

America's New Choice in Fine Cars



PACKARD for '54

The great new 1954 Packard is the result of an idea—an idea born in Detroit just a short time ago

BACKED BY PACKARD'S 55-year-old tradition of highest quality and its historic record of superb craftsmanship, a new management determined that Packard, by the most modern methods, could achieve a new high place in the fine-car field . . . and that Packard could logically become America's *New Choice in Fine Cars*.

THAT WAS THE BEGINNING of the New Packard Program. The results of that program speak for themselves and, during 1953 thousands of fine-car owners changed to Packard.

BUT the important point is this: *This story and the New Packard Program reach their climax with the introduction of the 1954 line of seven great new Packard cars.*

HERE ARE CARS which are the finest examples of Packard's ability to produce fine cars . . . the greatest of a long line of superb cars produced by Packard.

THESE CARS are designed for men and women who do not like to follow the crowd. They are fine, proud and individual

THEIR INDIVIDUALITY stems in part from the fact that they are in the custom-built tradition—as closely tailored to the individual owner's taste and requirements as scores of combinations of optional features, colors and interiors can make them. The car you choose is *your car*—definitely different from any other on the road.

ENGINEERED into every one of these new Packards are six basic features to bring you what we believe to be the world's most relaxed driving—features that work together to make driving, in city traffic or open highway, a joy instead of a job.

ALL OF THESE THINGS come to life out on the road. And you'll find much more—surging new power . . . the firm, modern lines of Packard style . . . a quiet and ease of driving that comes only from fine engineering.

IF THE OUTSTANDING BEAUTY and performance of the 1954 Packard inspire you with the desire to drive one, we think you'll see why Packard is fast gaining acceptance as America's *New Choice in Fine Cars*.



BOTH FRONT AND REAR views are typical of Packard contour styling—the style that stays in style. From its sleek, handsome hood to the graceful sweep of the spacious rear deck, the new Packard is designed to make ownership a thrilling experience.

WHAT'S MORE, contour styling is as practical as it is beautiful. All four fenders are clearly visible from the driver's seat. And, new for 1954—improved rear-view visibility with a curved one-piece rear window nearly as large as the windshield itself and actually larger than the windshields of most other cars on the road. These vast areas of fine, clear glass afford round-the-clock visibility for the greater enjoyment and safety of driver and passengers!

The Packard Patrician

A BRILLIANT NEW ENGINE . . . trend-setting contour styling . . . ultra-luxurious interiors. The Packard Patrician is America's most distinguished car, the finest car on the road today.

HERE YOU WILL FIND the fire and power of a great new 212-horsepower engine—a big, able, high-compression and high-torque engine—that provides all the power you need when and where you need it most!

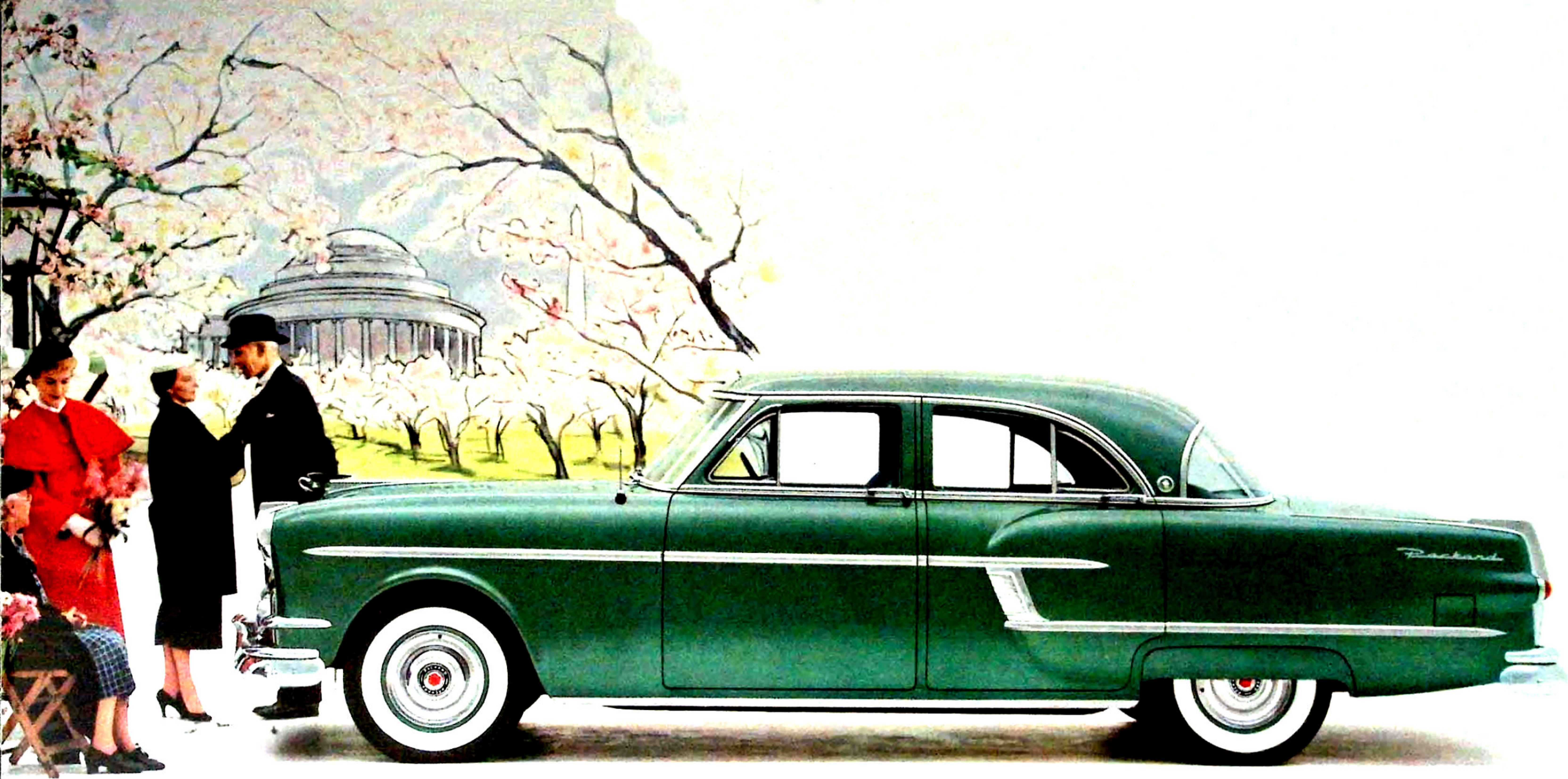
AND in combination with this tremendous new power are all the features that permit the world's most relaxed driving! Among them—Packard Ultramatic, finest of no-shift drives . . . Packard Power Steering . . . Packard

Power Brakes . . . Power Operated Windows . . . Electric Four-Way Seat Adjustment.

THIS IS A CAR designed for people who know what they want and can have their choice.

INSIDE THE PATRICIAN you see for the first time what luxury can be built into one automobile. For example, an entirely new fabric—nylon matelassé! Only when you have felt the sleek, cool richness of it can you appreciate its elegance. Or, for those who prefer traditional interiors, closely woven and durable broadcloth of the finest quality is also available in colorful two-tone combinations.







The Packard Caribbean

THERE IS NO MORE glamorous car than the new Packard Caribbean. Low, lithe lines . . . the swank continental look will turn all eyes in your direction—toward this smartest of all convertibles.

YET for all its rakish, modern styling, the Caribbean, like its sister cars in the Packard line, is built in the solid tradition of more than 55 years of engineering experience—and with all the superb quality and fine craftsmanship that those years imply.

BACKED BY PACKARD's historic experience in building fine engines, the great new Packard 212-horsepower engine offers new performance that is one of the truly great new thrills in motoring. Whether idling through

city traffic or taking miles of open highway in stride, this matchless Packard engine is quiet and effortless in every range of performance.

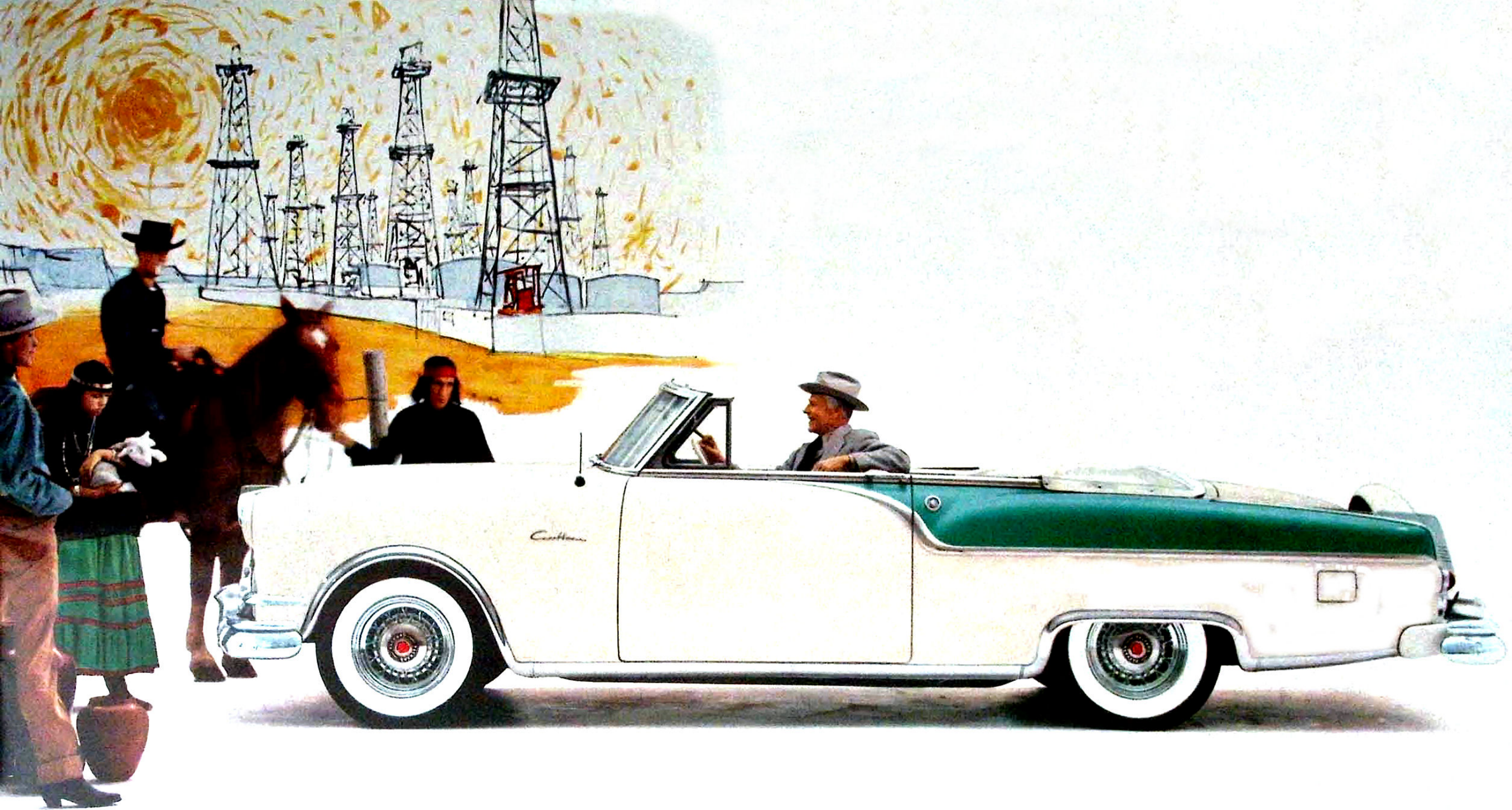
INTERIORS: You may select two-tone combinations of genuine leather tailored to perfection, with colors and appointments that harmonize with the exterior of the car.

THE PACKARD CARIBBEAN, most glamorous American sports-type car, brings you the ultimate in luxurious motorcar travel. And in a line where every car is tailored to its owner's wishes, the Caribbean is the most proudly individual of them all.

ADD EUROPEAN FLAVOR with spare tire mounted at the rear. At a finger touch, the spare swings down to allow ample clearance for lifting the trunk lid and storing or removing luggage.

NOTE, TOO, in the picture above, the sweeping flair of fender, the smooth flow of line where gracefully tapered rear light cluster and fender meet in this most beautiful of all sports-styled cars, designed in the Packard tradition. Built, styled and appointed to give you more enjoyment to look at, ride in and drive, this stunning model is America's swankiest car. Inside and out, the Caribbean is personalized in color and upholstery combinations to meet the taste of discriminating owners.







HERE YOU SEE the unforgettable face of America's newest choice in fine cars. Note the massive appearance, the way the familiar Packard grille blends into fresh modern styling. The impression of fine tailoring in this superb car begins with the front-end ensemble rising gracefully from the foundation of the sturdy bumper. See how the trend-setting drop of the hood permits better vision of the road ahead.

TYPICAL of Packard design is the clear, full-vision windshield. This broad expanse of safety glass commands a full view of the road ahead—one of many aids to better visibility offered by Packard's advanced contour styling. In the Packard windshield you will find no exaggerated curves—no dangerous distortion.

The Packard Cavalier

ONE OF AMERICA'S most distinguished cars, and a value package, too. This car is designed with the family in mind, yet with all its luxury, comfort and performance, it is a great new value in its field.

