

PACKARD

AMERICA'S
MOST INDIVIDUAL
CARS!





PACKARD for '53



AMERICA'S MOST INDIVIDUAL CARS

Built and styled to thrill you with beauty, superb performance and luxury, the magnificent new Packards for 1953 offer every motoring comfort and convenience you could desire! They are, without question, the finest cars in the 54-year history of Packard, America's oldest fine-car manufacturer. Their great new Packard Thunderbolt Engines—now more powerful than ever, and still America's highest compression *in-line eights*—evidence the superiority of design, engineering and craftsmanship which has earned Packard the name "Master Motor Builders." So, for the car of your dreams *Now . . . Look To Packard!*

NOW . . . LOOK TO PACKARD—FOR ADVANCED CONTOUR STYLING

THAT'S SETTING THE NEW TREND IN AUTOMOBILE DESIGN



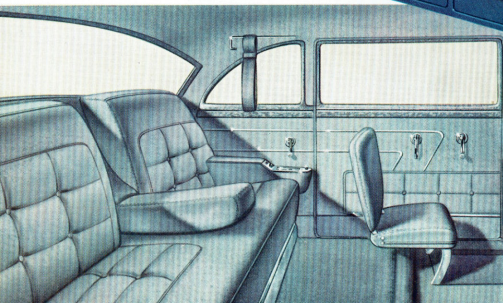
THE PACKARD
CUSTOM CORPORATION LIMOUSINE AND EXECUTIVE SEDAN

Quiet dignity finds expression in every magnificent line and formal detail of this, America's premier town car. Available on special order as

the Corporation Limousine with disappearing glass partition, or as the

Executive Sedan without partition, this superb motorcar provides the famous Packard Custom Body . . . Packard Ultramatic Drive . . . Packard Power Steering* . . .

Packard Power Brakes* . . . hydraulic window lifts* . . . and an all-season ventilation system which effects a complete change of air inside the car every sixty seconds.



SPACIOUS LUXURY

An almost unlimited selection of choice fabrics is offered for Packard Corporation Limousine and Executive Sedan interiors.

The faultless tailoring, the greater roominess and comfort tell you that there is no finer formal car in all the world.

Horsepower 180, wheel base 149 inches, interior length 125 inches.

SYMBOL OF DRIVING EASE

Among Packard's many firsts is the modern steering wheel. This particular one, with the

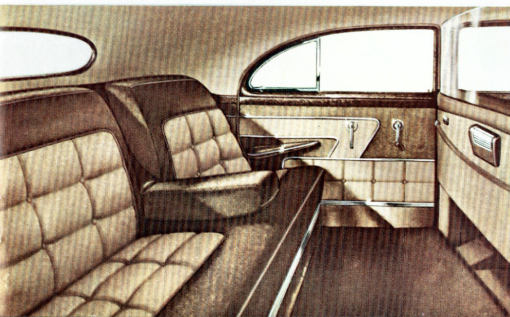
Packard family crest, is the control center of Packard Power Steering and Packard Ultramatic Drive. It's the sign of the easiest-handling car ever built!

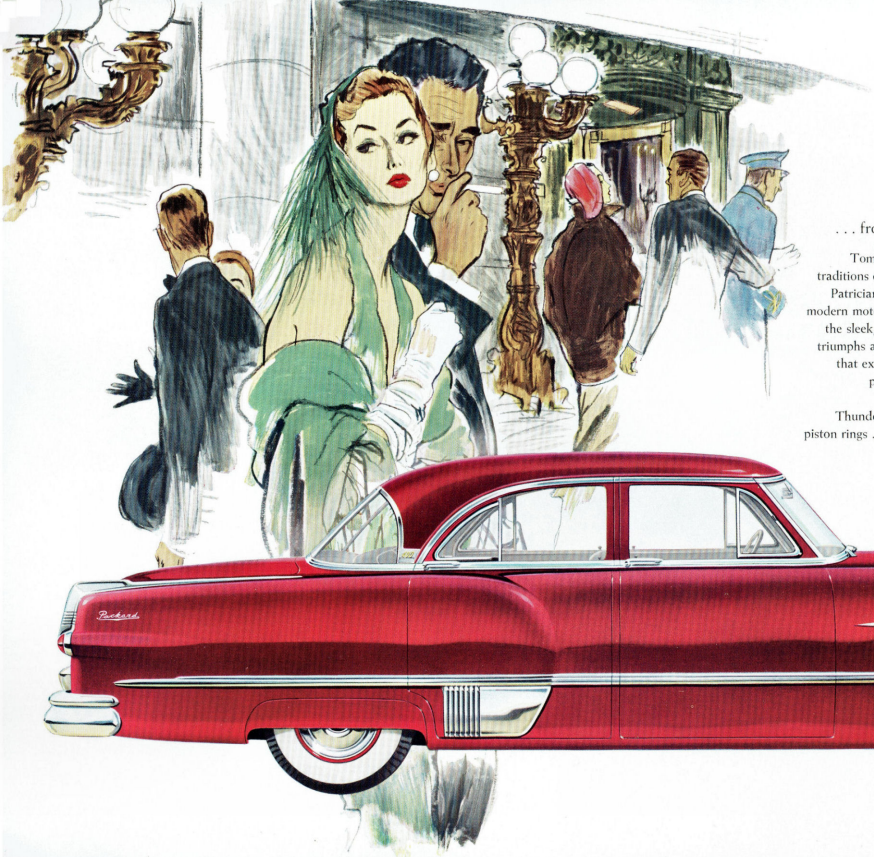


Horsepower 180, wheel base 127 inches.

