

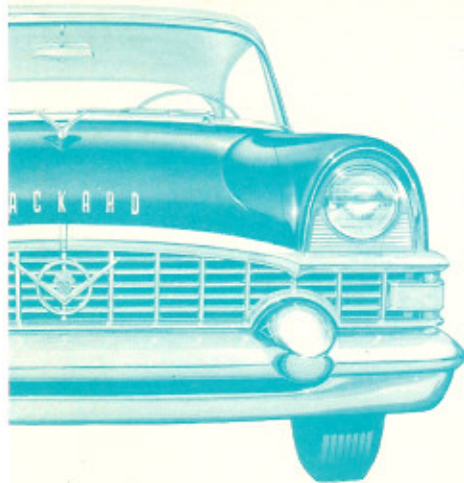


International Awards of
Merit Presented to Packard
February 20, 1955 by The Third
Annual Universal Travel
and Auto Sports Show—
Madison Square Garden,
New York



PACKARD ... *double prizewinner!*

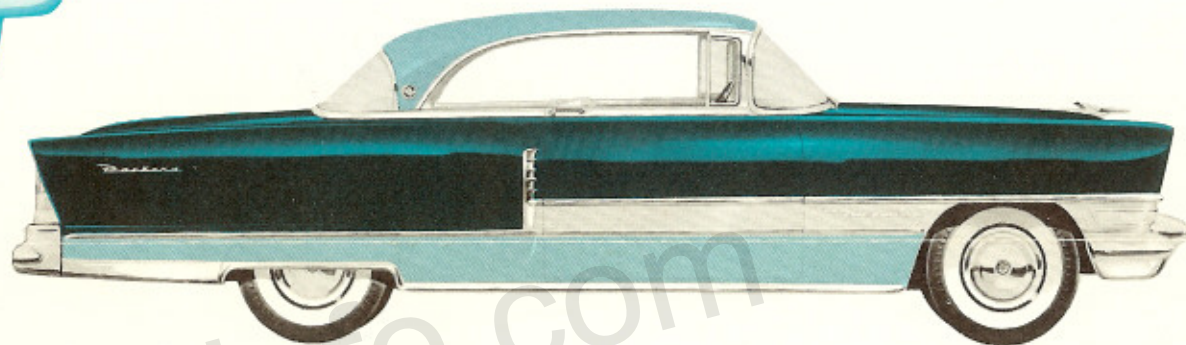
... *for Torsion-Level suspension!*
... *for Individuality!*



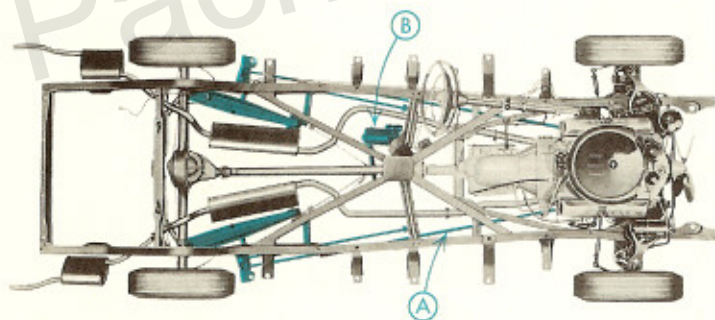
"To the Packard Four Hundred for individuality
of styling and design in the luxury car field" . . .

and the Packard Four Hundred is but a shining example of Packard's inimitable grace, distinction and good taste in the design of motorcars. Here is sophistication with spirit personified in a hardtop model—newest of the new!

Here is a fresh interpretation of the ideal in automobiles, adapting itself to casual suburban living or urban elegance . . . regal luxury matched in every detail of power, comfort and performance. It reflects your pride in the finest.



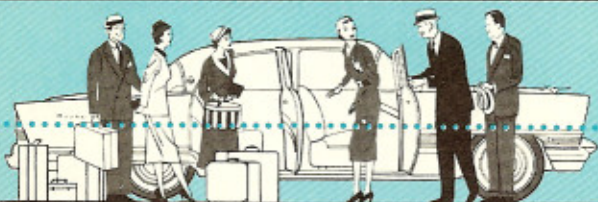
"To Packard for its development of the
Torsion Suspension System in American production cars . . .



an engineering achievement establishing new concepts of comfort and safety. The outstanding automotive advancement of the year." Packard's exclusive new suspension replaces conventional coil or leaf springs with full-length torsion bars, (A) linking front and back wheels and making them work as a team. Wheel shocks from rough roads are absorbed by the action of the bars before they can reach chassis or body. Teamed with these torsion bars is an automatic, power-controlled levelizer (B) that detects any increase or decrease in load, and quickly raises or lowers the body so you always travel at the ideal ride level.



THE NEW PACKARD TORSION-LEVEL RIDE AUTOMATICALLY LEVELS THE LOAD... SMOOTHS THE ROAD



Without passengers or luggage, all cars ride on an even keel. Even suspension systems relying on conventional springing are adequate under these circumstances.



When loaded, though, the rear end of all cars sag under the weight, style lines are distorted, riding comfort reduced. The new Packard dips, too, momentarily.



But in just 7 seconds, regardless of the passenger or luggage load, an ingenious, power-activated levelizer brings the new Packard back to level for the ideal ride.



'Action shots' from actual road test film show: Over the same road... the same punishing bumps, dips and chuck holes, Car "A" rolls and pitches, jounces and bounces, while the new Packard remains flight-level.

PACKARD DIVISION • Studebaker-Packard Corporation