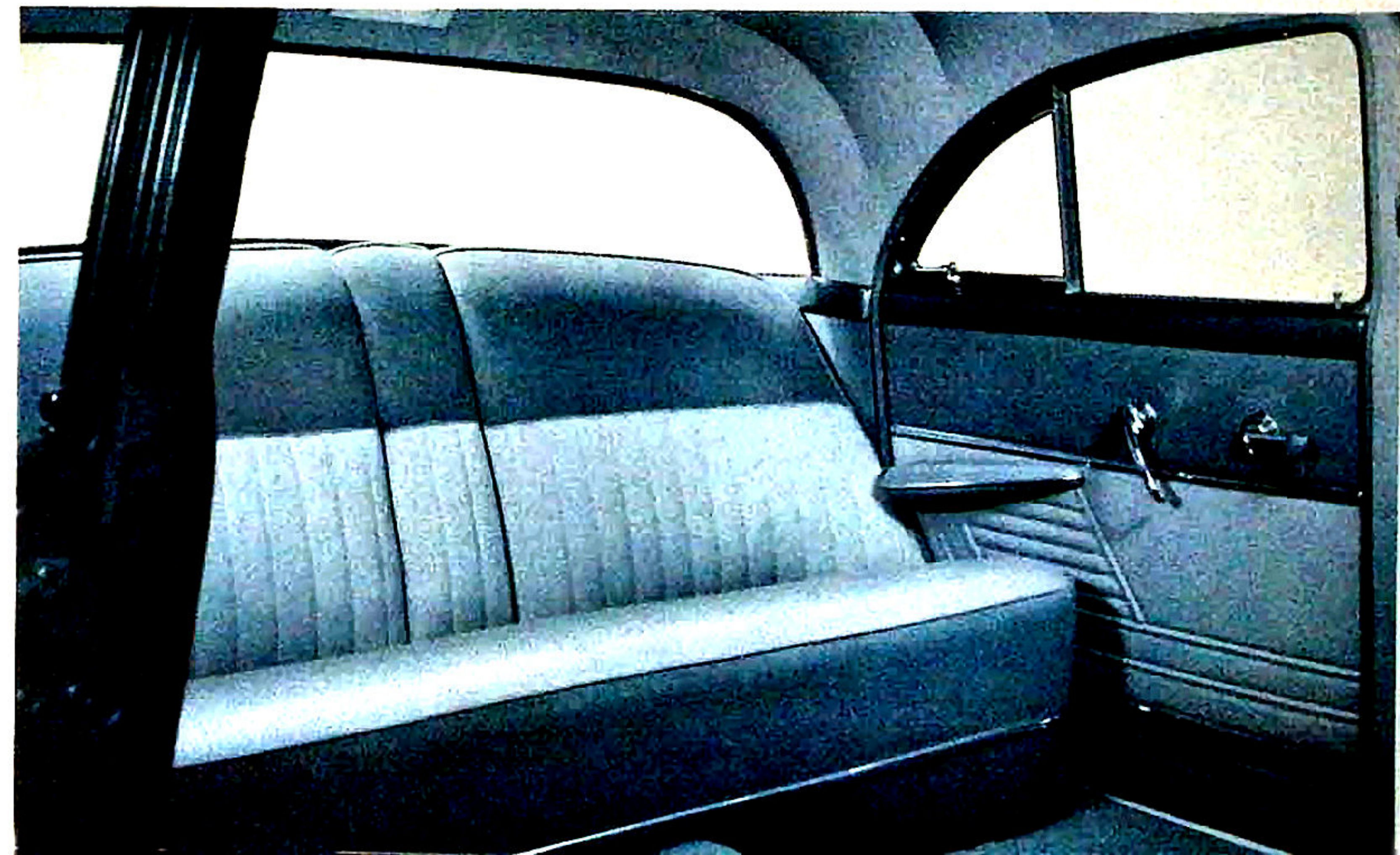
BELOW, you see the gracious appointments and color harmony of one of the many sumptuous Packard interiors carefully matched to the rich, beautiful color scheme of the car itself.

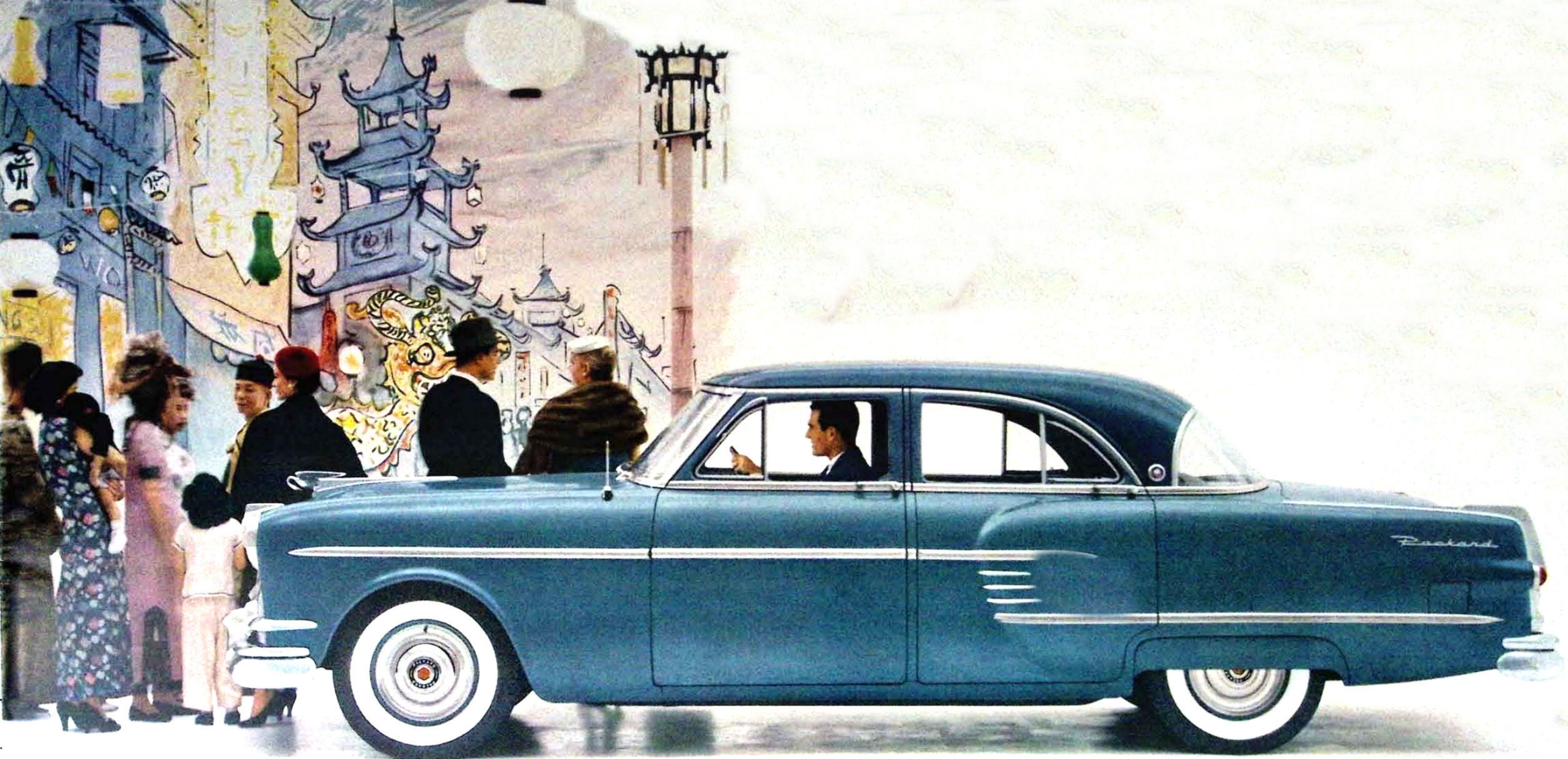
WE SAY, "one of many" for in the Cavalier, you can choose from scores of options to make this smartly individual car yours and yours alone.

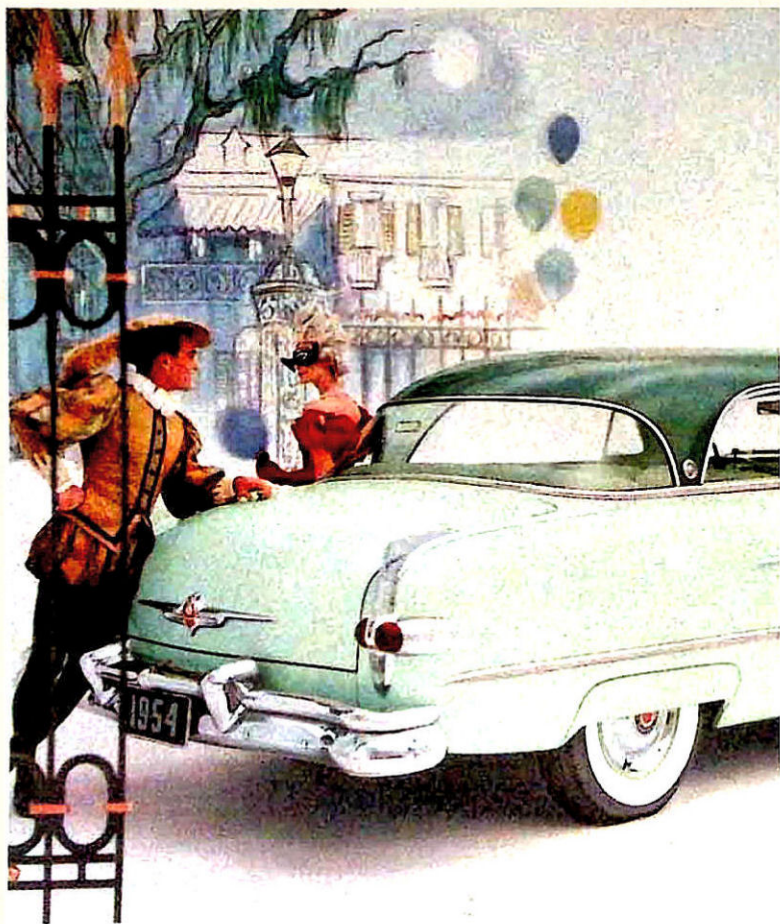
YOU MAY HAVE, too, the optional features for which Packard has long been famous—Ultramatic—Power Brakes—Power Steering.

YOUR FIRST RIDE will impress you with the many superior qualities which Packard owners take for granted: The famous Packard ride; the smooth surging power of Packard's great 185-horsepower engine; luxurious "living-room" comfort and elegance.

AND, NOT LEAST among the things to impress you out on the road will be the remarkable quiet of this great new car that tells its own story of superb engineering.







THIS IS THE "Packard look"—the style that stays in style. Here you see advanced contour styling in America's smartest new hardtop, the new Packard Pacific.

Now take the wheel. Feel the freedom and openness that only a hardtop or a convertible can give. Yet the turn of a knob or touch of a button zips windows up and gives you the warm security of a closed car. You have the extra safety of all-round visibility with Packard's generous areas of clear glass. Deep-cushioned seats are contoured for greater riding comfort. There are ample legroom, hiproom and headroom to provide rest and relaxation even with a careful of riders.

The Packard Pacific

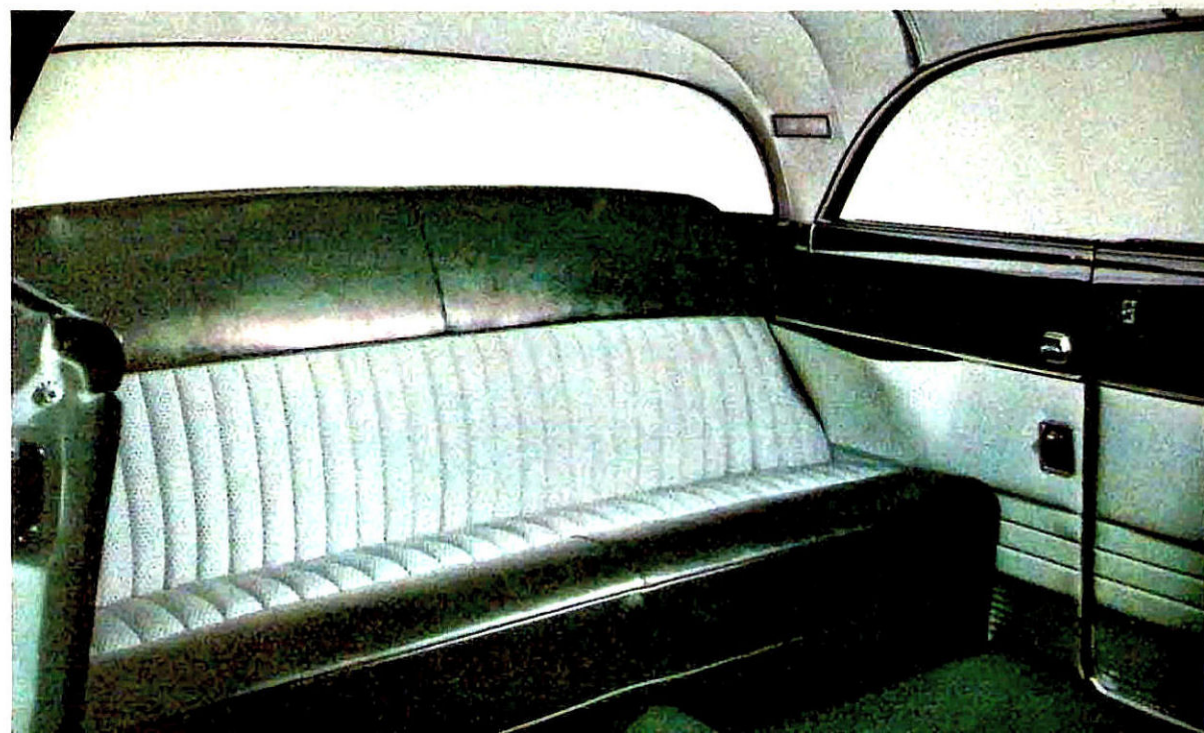
SOMETHING NEW in hardtop styling—the Packard Pacific. New inside and out—with new power, new performance, new driving ease. As practical for family use as it is beautiful, the smart, new Pacific is packed with value from stem to stern.

AND WHEREVER YOU GO—at the country club, in town—or sweeping along the open road—people turn to look at the Packard Pacific!

AND LITTLE WONDER, for leading stylists everywhere, in hearty agreement with the public, rank the Packard Pacific high among the handsomest, most individual looking hardtops on America's roads today.

LOW, RACY LINES—the beauty of customized, two-tone interiors finished in luxurious nylon and leather. All these and a wealth of beautifully designed special appointments give the new Packard Pacific a lithe look and buoyant spirit that make it the ideal car for the young at heart!