THE PACKARD CUSTOM FORMAL SEDAN by Derham

For the past 46 years the name "Derham" on a motorcar body has stood for the ultimate in luxury throughout the world. Derham is that company of perfectionists who have built custom bodies on the Packard chassis for famous opera stars, Persian princes and other royalty. In the Packard Custom Formal Sedan for 1953 you enjoy the unmatched comfort and appointments of the famous Derham custom-built body . . . combined with the mechanical superiority of Packard engineering and precision craftsmanship.





THE PATRICIAN

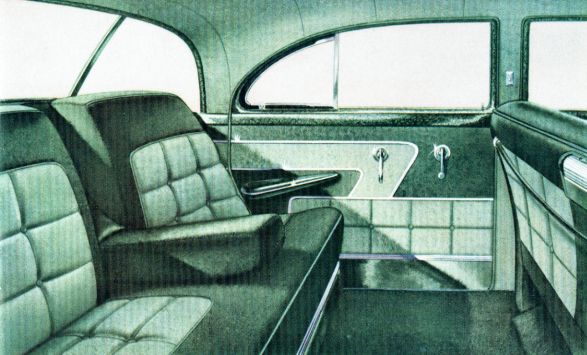
... from America's Limited Edition of Fine Motorcars

Tomorrow's advanced engineering meets yesterday's finest traditions of careful craftsmanship in the brilliant new 1953

Patrician. Every detail of this beautiful car expresses the finest in modern motorcar luxury. Superbly proportioned and richly upholstered, the sleek, suave Patrician combines such Packard engineering triumphs as exclusive Ultramatic, the automatic drive that excels all others . . . new Packard Power Steering* . . .

proved Packard Power Brakes* that give you faster stops with 40% less foot pressure . . . and Packard's mighty

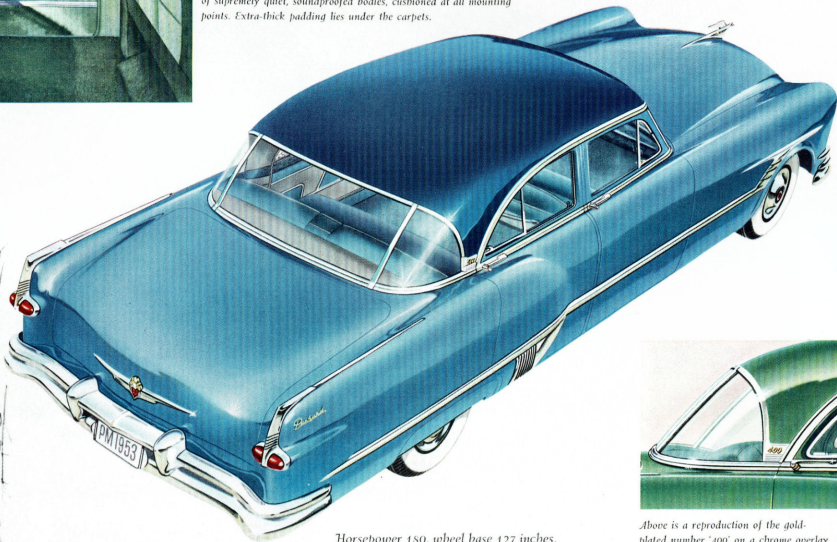
Thunderbolt Engine with nine main bearings and chrome-plated piston rings . . . America's highest-compression in-line eight. A new four-barrel carburetor further improves performance.



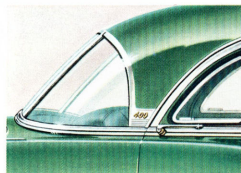
Most beautiful car on the road, the 1953 Packard Patrician blends the grace of long, sweeping lines with the artistic accent of new moldings, handsome wrap-around rear window and a low-slung rear deck that's trim and yacht-smart in every detail. The new Packard doors are wider than the inside doors of many homes and the angle of opening is greater than other cars, for easier entry and exit.

