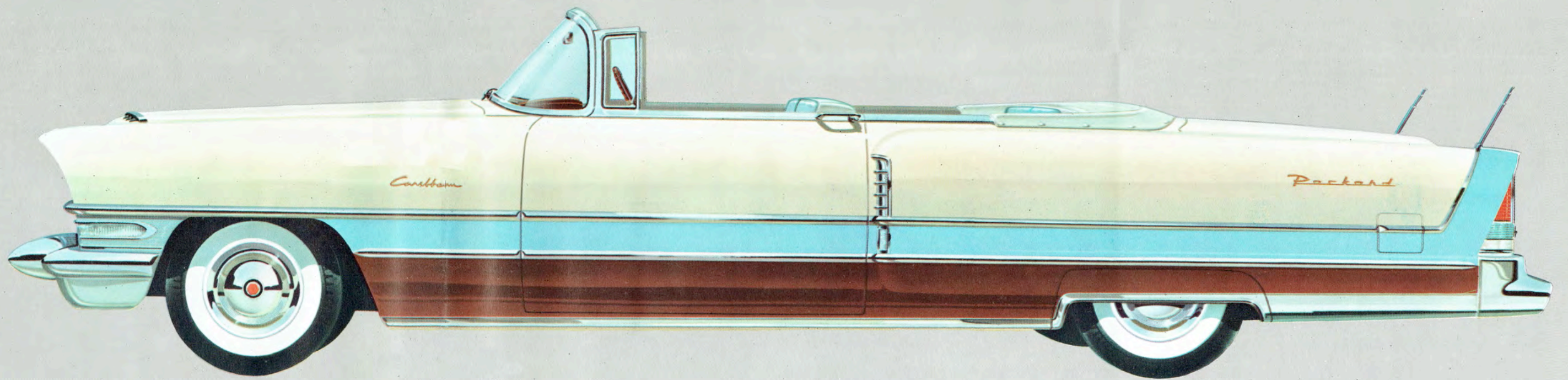
From its many-faceted grillework, all along the flow of its broad Caribbean-inspired side molding, to the new crisp lines of the rear deck, the Packard Patrician brings you the easy grace of luxurious living. In it, you see the clean, clearly defined styling that only the master designer is capable of and dares to use. From the great, deep-breathing V-8 engine, you can summon the brilliant performance that only Packard master motor builders can build into an engine. In the deep hush of the Patrician's interior, you see the work of the inspired decorator expressed in fabric, color and appointment. In every way, you will find the Patrician conceived and built to lead the kind of life you love.



THE *Four Hundred*

Traditional elegance is spiced with youthful flair in the New Packard Four Hundred. Let your eye capture the quick sweep of line and the forward-motion profile of this great car. Or let your eye linger on the little things — the new hood ornament, the wrap-around parking lights, the shrouded headlights. What you see is a convincing demonstration of the Four Hundred's spirited elegance. And when you slip behind the wheel, you find it demonstrated in another way — the poetry of motion. For the Four Hundred, like all of the New Packards, is powered for today . . . and tomorrow . . . powered to give you supreme confidence wherever you drive, whatever the conditions in which you drive.

THE *Caribbean* SERIES



This is the thoroughbred of open-air motoring — the car that cannot be approached anywhere for stunning beauty . . . or for the feeling of exhilaration it imparts to its driver. Low and sleek, with the smartness of tomorrow all about it, the Caribbean Convertible expresses the spirit of adventure as no other car has ever done.

With push-button simplicity, you bring down the top to reveal and revel in the beauties of open-air driving. With top up you are as cozy as you could wish, surrounded by the remarkable beauty of the interior appointments. And in the Caribbean Convertible, of course, there is no compromise with the ultimate in luxury.



The New Packard Caribbean Hardtop wears the Convertible's mantle of sleekness and glamour, along with its own special hardtop, closed-car functionalism. To the Convertible's simplicity of line and richness of decor, it adds the thrill of almost unlimited vision through wrap-around front and rear windows and pillarless side windows. And the Hardtop also brings you the extraordinary performance of the Convertible: 310 horsepower, with maximum torque rating of 405. This mighty driving force makes itself known in the Caribbean Hardtop's lightning-like takeoff and passing abilities and in its easy acceptance of sustained high-speed driving requirements. And, as you would expect, the ultimate in luxury features is standard equipment.



THE PACKARD INTERIORS

The shape of things to come is here today in High Fashion Styling by Packard. You see it in the sweep and scope of Packard exteriors. You see it repeated in the appointments, color and fabrics of Packard interiors.

Perhaps most important of all, in the New Packard, you can choose the precise combination of materials and colors that will make you feel comfortably and completely at home.

Left: Interior of the New Packard Patrician Four-Door Sedan, featuring silver-flecked matelassé upholstery in dark blue and harmonizing light blue, with dark blue deep-pile carpeting on floor and foot rests.

Right: Created for the nineteen hundred fifty-six Packard — magnificent leathers, rich jacquards and matelassés in harmonizing and contrasting colors provide you with wide choice for personal expression.

1956 PACKARD SPECIFICATIONS

ENGINE — The new free-breathing 90° V-type Packard engine powers the Caribbean Series and Patrician and Four Hundred models. The engine develops 310 horsepower in the Caribbean Series and 290 horsepower in the Patrician and Four Hundred. The new Packard engine has a displacement of 374 cu. in. with a bore of 4½" and a stroke of 3½". The crankshaft is short, rigid and has six integrally cast counterweights. With extra large displacement, the engine delivers 405 foot pounds of torque at 2800 rpm. Compression ratio is 10.00:1. The engine is fully mass-balanced for efficiency and smooth operation.

FUEL SYSTEM — The Caribbean Series 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. Twenty-gallon fuel tank standard on all models.

TRANSMISSION — In the Patrician and Four Hundred, Packard's Ultramatic Transmission is standard equipment. In the Caribbean Series, Packard's new *Electronic Push-Button Ultramatic* is standard.

REAR AXLE RATIOS — Unless otherwise specified, all Packards will be equipped with maximum-performance rear axle ratio of 3.54 to 1. Other ratios available: 3.31 to 1, 3.07 to 1, and a ratio of 2.87 to 1 for maximum economy.

TORSION-LEVEL RIDE — All Packards offer the new Torsion-Level Ride featuring an exclusive interconnection between front and rear wheels for the most stable, smoothest, softest ride ever offered.

TORSION-BAR SPRINGS — Two full-length torsion bars and two compensator bars give a combined length of over 26 feet of torsion-bar action.

LOAD LEVELIZER — A load levelizer unit, mounted onto the frame and operating on a timed cycle of 5-7 seconds, compensates for any load change.

STABILIZER BARS — Front and rear 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 Series, and an extra cost option on the Patrician and Four Hundred.

ELECTRICAL — All Packards are equipped with a new and compact 12-volt system. They have a large capacity 60-ampere hour 12-volt battery, air-cooled generator with automatic control, moistureproof 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 to provide clear, wide-view visibility through the Packard wraparound windshield. 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 Width	78 in.
Front Tread	60 in.
Over-all Length	218.5 in.
Over-all Height —	
Patrician & Four Hundred	62.3 in.
Caribbean Series	61.7 in.
Rear Tread	60.9 in.

Studebaker-Packard Corporation reserves the right at any time, and without notice or obligation, to alter the design of or to discontinue any model or product; to change prices; to change any specifications including, but not limited to, colors, materials, dimensions or equipment.

PACKARD DIVISION—STUDEBAKER-PACKARD CORPORATION — Detroit 32, Michigan