ON THE HIGHWAY, the Pacific more than lives up to the promise of its jaunty lines. Surging power from its brilliant new 212-h.p. Packard engine makes this car leap ahead at the touch of a toe. Packard Ultramatic, Power Steering, Power Brakes and Power Seats are more good reasons for picking the Packard Pacific!







PUT ANY PACKARD model against other cars on the point of trunk capacity and you'll find Packard comes out far ahead. There's always room for more under the Packard deck.

IN THIS PACKARD CONVERTIBLE, there is generous space in the luggage compartment—more than enough space to take the bags a family of five would need for a week's vacation. And you can take along hobby and sports equipment as well.

YOU'LL NOT ONLY FIND lots of trunk room for all your travel needs in the new Packard Convertible, but your luggage rides in well-guarded safety, too. With dust, dampness and fumes sealed out, your clothes aren't soiled, or needlessly mussed when you store them in this roomy, weather-protected trunk compartment.

The Packard Convertible

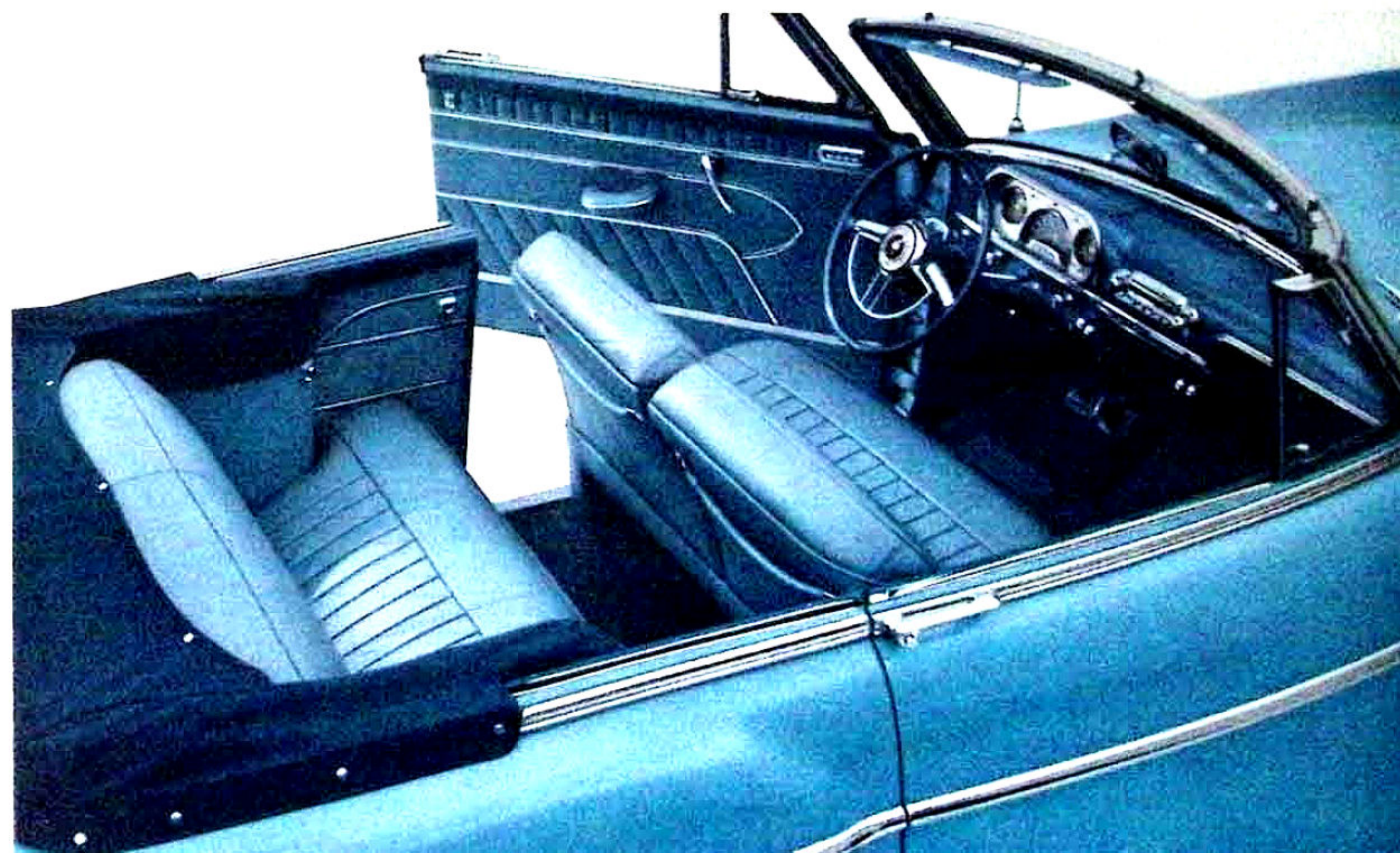
SPARKLING PERFORMANCE and the sheer joy of living speak from every jaunty line of the new Packard Convertible.

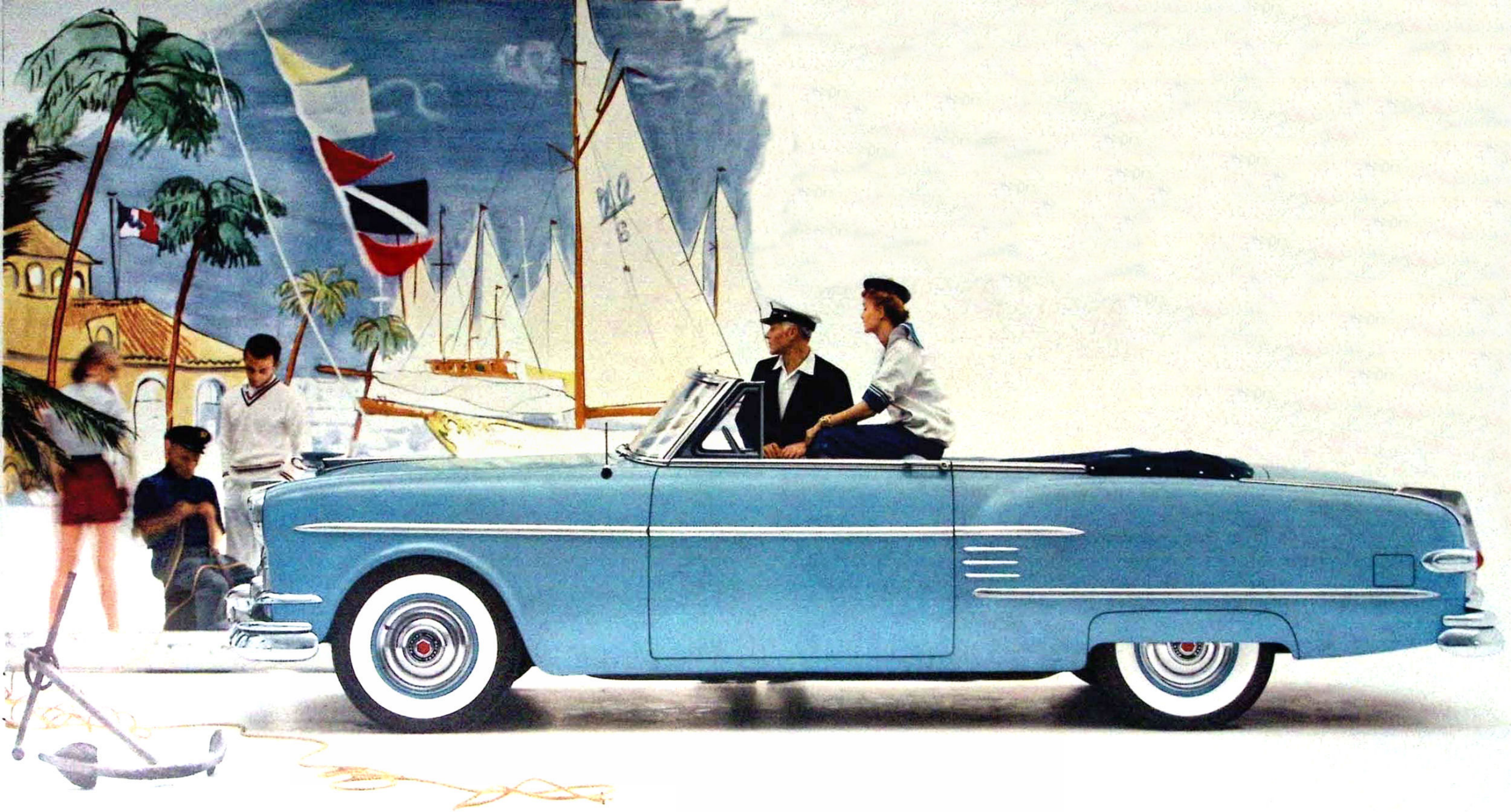
BENEATH that gleaming hood are 212 horses, alert and eager to sweep you forward with breath-taking power!

AND SO QUIET, so responsive and easily controlled that only the sense of effortless power and a climbing speedometer tell you that they are really there. For today's high-powered performance and high-speed highways, Packard also offers you precision controls that mean easier handling and greater safety—plus added convenience and comfort.

ONCE AGAIN you may pick and choose the particular options that will mark this as your car and one that is yours alone. Power Steering—Power Brakes—Power Seats—Pushbutton Windows? Any or all of them—and more—are available for your selection.

SMARTEST CAR on the road, inside and out, the Convertible offers fresh color combinations and swank interiors of genuine top-grain leather in a choice of six brilliant tones. The personalized color arrangements accent this stunning car's smart, low lines and youthful, years-ahead styling.







YOU ARE LOOKING through the door of what we believe to be the most magnificent Packard ever built! It is a supremely fine example of automobile design and craftsmanship.

YET, FOR ALL the matchless luxury of deep-pile carpeting, the richness of handsomely stitched door panels and such typical extra touches as the padded satin arm sling, the sumptuous interior you see is only one of many you may choose in these superb automobiles.

AVAILABLE ON SPECIAL ORDER with disappearing glass partition is the Custom Limousine—or, without partition, the 8-passenger Sedan.

The Custom Limousine and 8-Passenger Sedan

THERE ARE many great names in the motorcar industry among builders of fine custom bodies. And, of course, over the years the old and honored name of Packard has reigned supreme among them all in the custom-car field.

IN FACT, "Packard" has become the symbol of all that custom building implies. And the hundreds of Packards specially designed for princes and monarchs of far distant lands emphasize the reputation custom-built Packards enjoy in every part of the world.

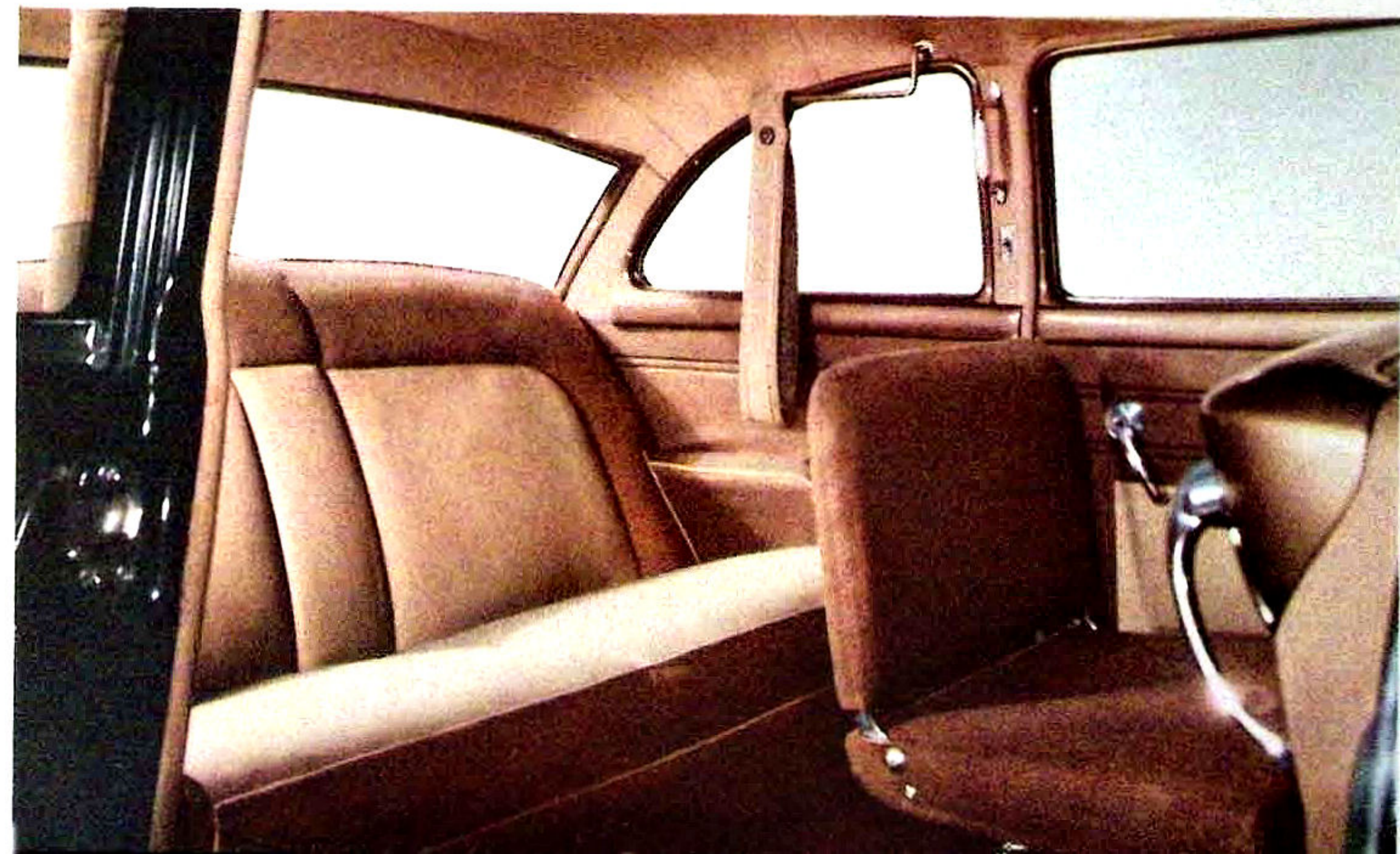
TODAY, in the distinguished new Packard custom-built line, much more is offered than just two beautiful, ultra-

luxurious automobiles—great though they may be.