SUPERB APPOINTMENTS

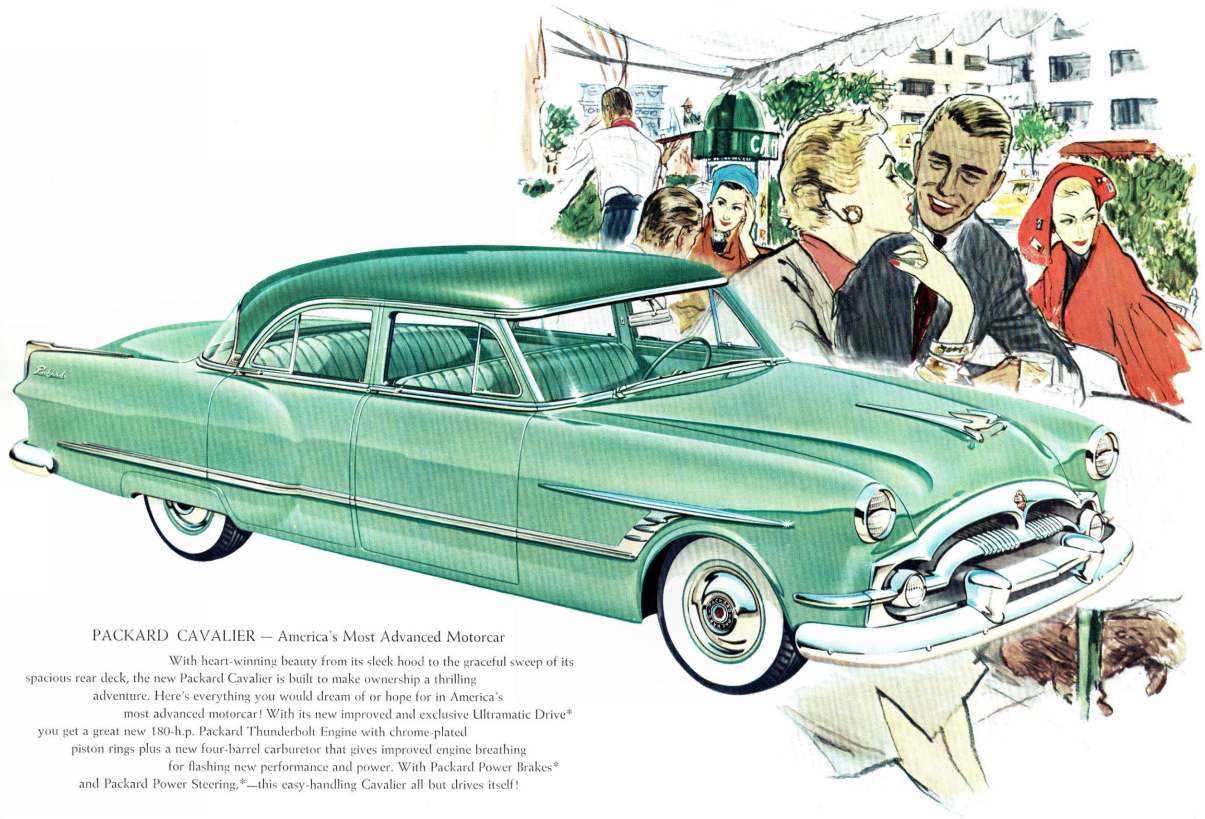
Rich-textured and colorful in their smartly tailored new upholstery, the spacious new Packard Patrician interiors afford the added luxury of supremely quiet, soundproofed bodies, cushioned at all mounting points. Extra-thick padding lies under the carpets.



Horsepower 180, wheel base 127 inches.



Above is a reproduction of the gold-plated number '100' on a chrome overlay plate, which is the emblem of distinction borne only by the 1953 Packard Patrician.

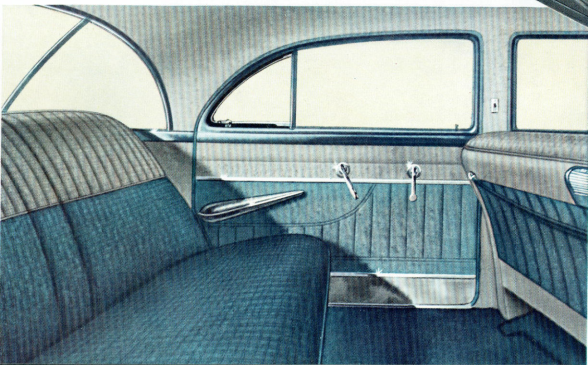


PACKARD CAVALIER — America's Most Advanced Motorcar

With heart-winning beauty from its sleek hood to the graceful sweep of its spacious rear deck, the new Packard Cavalier is built to make ownership a thrilling adventure. Here's everything you would dream of or hope for in America's most advanced motorcar! With its new improved and exclusive Ultramatic Drive* you get a great new 180-h.p. Packard Thunderbolt Engine with chrome-plated piston rings plus a new four-barrel carburetor that gives improved engine breathing for flashing new performance and power. With Packard Power Brakes* and Packard Power Steering,*—this easy-handling Cavalier all but drives itself!

Your luggage rides in luxury, too . . . in the spacious, weather-protected trunk compartment of the new Packard Cavalier. Under the big, handsome rear deck, there's ample room for carrying plenty of bags, hat-boxes and hobby equipment without crowding or crushing. And you'll find the tightly sealed compartment safeguards your personal things from moisture and dust on long trips.

Horsepower 180, wheel base 127 inches.



LUXURIOUS COMFORT

Wide, gracious doors of the new Packard Cavalier open on generous and roomy interiors, with your choice of many rich, beautiful upholsterys. This great car affords lavishly wide, deep seats . . . extra leg room . . . road-to-roof soundproofing . . . and armor-ribbed safety bodies that are cushioned at all mounting points to provide the utmost motoring luxury and comfort.