MORE—not just in luxury. Not just in superb performance, in the roominess provided by the 149-inch wheelbase or in beauty of line. Those things, like the nearly limitless choice of interior appointments, are to be taken for granted.

THESE CARS EMBODY AN IDEA—the "Packard idea" in its highest form. It is sheer magnificence combined with a quiet dignity designed into matchless custom cars.

WE BELIEVE we have achieved that goal and that these cars cannot be challenged by any others anywhere.





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POLICE
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NO
PARKING
BETWEEN
SIGNS

Packard

The Packard Proving Grounds

Where the six basic steps in the world's most relaxed driving were proved in action!

Through the gates of the great Packard Proving Grounds constantly pass test cars embodying new ideas. Within these 560-acre grounds are facilities for an endless variety of tests devised by Packard engineers to prove each new idea. Here have been proved many of the famous Packard advancements that have revolutionized motorcar travel.

One such idea has been built into the 1954 Packard cars with the world's most relaxed driving!

IT ALL BEGAN when Packard engineers asked themselves two questions: "Can there be such a thing as truly relaxed driving? Can relaxed driving be built into an automobile?"

THESE QUESTIONS were answered with an unqualified "yes," and you see the results in the new Packard line.

Here are six steps we have taken to give you the most relaxed driving you have ever enjoyed—in your 1954 Packard!

1. POSTURE . . . You are cradled in comfort, yet with proper support where you need it—on cushions carefully and scientifically designed for that very purpose.
2. VISIBILITY . . . Horizon-wide visibility lets you see forward, back and all around. A full circle of visibility around the car (with slender yet strong pillars carefully placed to avoid dangerous "blind" spots). New distortion-free windshield and new one-piece rear window also mean a clearer view of the road.

3. RIDE . . . New front and rear springs, and a skillfully developed balance add new smoothness to the famed Packard ride. Long a standard of comparison, "Rides like a Packard" becomes more than ever the industry's highest compliment.

4. QUIET . . . Silent rooms, increased sound insulation and all the tools of sound control have played their part in producing the new Packard "quiet"—that brings a luxurious new hush to Packard motoring.

5. STEERING AND BRAKING . . . Long known for feather-light steering and braking, sensational new advances in the use of power are yours in the 1954 Packard line. Power Steering and Power Braking make both steering and braking a joy—contribute greatly to the world's most relaxed driving.

6. TRANSMISSION . . . Packard Ultramatic has won the envy of the industry. Even the most biased will honestly pronounce it the smoothest, finest no-shift drive of them all.

WITH THESE SIX STEPS one of the greatest contributions in the history of the industry has been made to automotive travel.

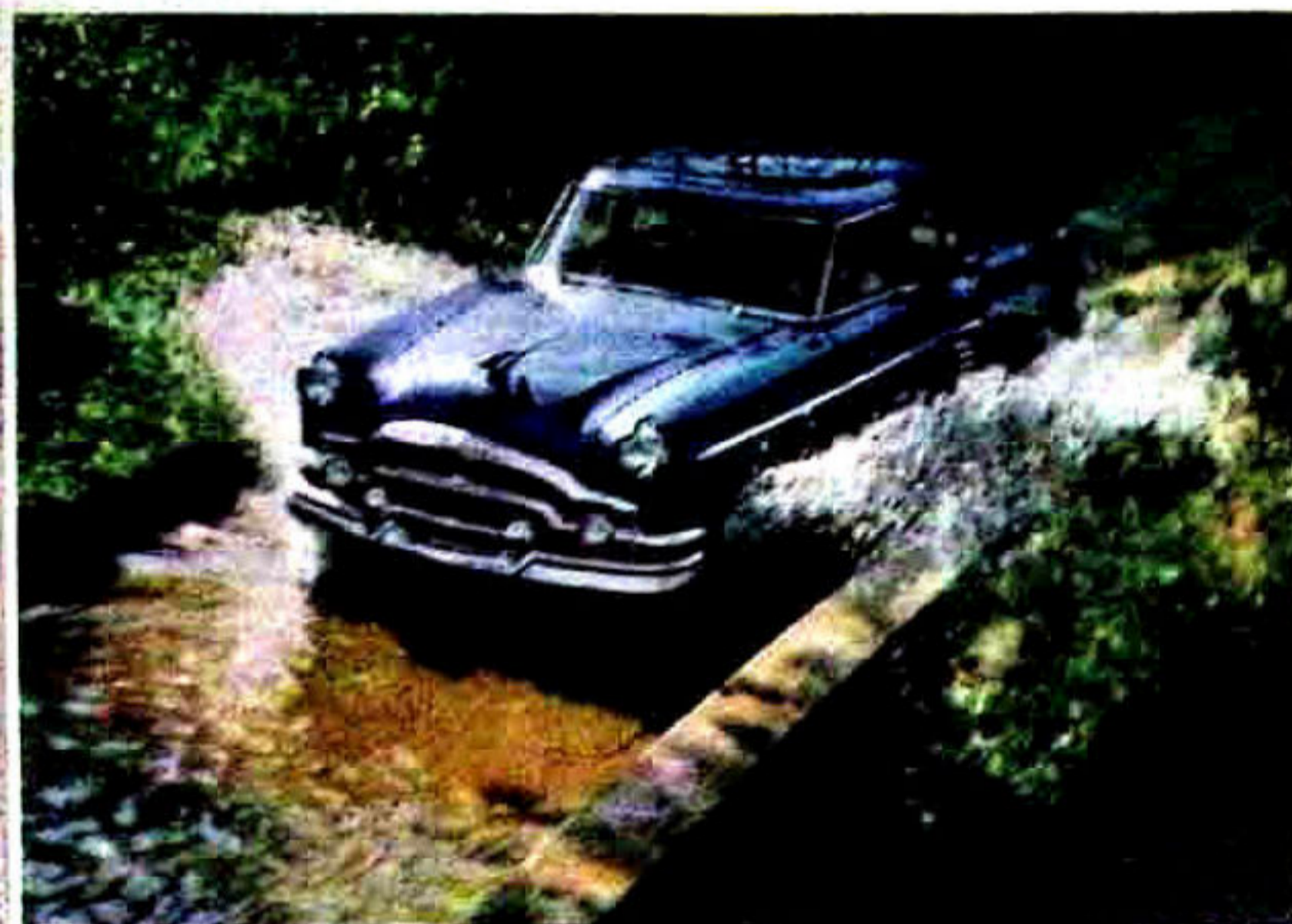
Now, on the following page, see how each step of this new relaxed driving program was carefully and completely tested on the great Packard Proving Grounds. See, too, how "sample" cars are put through torture no car would ever endure in years of normal use.

A blue rectangular sign with white text, mounted on a stone wall. The sign reads "PACKARD PROVING GROUNDS" in large, bold, sans-serif capital letters. Below this, in smaller white capital letters, it says "560 ACRES". The sign is set against a background of dense green trees and foliage.

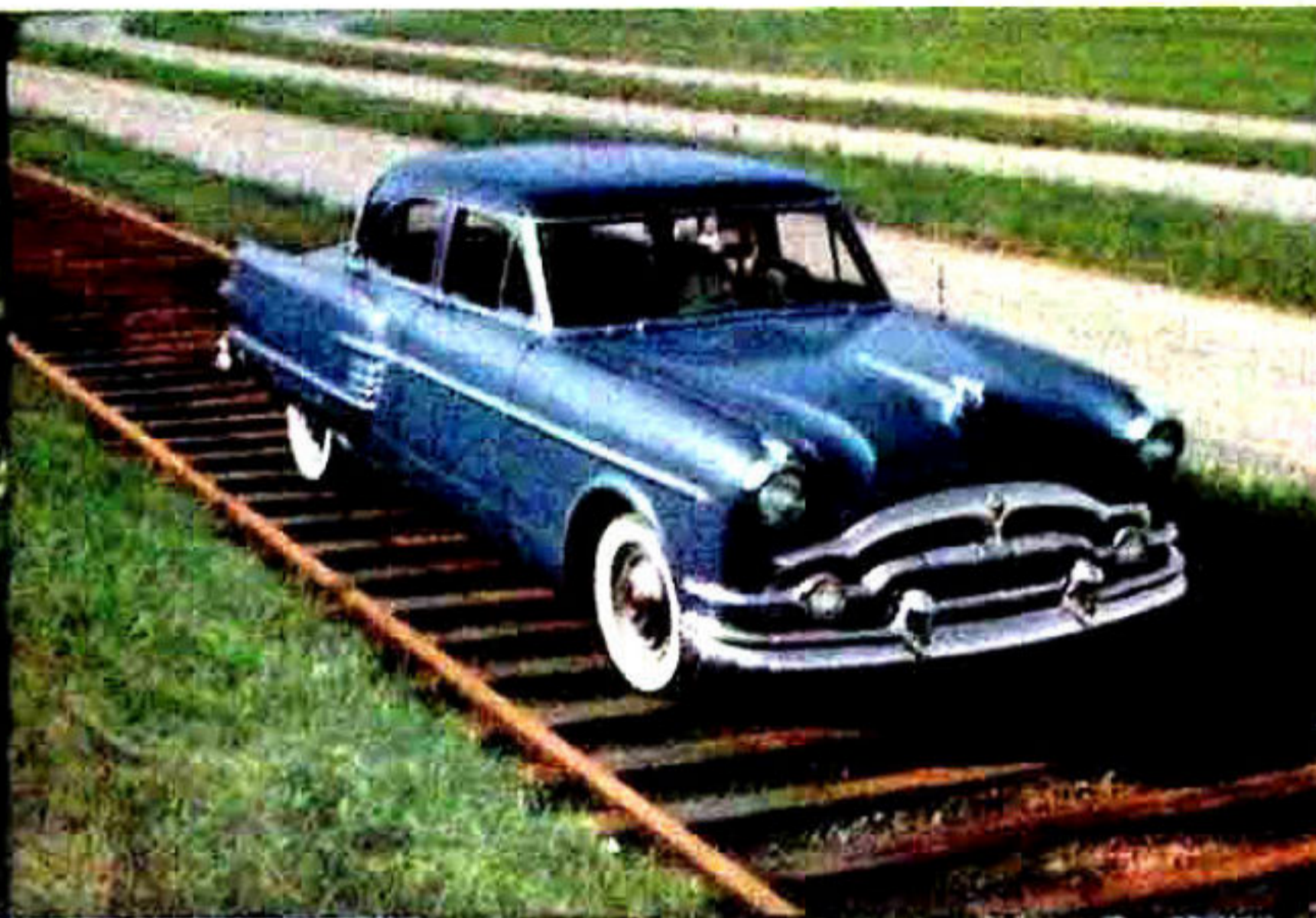
**PACKARD
PROVING GROUNDS**

560 ACRES

1. Trial by water! Time after time this Packard ran through the water bath. Result: not the slightest hint of dampened performance, pep or ignition trouble.



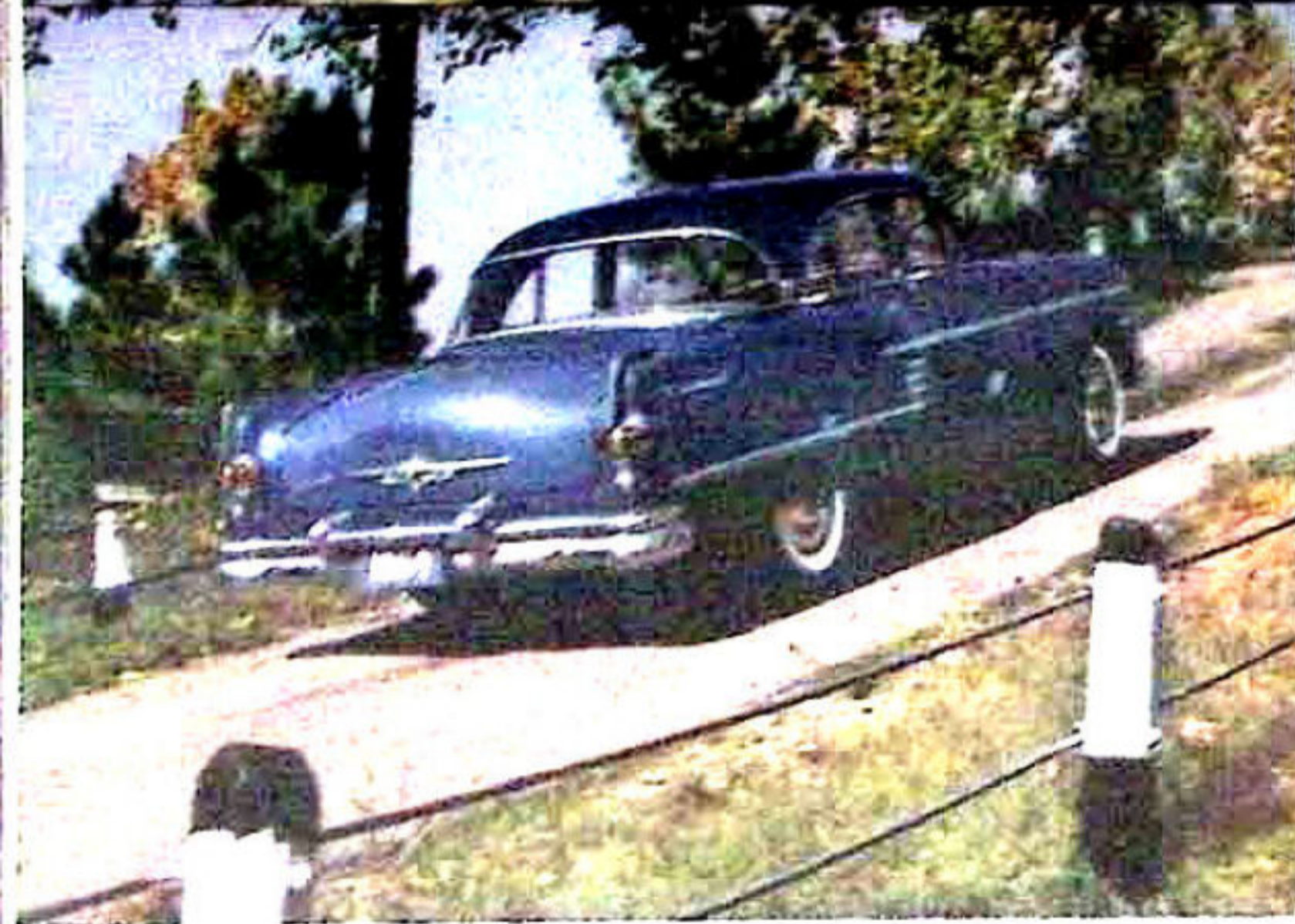
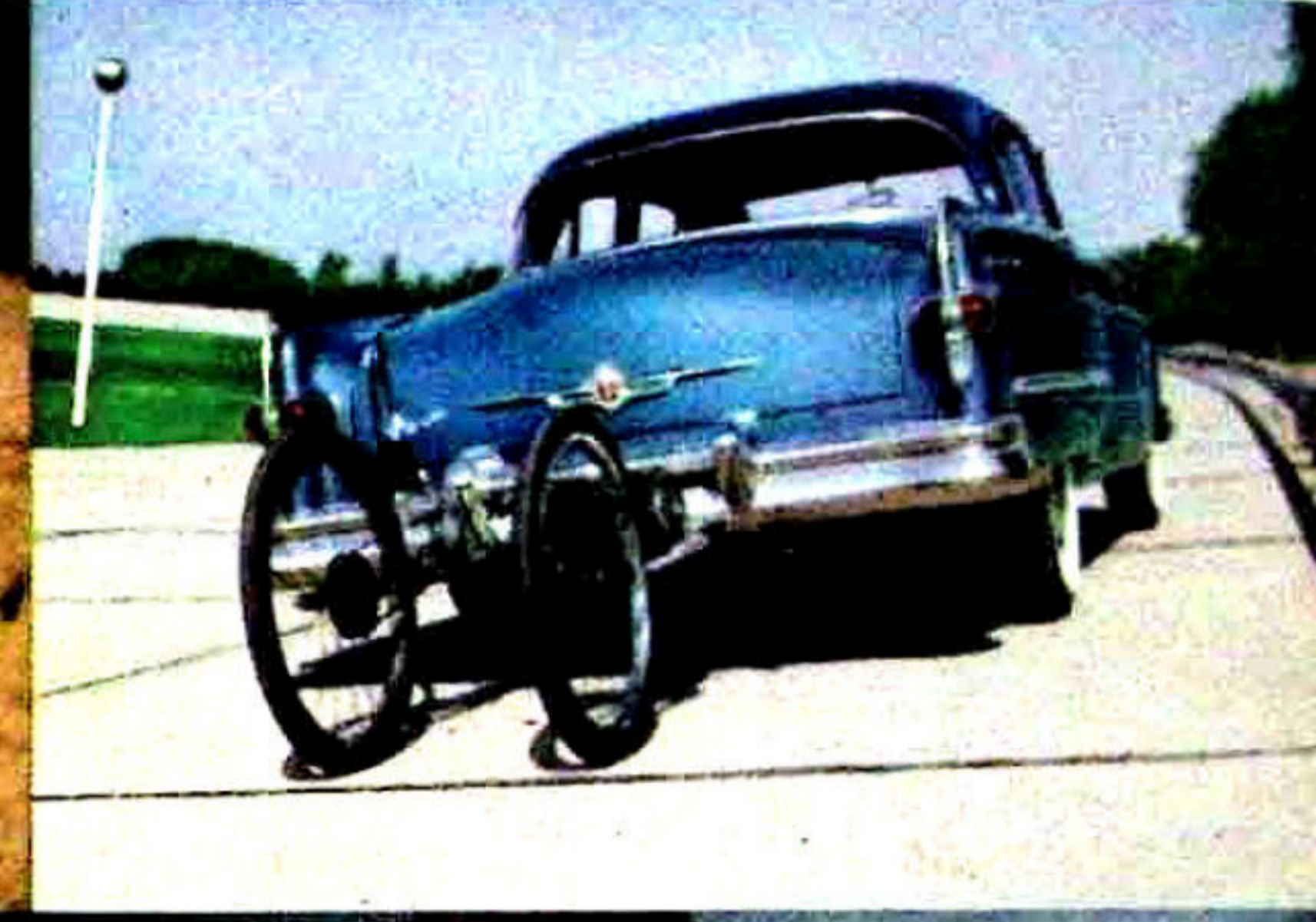
2. Drive over railroad ties proves how Packard minimizes road shock transmitted to the body, steering, suspension and other chassis parts.



3. Sand, loose gravel and ruts at high speeds! Packard stands the test—with cars easily controlled even under conditions like these. There could be no greater test of steering and brakes.



4. Test runs on the world's fastest 2 1/2-mile closed track show the new high-torque Packard 212-horsepower engine provides extra power in the 40 to 70 mile range.



5. Climbing power checked on grades up to 35%. Packards with standard transmissions and with Ultramatic no-shift drive take them right in stride.



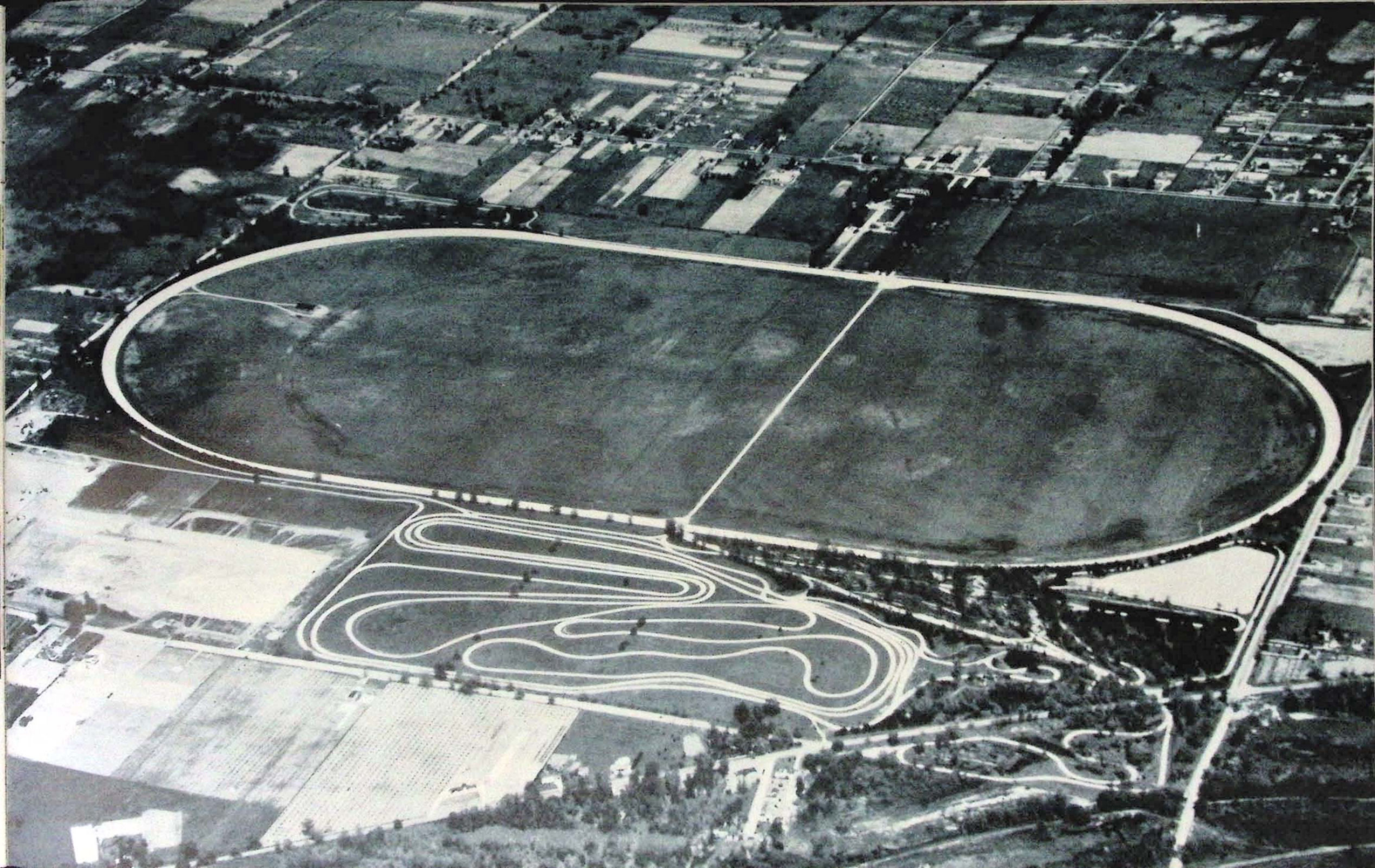
6. Ruts, dips, broken pavement. The famous Packard ride is tested, day in and day out, on all types of roads, under all kinds of conditions.



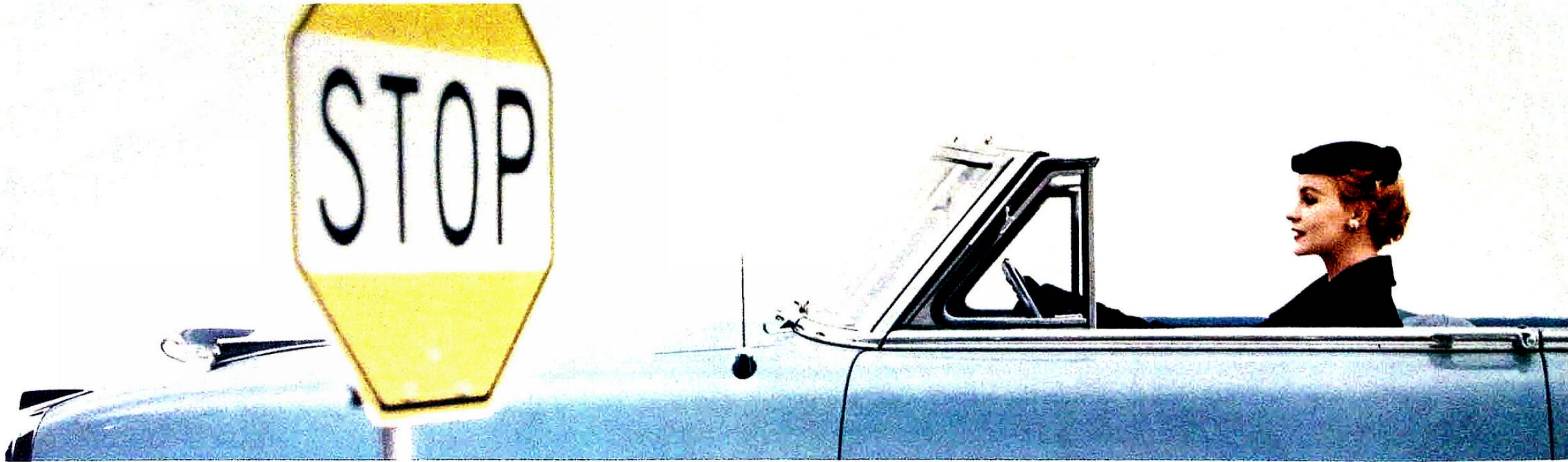
7. Packard engines are tested in the temperature control room, from 40° Fahr. below zero to 135° above, to prove their performance under all conditions.



8. Quiet-level check on a new '54 Packard fresh from the factory. Scientific instruments show Packard is far more quiet in operation than other cars in its field.



PACKARD POWER BRAKES

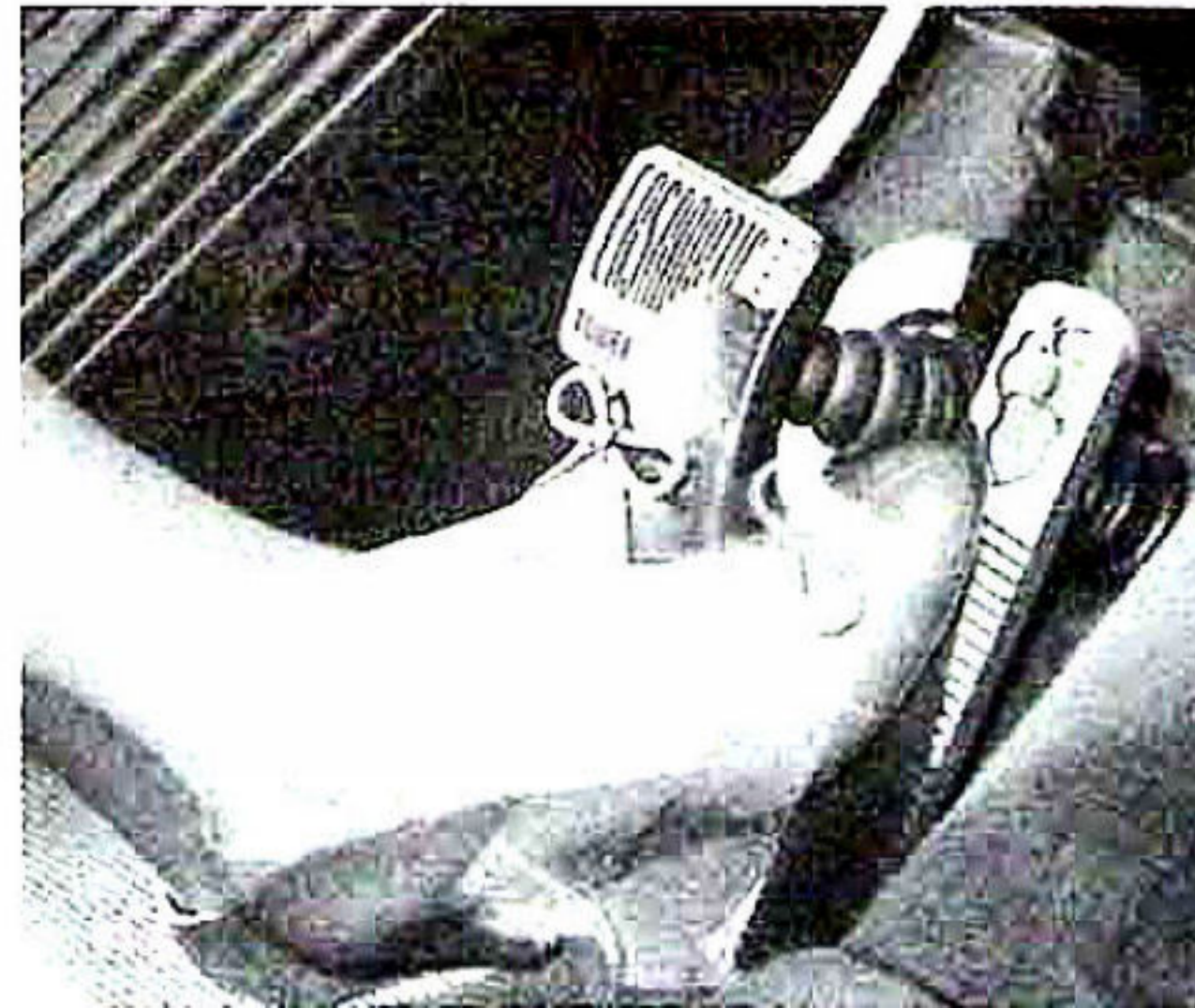


YOU HAVE HEARD a lot about Power Brakes, but what are the facts?