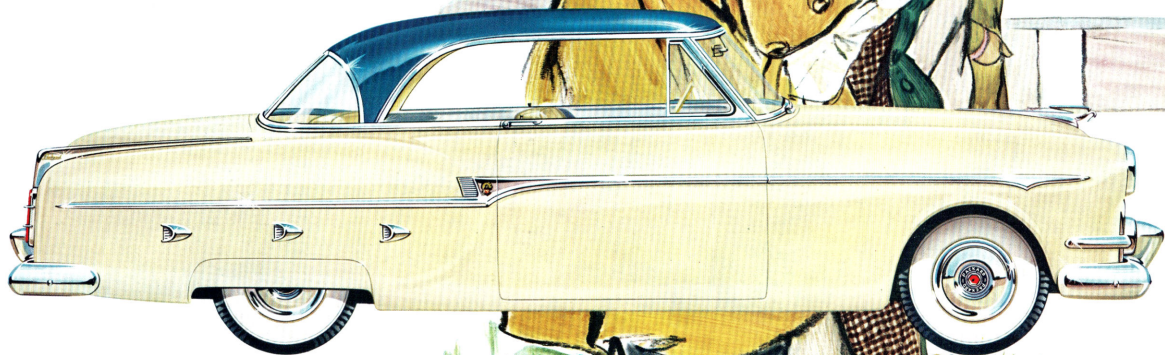
Your Packard's identity is expressed with pride and distinction, in following cars, by a smart, new trunk lift bearing the beautifully wrought Packard crest.



NEW PACKARD MAYFAIR
Here's the Power-Packed Sports Car
You've Always Wanted!

You only need glimpse the breathtaking beauty of the new Packard

Mayfair—feel the live horsepower of its brilliant new Packard
Thunderbolt Engine—relax in the cradled comfort of its luxurious
new interiors—to realize why owners and experts, everywhere,
hail this stunning model as America's finest sports car! Here's a car
for the young in heart—built, styled and appointed to give you
more enjoyment to look at, to ride in, to drive.



ADD CONTINENTAL FLAIR

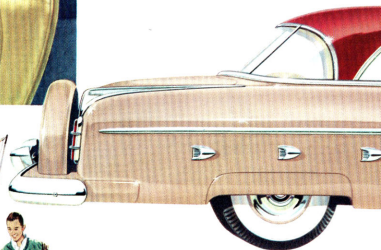
The spare tire mounted at the rear* is a new note of continental swank and styling, presented in this new Packard sports car, which otherwise is exactly like the Mayfair on the preceding page.

Lithe, sleek masterpiece of steel and luxury, this beautiful car fairly skims over the highways and levels the hills with the surging power of the sensational new 180-h.p. Packard Thunderbolt Engine.

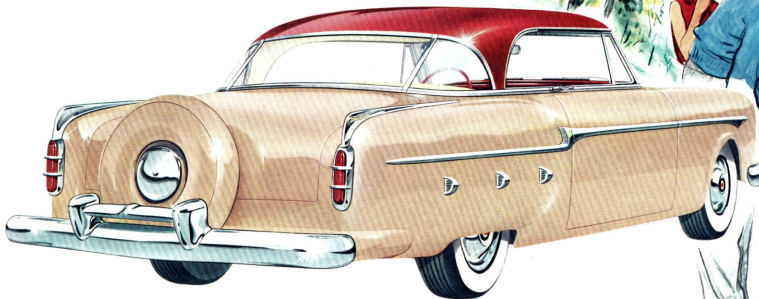


STUNNING INTERIORS

A wide variety of beautiful upholstery is available in the two new Packard Mayfair sports cars for 1953. They include six smart combinations in leather and nylon fabric, with choice of colors.



At a touch the spare tire mounted on the rear swings down to allow ample clearance for lifting the trunk lid and storing or removing luggage.



Horsepower 180, wheel base 122 inches.



This beautiful ornament—so distinctively Packard—traces the hoods of 1953 Mayfairs, Convertibles, Cavaliers, Patricians and Packard Custom cars.

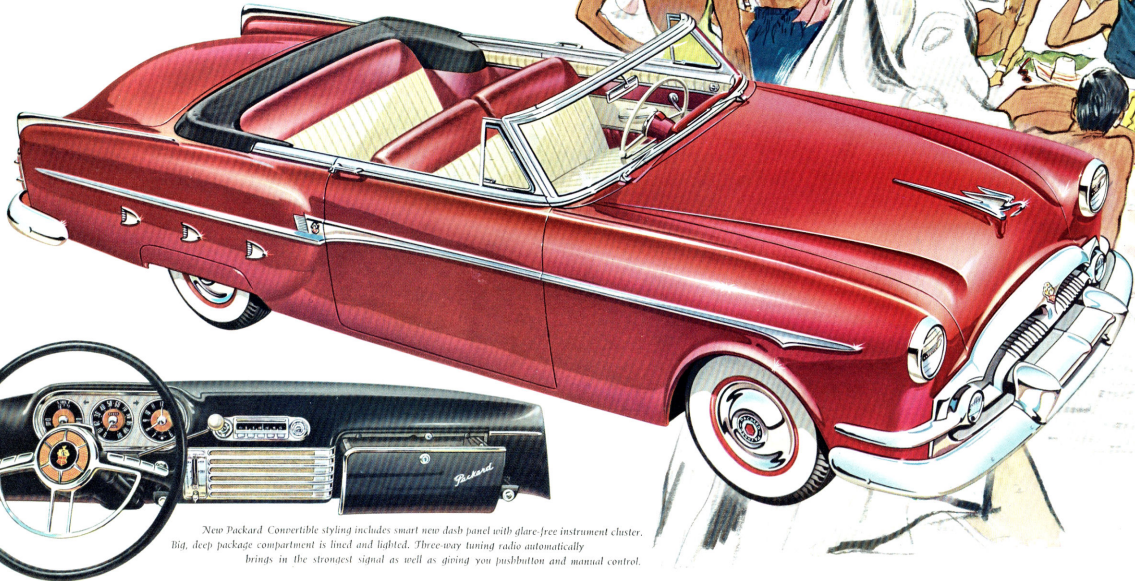


NEW PACKARD CONVERTIBLE

With Advanced Contour Styling in the Continental Manner

Lithe, low and rakish—as modern as tomorrow—the beautiful new Packard Convertible is styled throughout with continental flair and distinction. Even more important, it is built from stem to stern with the integrity and precision that are traditional in Packard craftsmanship.

For supreme performance, this smart new Convertible is powered with the great new 180-h.p. Packard Thunderbolt Engine, with longer-lasting, chrome-plated piston rings and a new four-barrel carburetor for improved engine "breathing," increased horsepower and torque.

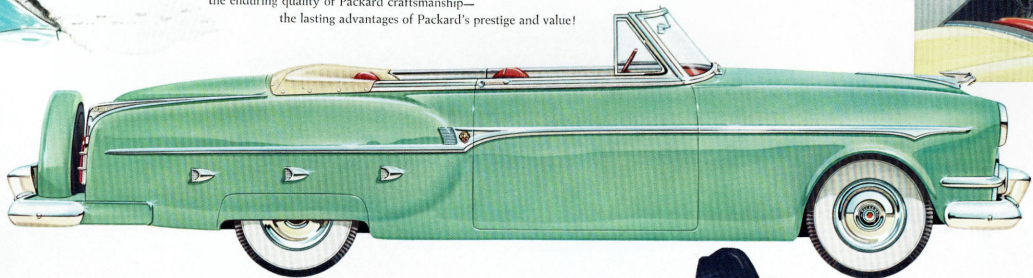


New Packard Convertible styling includes smart new dash panel with glare-free instrument cluster. Big, deep package compartment is lined and lighted. Three-way tuning radio automatically brings in the strongest signal as well as giving you pushbutton and manual control.

ANOTHER PACKARD CONVERTIBLE . . . With That Continental Flair!

All eyes will turn to look again at the bold, masculine beauty and suave distinction of this new Packard for '53! Styled like its stablemate on the opposite page, this

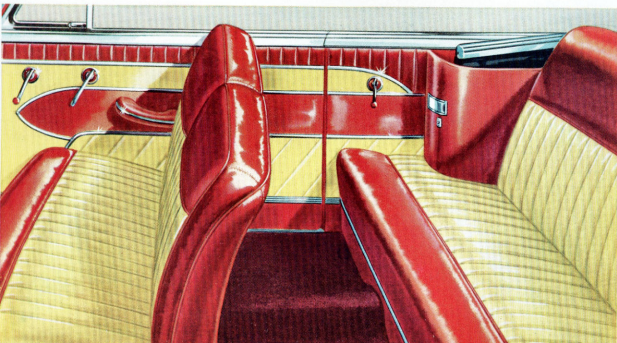
Packard Convertible adds a final touch of continental swank with the spare tire mounted snugly at the rear.* And with it all you get the brilliance of Packard engineering—the enduring quality of Packard craftsmanship—the lasting advantages of Packard's prestige and value!



Horsepower 180, wheel base 122 inches.



From bumper to bumper and road to roof, the new Packard Convertibles are styled to thrill you. Their nylon fabric tops—available in black or tan—raise and lower at the touch of a button.



WEATHER-PROOF LUXURY

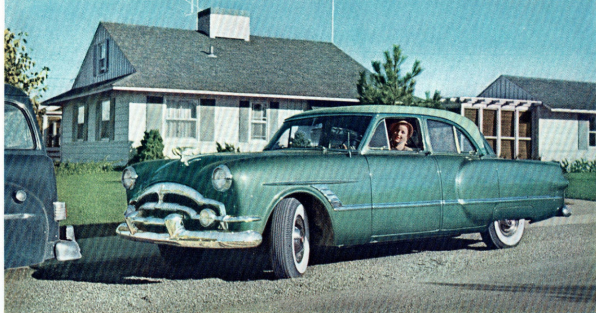
There's a world of fresh new styling and smartness in the glamorous interiors of the two Packard Convertibles. The brilliant interior shown below is but one of four color combinations that include finely tailored top grain leather in solid color or two-tone combinations.

You'll like the extra leg room in the back seat and the lavish profusion of smart appointments throughout.