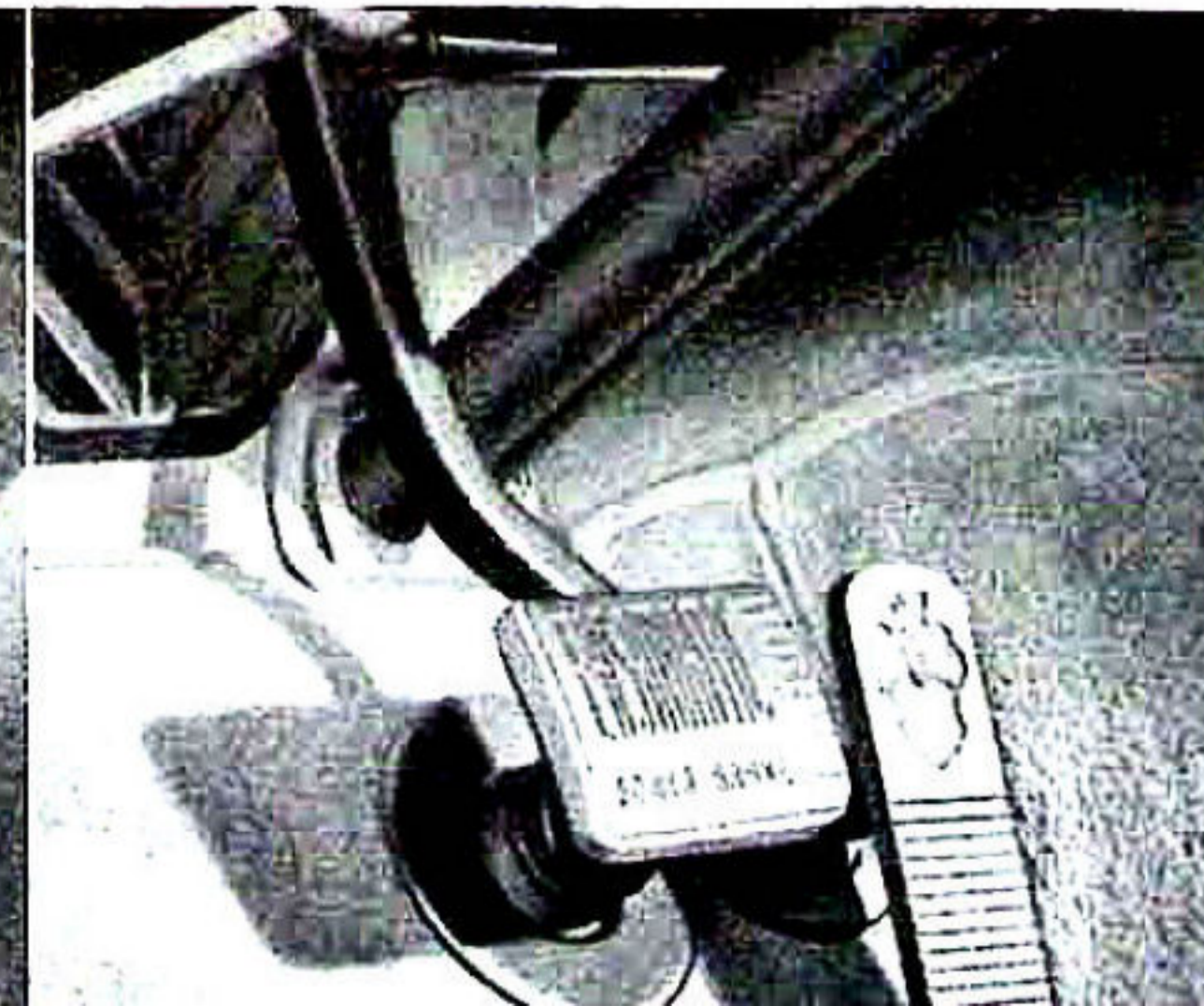
PACKARD POWER BRAKES cut foot pressure by 40% . . . take 29% less time to apply . . . which, in effect, can reduce the distance required to stop in by 13 feet, when stopping from 30 MPH. And, they have been proved by countless owners in hundreds of thousands of miles of use.

THAT ADDS UP to a lot of extra safety . . . but, it adds up to relaxation, too. In fact, Packard Power Brakes make driving fun, even in today's dense, fast-paced traffic. And, the proof is as close as your nearest Packard dealer.

1.

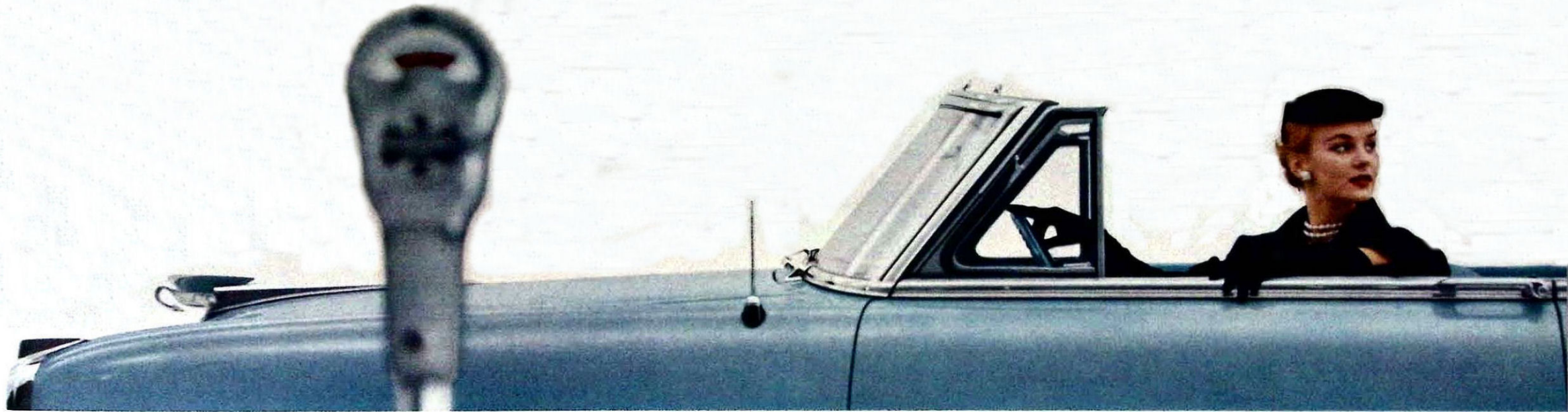


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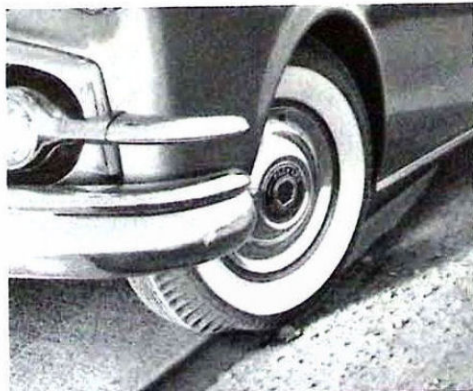


1. You merely pivot your foot from accelerator to low-level brake pedal with Packard Power Brakes. No lifting of the foot. No stamping. No time wasted.
2. Brake pedal is suspended from above, giving driver more foot room. And this type of suspension places the pedal at the same convenient level as the accelerator for easier use.

PACKARD POWER STEERING



1.



2.



HAS ANY NEW automotive feature ever captured the imagination of the public like Power Steering? The answer is "no". And, of course, everyone who drives an automobile would like to have its advantages.

TRY IT JUST ONCE and you will never want to return to conventional steering. Parking is easier, steering smoother, road shocks are cushioned—yet with Packard Power Steering you keep the "feel of the wheel."

AND—Packard Power Steering, unlike some other types, supplies up to 80% of the steering effort, yet lets you keep "the feel of the road." One more point—if the need should ever arise, return to standard steering is instant and automatic.

1. Even striking the edge of a paved road will not cause your car to swerve. Packard Power Steering holds it on course. Blowouts? Even here, Power Steering lets you keep the car under better control.

2. One finger guides you safely and easily around the sharpest curve. The hydraulic "muscles" of Packard Power Steering do it—are instantly responsive to your slightest whim.



GREAT NEW 212-H.P. ENGINE

Now one of the most important features of them all!

IT IS AN ENTIRELY NEW Packard engine with a new four-barrel carburetor, new type combustion chamber and the heaviest crankshaft in the industry. It is designed and built by the master motor builders of the industry and is standard equipment on all Packards with the exception of the Cavalier.

IF YOU HAVE a head for figures and a background in engineering, it may interest you to know this new engine delivers 212 brake horsepower. Its 8.7 to 1 compression ratio is the highest of any stock car in the world today. Its 359-cubic-inch displacement means 8½% more "breathing capacity"—greater economy and smoother operation. Aluminum head means greater power. And 9 main bearings, like the jewels of a fine watch, minimize vibration at its source. *Packard's new engine is the only one in the industry to offer this important feature.*

BUT IF YOU, like the average driver, are chiefly concerned with "What do these facts and figures mean in terms of performance?" — then, this is the finest, smoothest, most powerful and responsive engine Packard has ever built in all its 55 years. It's the newest proof of the old industry axiom: "Packard builds great engines!"

PACKARD ULTRAMATIC no-shift drive

The world's finest, smoothest, most dependable automatic transmission

PACKARD OFFERS all three types of transmissions that are in general use today—standard, overdrive and the no-shift automatic.

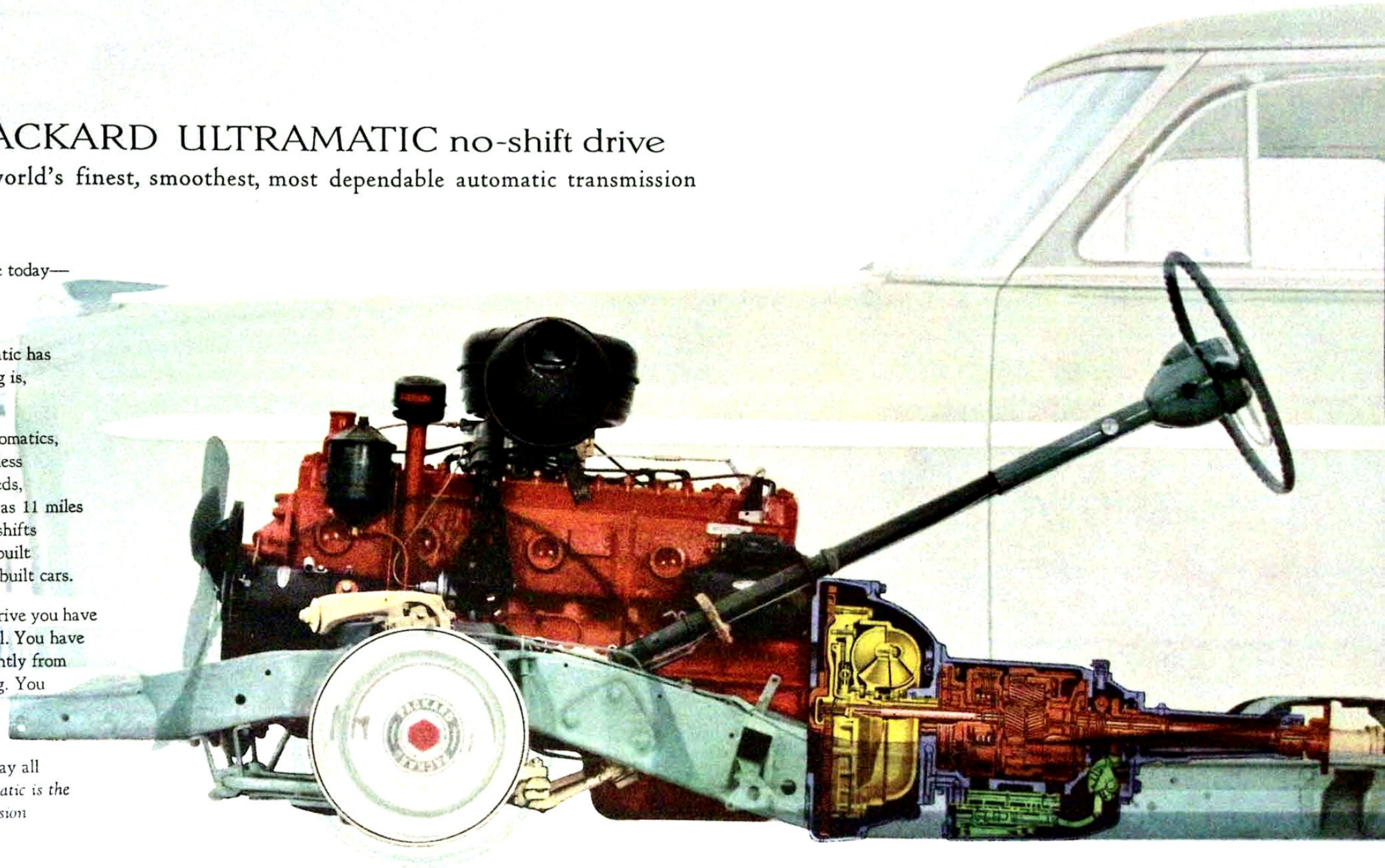
BUT OF THE THREE, Packard Ultramatic has made the headlines. No-shift driving is, of course, the modern trend.