80% LESS WORK AND NO "PLAY!"

Smooth, silent hydraulic power takes the work out of steering while Packard's exclusive direct-action linkage eliminates instability or tendency to wander.

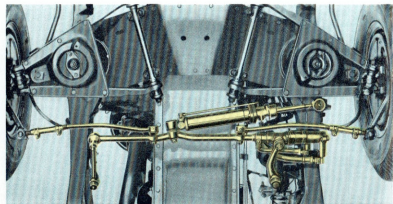


Easier, faster parking is yours with Packard's amazing new power steering! Just the slight pressure of one hand turns the front wheels through their entire range, even when standing still! And Packard's stepped-up power steering ratio lessens the amount you have to turn the steering wheel.

PACKARD POWER STEERING®

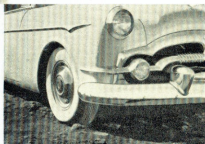
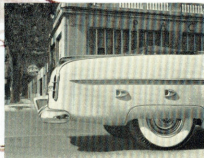
Now it's actually *fun* to steer—and parking's no longer a chore!

Revolutionary new Packard Power Steering supplies 80% of the effort, gives you positive control *even with power off* and effectively counteracts road shocks—including those caused by *blow-outs!* It's the only power steering which acts *directly* on the front wheels. Anchored to the frame of the car and to the steering assembly, it uses no complex linkage where instability or even breakdowns might occur. Packard Power Steering is the *safest, most dependable* type ever built.

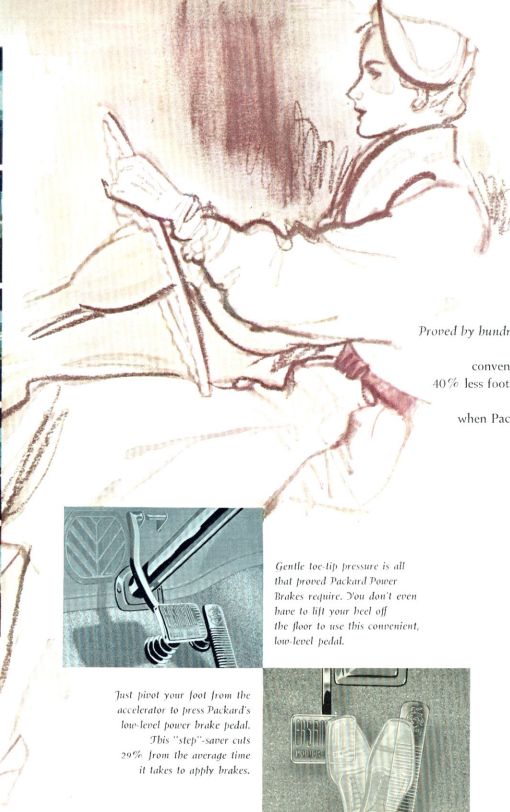


Routine checks of the fluid level—that's the only service Packard Power Steering requires. And you have nothing new to learn. You enjoy the same sure feeling of control and have no tendency to "over-steer."

Far more simple in construction than any other power steering system, Packard's direct-action unit includes a rotor-type pump, reservoir, control valve and power cylinder. Turning the steering wheel operates the control valve, directing pressure which turns the front wheels.

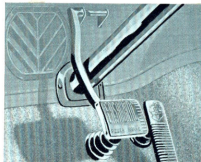


Positive control over any type of road! You won't "fight" the wheel over ruts because Packard Power Steering holds the car true on your course, counteracting road shocks and greatly reducing driving fatigue.



PACKARD POWER BRAKES*

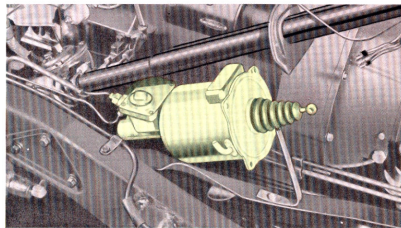
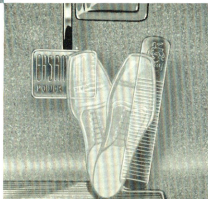
Proved by hundreds of thousands of motoring miles to give you faster, easier stops! First full power brakes on any car offering the extra convenience of a low-level pedal, proved Packard Power Brakes require 40% less foot pressure and take 29% less time to apply! Here is the greatest contribution to safer, easier braking since 1924, when Packard was first to offer four-wheel brakes as standard equipment.



Gentle toe-tip pressure is all that proved Packard Power Brakes require. You don't even have to lift your heel off the floor to use this convenient, low-level pedal.

Just pivot your foot from the accelerator to press Packard's low-level power brake pedal.

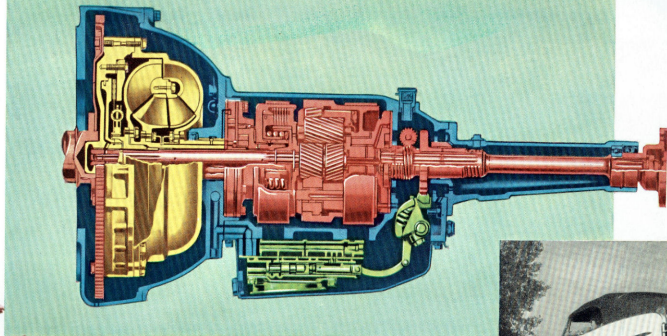
This "step"-saver cuts 29% from the average time it takes to apply brakes.