AND IN COMPARISON with other automatics, Ultramatic's direct-drive gives you less gas-wasting slippage at all road speeds, down-hill braking at speeds as low as 11 miles per hour. There are no surprise up-shifts or down-shifts—and Ultramatic is built by Packard for use only in Packard-built cars.

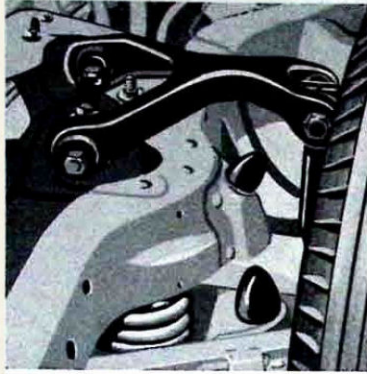
WITH THIS velvet-smooth, no-shift drive you have improved responsiveness and control. You have faster pickup. You can change instantly from forward to reverse for easier parking. You can even "rock" the car for pulling out of deep sand, snow or mud.

BUT we think these twelve words say all that need be said: "*Packard Ultramatic is the finest, smoothest automatic transmission on the market today!*"

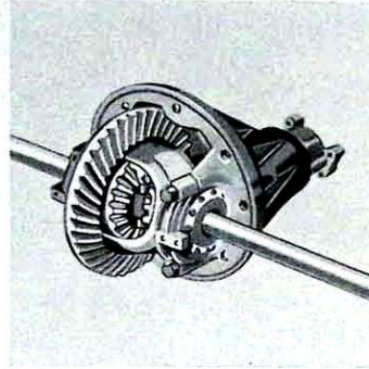
YOU NEEDN'T take our word for it. Drive one—just once. Then, you'll know it, too.



The Packard Chassis



Live rubber bushings are used in Packard's front-end suspension to absorb shocks and jolts at their source—long before they can be passed on to other parts of the car. This is one more example of thorough Packard engineering.



Three transmissions, five different axle ratios, tailor your Packard to the type of driving in your area. Flat country—hills—city—or open roads. Packard provides an axle and transmission combination to suit them best.

THE CHASSIS which you see below is the basic foundation of those traditional qualities of stamina, roadability and ride for which Packard is well and widely known.

AND IN 1954 the Packard chassis is engineered with even greater precision and greater built-in strength.

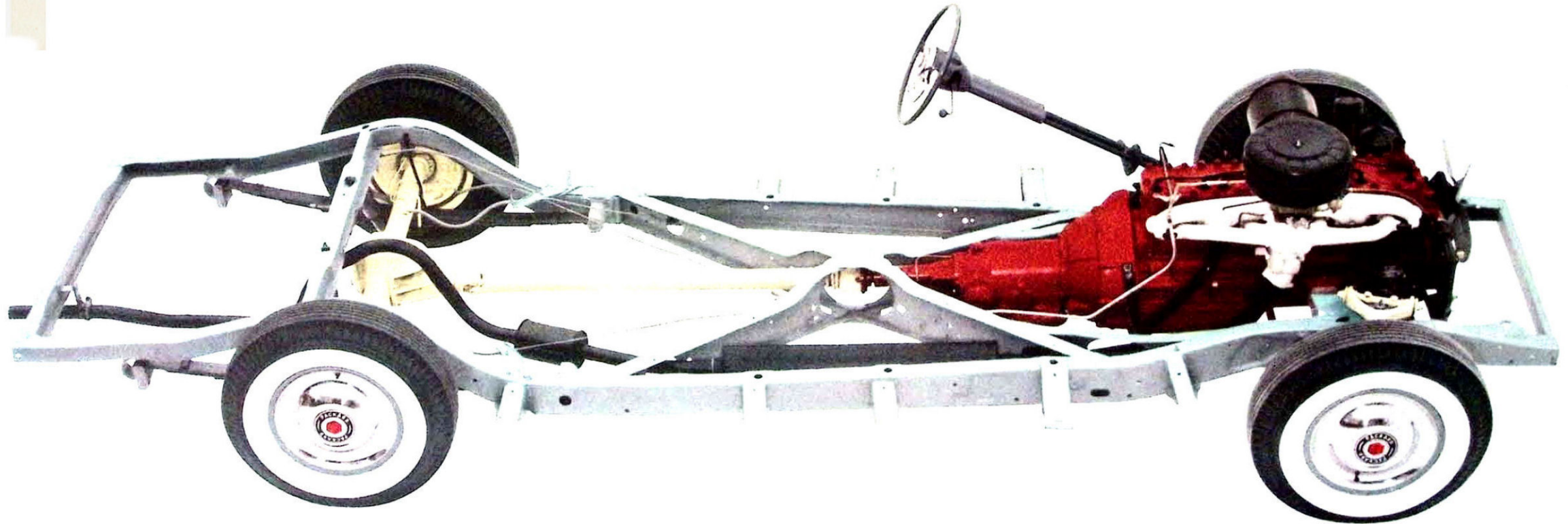
NOTE the rugged X-member frame so typical of sturdy Packard construction. From this comes greater lateral stability, safer, more sure-footed performance, improved riding comfort.

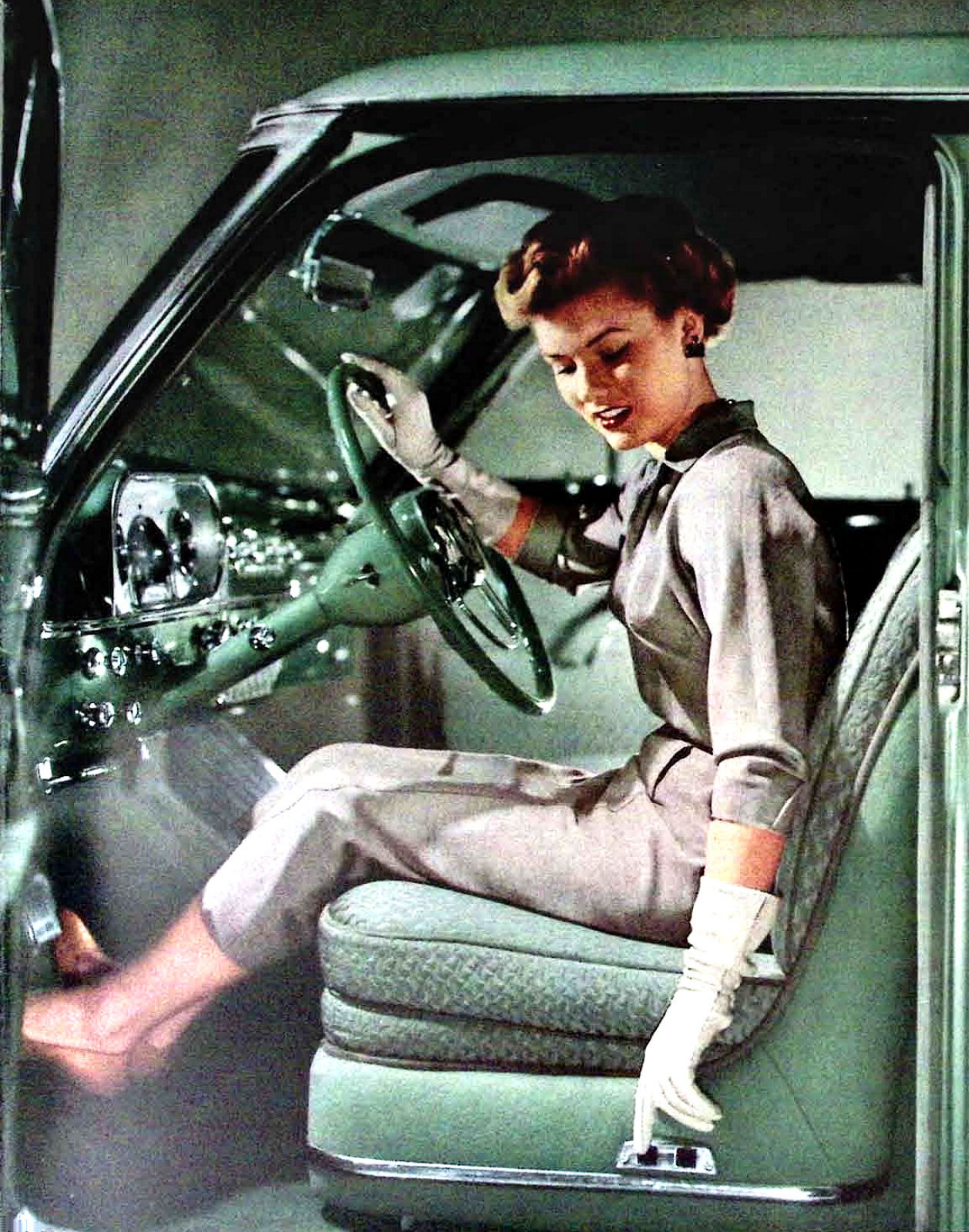
NOTE, TOO, that Packard springs are tailored to the car. Each model is equipped with springs built for that model. In fact, springs may be varied with the addition of extra equipment to assure the best ride under all circumstances.

WITH GREAT engineering and superb craftsmanship through and through, the Packard chassis is designed and built to stay new longer—give you more years of smooth operation and enjoyable ownership.

ONE OF THE highly important things about this sturdy chassis is that it supports a great array of modern motoring protections for you and your family.

HERE IS THE strong platform for oversize, quick-acting, fast-stopping brakes—for beautiful, rugged, powerfully protected bodies. And you'll get all the more pleasure from the brilliant performance of this car secure in the knowledge that its efficient controls, steering and braking are firmly anchored to the foundation of a truly great chassis!





4-WAY SEAT

ONE MORE of the important "little" things that can tailor a Packard to your taste and that makes a Packard the choice of some of the world's most discriminating people.

THE NEW PACKARD electrically operated 4-way seat, available on all Packard models, will raise or lower—slide smoothly and silently forward or back at the touch of a finger.

TWO BUTTONS conveniently located at the side of the seat permit instant adjustment for the comfort of any driver.

PUSHBUTTON WINDOWS

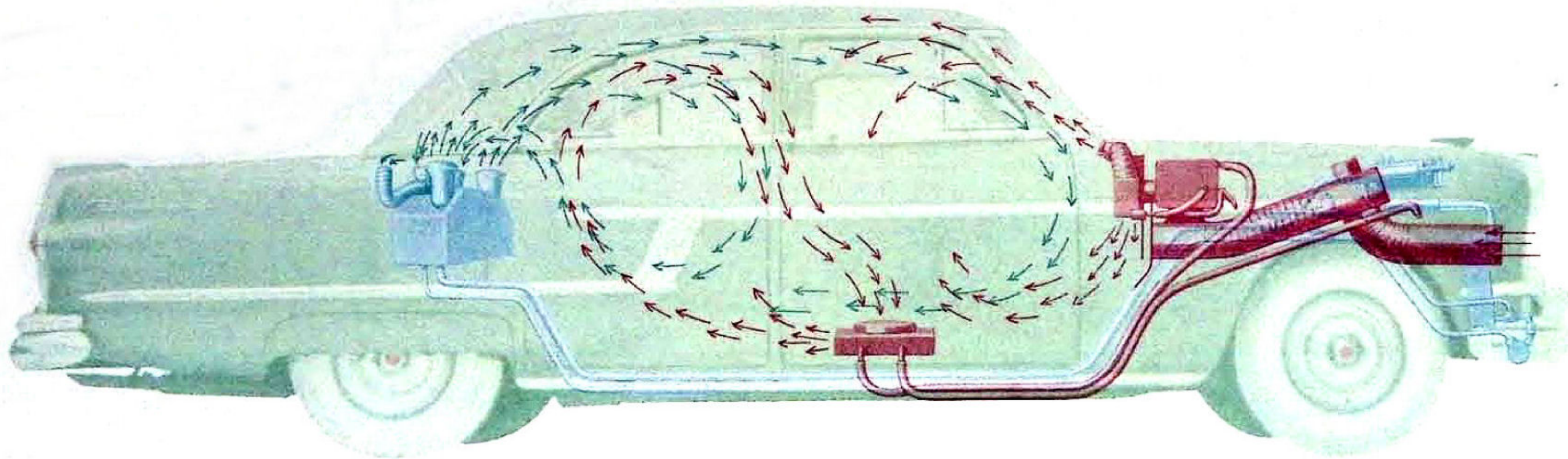
RAISE 'EM OR LOWER 'EM at the touch of a button. Silent, dependable hydraulic power boosts windows up or drops them down to any position you wish.

BUT, the wonderful part about it is this. Every window in the car can be controlled either from the driver's seat or by its own individual control button by the passenger sitting beside it.

NO CRANKING—no twisting—no exertion. Just a light touch of the finger and whichever window you want zips up or down.



SPECIFICATIONS



Final Features That Set The 1954 Packard Apart From Others In The Fine-Car Field!

PACKARD AIR CONDITIONING

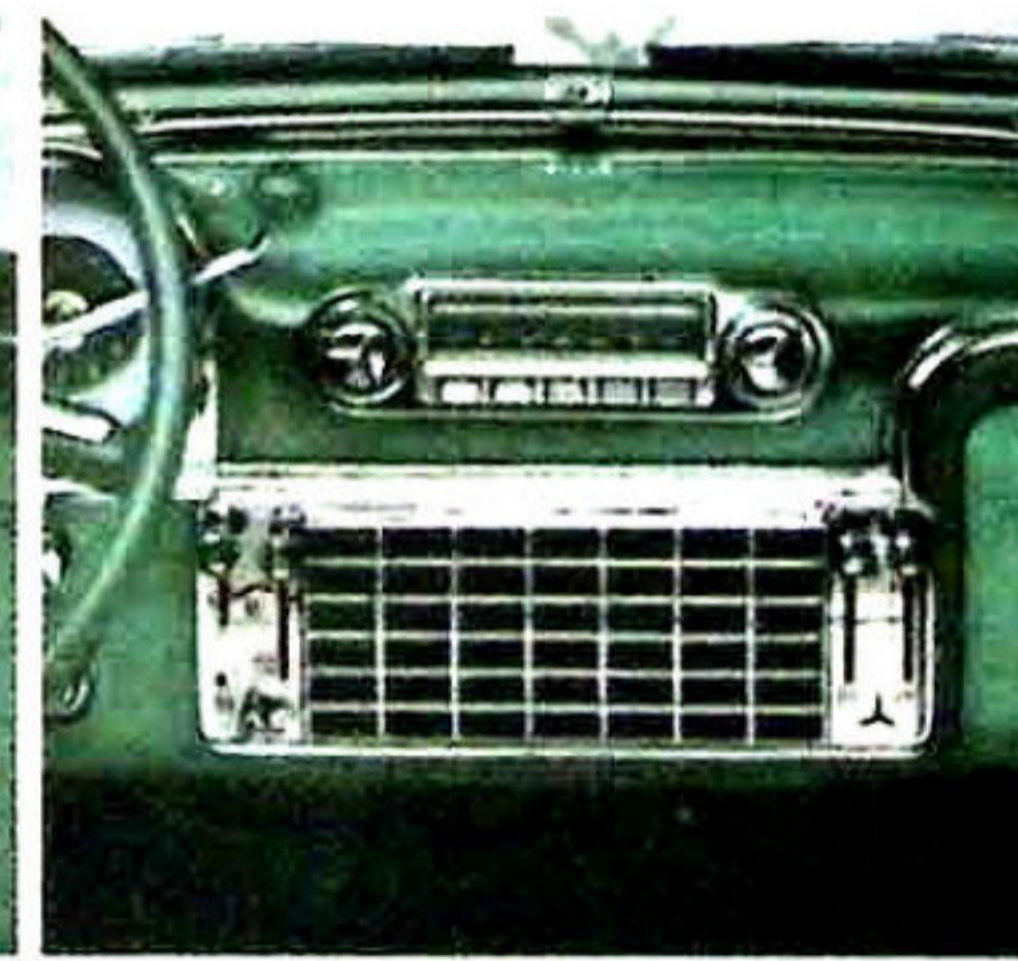
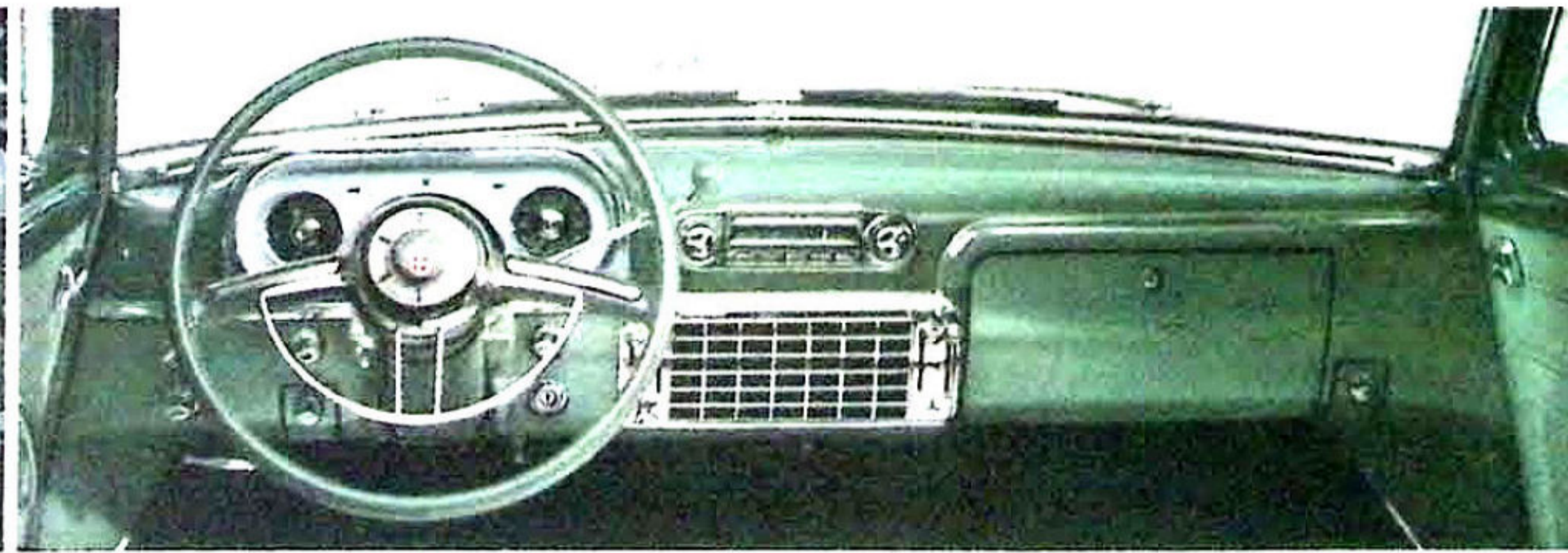
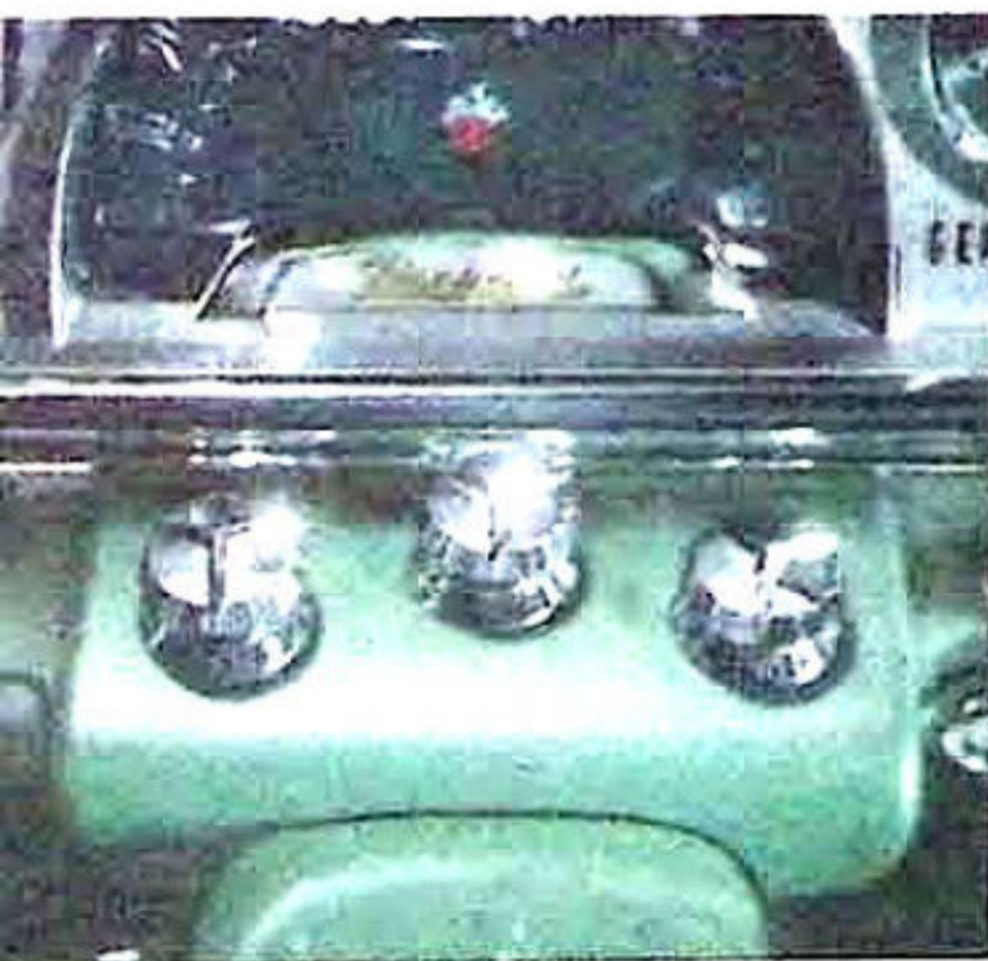
PIONEER of air conditioning for motorcars, Packard's perfected system for 1954 is outstanding for efficiency and dependability in providing protection against the discomforts of extreme heat, humidity, dust, pollen and outside noises.

PACKARD's great engineering background—in combination with the foremost modern advancements in air conditioning—has produced an integrated unit that is unsurpassed for performance under all conditions.

NEW DUAL HEATING SYSTEM

HERE IS YET another important Packard feature for 1954—a new dual heating system! Not one, but TWO heaters work in combination to bring you a continuous flow of fresh, heated air, with precision control for the temperature you desire.

THE NEW PACKARD dual-heating system is a fresh-air ventilating, under-dash heater and an under-seat heater—teamed to give an even distribution of warm air throughout the entire car. Now both back- and front-seat passengers enjoy the same even temperature and comfort.



Packard air conditioning instrument cluster, shown above, provides quick, easy controls to adjust the system to fit your exact requirements.

SMARTLY MODERN in appearance, easy to scan at a glance and responsive to a finger touch, the new Packard instrument panel and instrument cluster are scientifically designed for effortless control and complete freedom from windshield glare and other visual interference. Here are important contributions to Packard's famous safety and relaxed driving.

PACKARD's universal-tuning radio provides maximum ease in station selection—with pushbutton tuning for your home town, manual tuning for other stations and "signal-seeking" automatic selection of the strongest signals in the area.

New Packard heater and defroster controls for 1954 provide improved appearance combined with easier handling and better operation.

ENGINE:

L-head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons. 212 brake horsepower at 4,000 rpm. Compression ratio 8.7 to 1. Displacement 359 cubic inches. Bore and stroke $3\frac{9}{16} \times 4\frac{1}{2}$ inches. Hydraulic valve tappets. Crankshaft weight: 106 pounds; nine main bearings. Aluminum alloy cylinder head. Standard on Patrician, Caribbean, Pacific, Convertible and Custom-built cars.

185-horsepower engine: L-head, eight cylinders in line. Compression ratio 8.0 to 1. Displacement 327 cubic inches. Bore and stroke $3\frac{1}{2} \times 4\frac{1}{4}$ inches. Five main bearings. Standard on the Cavalier.

TRANSMISSION:

Packard Ultramatic Drive is standard equipment on the Packard Patrician, Pacific, Convertible and the Caribbean, and optional at extra cost on the Cavalier, and Custom-built cars. Overdrive available at extra cost on Cavalier and Custom-built cars.

FUEL SYSTEM:

4-barrel, down-draft carburetor with 4 main 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 bushings, Roll Control Bar. Airplane-type, direct-acting, full-flex shock absorbers.

REAR SUSPENSION:

2 $\frac{1}{2}$ -inch wide semi-elliptic springs, 54 $\frac{3}{4}$ 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.

WHEELS AND TIRES:

Low pressure 8.00 x 15 tires (8.20 x 15 on Custom Limousine and 8-Passenger Sedan) on Safety-Groove wheels. New tubeless tires optional at extra cost.

WHEELBASE:

Custom Limousine and 8-Passenger Sedan: 149 inches. Patrician and Cavalier: 127 inches. Caribbean, Pacific and Convertible: 122 inches.

OVER-ALL LENGTH:

Custom Limousine and 8-Passenger Sedan: 238 $\frac{15}{16}$ inches from bumper to bumper. Patrician and Cavalier: 216 $\frac{15}{16}$ inches from bumper to bumper. Pacific and Convertible: 211 $\frac{15}{16}$ inches. Caribbean 220 $\frac{9}{16}$ inches.

STANDARD EQUIPMENT:

Twin horns, two dual universally-hinged 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.

Oil filter; Oil-Bath air cleaner; Back-up lights.

CARIBBEAN STANDARD EQUIPMENT:

Ultramatic, Power Steering, Power Brakes, Windshield Washer, White Sidewall Tires, Hydraulic Windows, 4-Way Power Front Seat, Dual Heater and Defroster, 3-Way Radio and Electric Antenna.

DRIVE:

Hotchkiss type through rear springs. Hypoid rear axle. Axle ratios: Ultramatic Drive—3.54 to 1. Overdrive—4.1 to 1. Standard transmission—3.9 to 1.

ELECTRICAL SYSTEM:

Large capacity 45-ampere, air-cooled generator with automatic control. Seventeen-plate, 120-ampere hour battery on Packard Patrician, Pacific, Convertible, Caribbean and Custom Cars. Seventeen-plate, 100-ampere hour battery on Cavalier. New antikickout starter drive on all models. New waterproof ignition wiring. Full automatic spark control.

STEERING:

Conventional: Packard worm and 3-tooth roller type. Over-all ratio: 30.9 to 1. Turning radius: 21 $\frac{1}{2}$ ft. for Convertible and Pacific; 22 $\frac{1}{2}$ ft. for Cavalier and Patrician. Power Steering: Hydraulic direct-action type with rotor pump. Over-all ratio: 22.5 to 1 for all models. Turning radius: 20 $\frac{1}{2}$ ft. for Convertible and Pacific; 21 $\frac{1}{2}$ ft. for Cavalier and Patrician. Power Steering is standard equipment on the Caribbean and optional at extra cost on the Patrician, Pacific, Convertible, Cavalier and Custom-built cars.

PACKARD MOTOR CAR CO. 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; AND TO CHANGE ANY SPECIFICATIONS INCLUDING, BUT NOT LIMITED TO, COLORS, MATERIALS, DIMENSIONS OR EQUIPMENT.

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