Proved Packard Power Brakes use engine vacuum to produce 40% of the braking effort and to assure normal pedal action. You get soft, smooth, straight-line stops every time. Packard's exclusive Safe-Set Hand Brake can't accidentally be left halfway "ON" to cause unnecessary brake-lining wear.

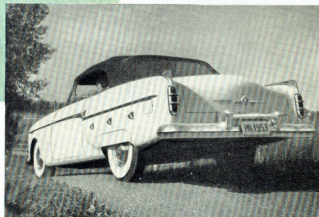


With an all-fluid transmission for smooth, flashing pickup, Packard Ultramatic then silently changes over to direct drive for full engine power, effortless cruising and safer control for descending long hills. Solid direct drive provides smooth, gradual engine braking effort when needed, down to a speed of 11 miles per hour.



PACKARD ULTRAMATIC DRIVE*

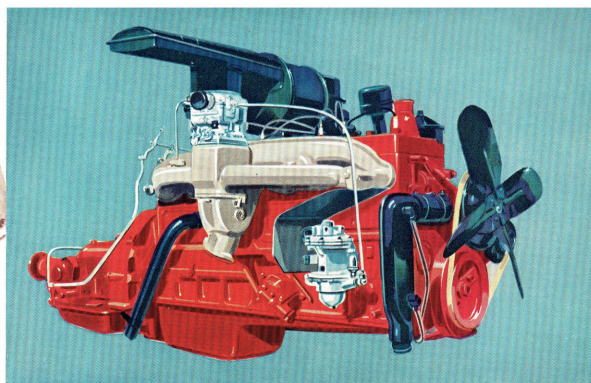
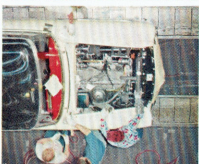
Now the famous Packard Ultramatic—proved in use to excel all other automatic drives—brings 21 new advancements for even smoother, more efficient operation, in 1953! Outstanding new refinements give the new Ultramatic increased torque multiplication and brilliant new performance in city traffic or cross-country cruising . . . in faster pickup, effortless hill-climbing, safer control descending long hills and easier parking. Packard Ultramatic is a triumph of 16 years' development and is hailed by engineering experts, everywhere as the finest automatic drive of them all.



Without any gears to shift or clash, Packard Ultramatic enables you to change instantly from forward to reverse for easier parking and to rock the car in pulling out of sand, snow or mud.

Packard Ultramatic lets you cruise in direct drive at all road speeds—saves gas-wasting slippage. You can drive hilly roads without overheating. You also have full engine braking control for coming down winding hills safely. For those sudden bursts of speed needed in emergencies, you have the brilliant acceleration of high torque conversion.

*Standard on the Corporation Elminoxine, Executive Sedan, Custom Formal Sedan and Patrician. Optional at extra cost on other models.

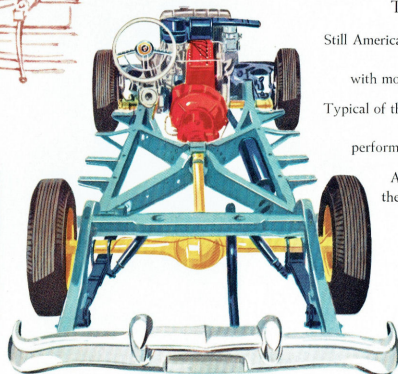


THE PACKARD CHASSIS AND ENGINE

Still America's finest and highest-compression in-line eight, the superb new Packard Thunderbolt for 1953 provides even greater power with more brilliant responsiveness and performance than ever before!

Typical of the quality built into these new Packard engines are their new chrome piston rings which contribute to better performance, while prolonging the life of rings and cylinders as well.

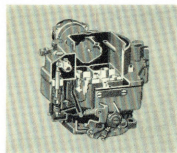
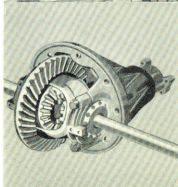
And Packard also offers a great new chassis, engineered to cradle the finest Packard motor in history! From stem to stern this rugged chassis is better in 43 ways with added stamina, riding comfort, roadability and safety.



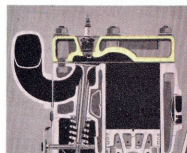
The new 1953 Packard is every inch a Packard with great engineering and superb craftsmanship through and through. Designed and built to stay new longer, each Packard undergoes 4,287 separate factory inspections and Packard's quality is constantly checked at the Packard Proving Grounds and Engineering Laboratories.

Five rubber bushings in Packard's new front-end suspension absorb shocks. Only Packard has the built-in stability that makes possible the use of smoother-operating life-time needle roller bearings in the steering knuckles.

Packard's new, sturdier rear axle with special ratio for cars equipped with Ultramatic Drive provides smoother performance, longer service.



Packard's new four-barrel carburetor combined with a new intake manifold and exhaust system boost the engine output of the Patrician, Cavalier, Mayfair and Convertible to 180 horsepower.



Packard builds great engines—and this 1953 Packard Thunderbolt is the greatest in Packard history! Improved L-head combustion chamber of new design contributes to improved performance.

WHERE PACKARD QUALITY IS CONFIRMED

TEST CARS RUN UP 1,078,125 CHASSIS-JOLTING MILES
A YEAR AT PACKARD'S MULTIMILLION-DOLLAR
PROVING GROUNDS

Thirty thousand grueling miles around the world's
fastest closed track start the torture brand-new
cars, picked at random, meet at Packard's 560-acre
Proving Grounds. After every conceivable driving test—
in heat, water and sub-zero cold—each test car is
dismantled and the condition of all mechanical parts
studied at Packard's Engineering Laboratories.



The Balllands of South Dakota, the loose gravel and ruts of treacherous detours everywhere, are duplicated here in test and prove the quality of Packard design, engineering and construction under every possible driving condition.



Water trials like this would dampen the ignition system—and spirit—of most cars, but this '53 Packard keeps coming back for more. And Packard Ultramatic Drive proves its stuff on 15% grades which rival San Francisco's steepest hills!



Packard "guinea pigs" are raced over railroad ties to prove that they can take most anything—to prove that "Built like a Packard" really means built to last! Records show more than 35% of all Packards built since 1899 are still in use.

PACKARD ENGINEERING HIGHLIGHTS FOR 1953

ENGINE—L-head, eight cylinders in line. Specially treated aluminum alloy, steel strip pistons. Removable precision-type main and connecting rod bearings. 14 mm. spark plugs. Oil capacity: 7 quarts. Displacement: 327 cubic inches. Compression ratio: 8.0 to 1. Brake horsepower: 180 at 4000 r.p.m. Bore and stroke: 3½ x 4¼ inches. Hydraulic valve tappets. Packard Patrician and Custom cars—Crankshaft weight: 106 pounds; nine main bearings. Packard Cavalier, Mayfair and Convertible—Crankshaft weight: 104 pounds; five main bearings.

TRANSMISSION—Packard Ultramatic Drive is standard equipment on Packard Patrician and Custom cars, optional at extra cost on Packard Cavalier, Mayfair and Convertible. Standard transmission has synchronized, carburized, helically cut gears and nine ball and roller bearings. Overdrive available at extra cost.

FUEL SYSTEM—buzzel down draft carburetor with 4 intake jets. Automatic choke, automatic heat control, silencer and flame arrester. Twenty-gallon gasoline tank. Automatic idling control. Oil bath air cleaner.

FRONT SUSPENSION—Packard independent front wheel suspension, rubber cored support arm inner linings. Roll Control Bar. Air-charge-type, direct acting full-flex shock absorbers.

REAR SUSPENSION—2½ inch wide semi-elliptic springs, 5.0 inches long. Full-length composition inserts between leaves. Lateral stabilizer.

BRAKES—Safety-set hand brake. Packard Servo-Hydraulic, self-energizing type service brakes. Power brakes optional at extra cost on all models.

WHEELS AND TIRES—With new Safety-Groove rims, 15 x 8.00. **WHEELBASE**—Custom Corporation Limousine and Executive Sedan: 149 inches. Custom Formal Sedan, Patrician and Cavalier: 127 inches. Mayfair and Convertible: 122 inches.

OVER-ALL LENGTH—Custom Corporation Limousine: 246½ inches. Custom Formal Sedan, Patrician and Cavalier: 218½ inches from bumper to bumper. Mayfair and Convertible: 213½ inches.

STANDARD EQUIPMENT—Twin horns, two dual universally-angled sun visors. Double, variable speed vacuum windshield wipers. Horn ring. Bumper guards front and rear. Bumper

jack and tools. Turn indicators, tilt-type, glare-proof rear view mirror. Chrome-plated wheel discs, trunk compartment light; robe rail.

DRIVE—Hotchkiss type through rear springs. Hypoid rear axle. Axle ratios: Ultramatic Drive: 3.54 to 1; Cavalier, Mayfair and Convertible—Standard: 3.9 to 1; Overdrive: 4.1 to 1. **ELECTRICAL SYSTEM**: Large capacity 45 ampere, air-cooled generator with automatic control. Seventeen plate, 120 ampere hour battery on Packard Patrician and Custom cars. Seventeen plate, 100 ampere hour battery on Cavalier, Mayfair and Convertible. New anti-kickout starter drive on all models. New waterproof ignition wiring. Full automatic spark control.

STEERING—Conventional: Packard worm and 3-tooth roller type. Overall ratio: 30.9 to 1. Turning radius: 23½ ft. for Convertible and Mayfair; 25½ ft. for Cavalier. Custom Formal Sedan and Patrician. **Power Steering**: Hydraulic, direct-acting type with rotor pump. Overall ratio: 22.5 to 1 for all models. Turning radius: 20½ ft. for Convertible and Mayfair; 21½ ft. for Cavalier, Custom Formal Sedan and Patrician.

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PACKARD

for 53

Ask The Man Who Owns One

PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

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