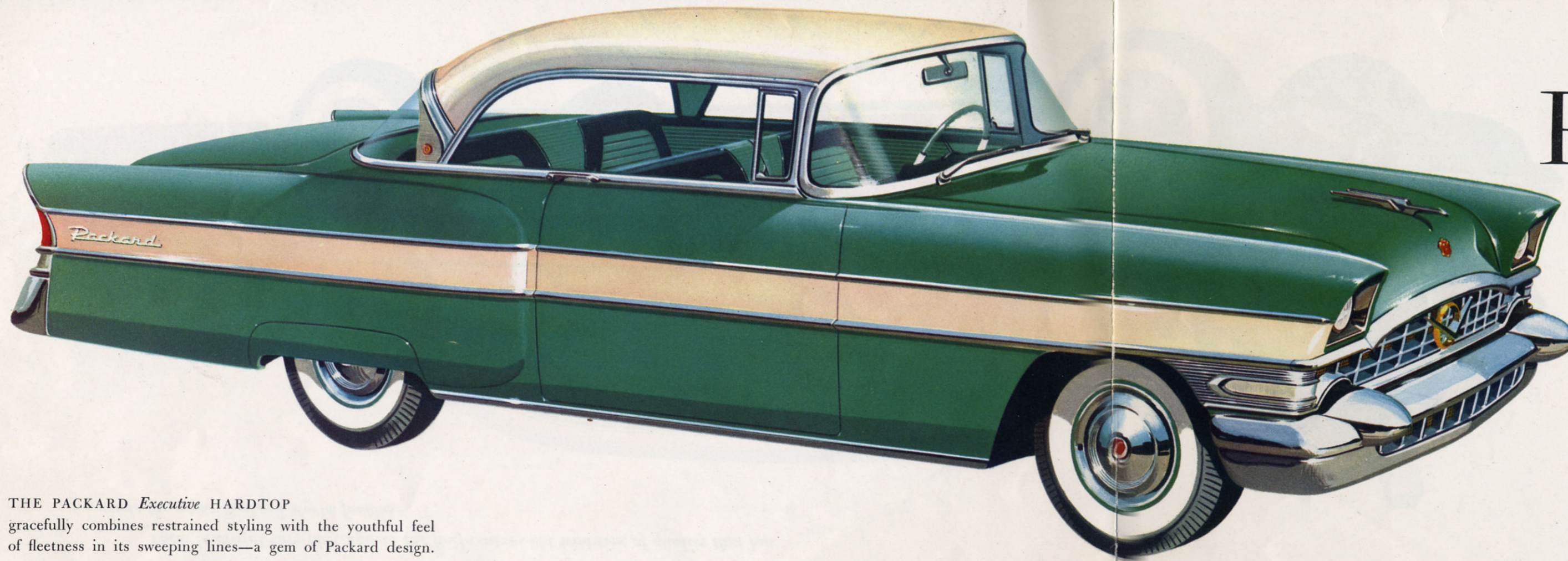


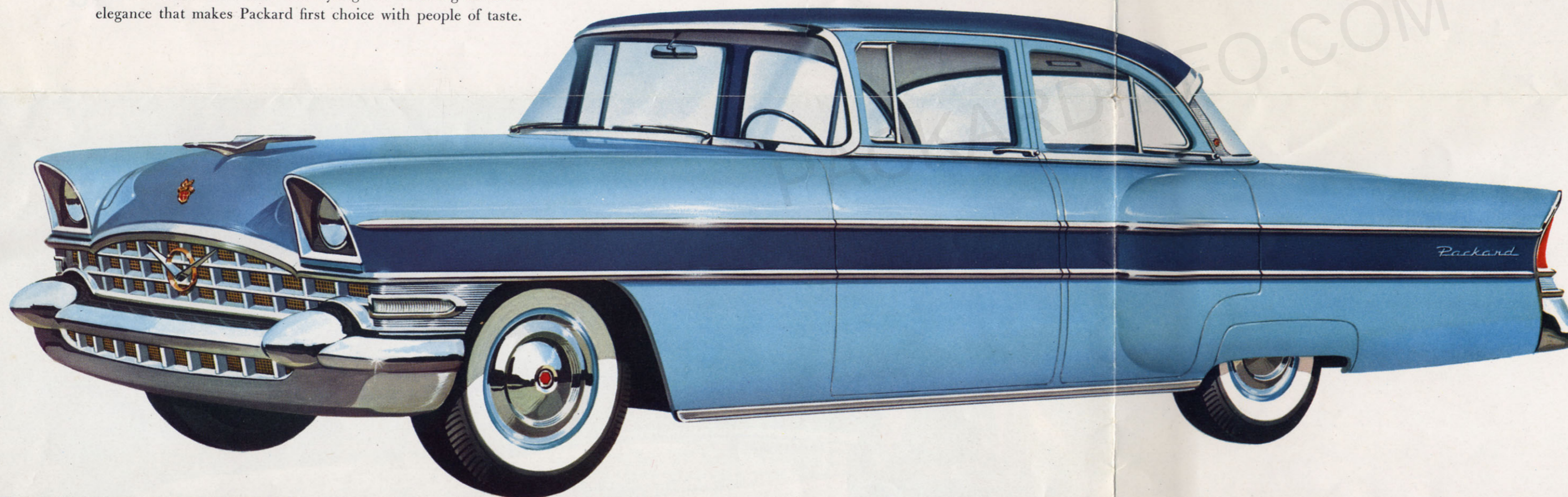
The New
PACKARD
Executive

SERIES



THE PACKARD *Executive* HARDTOP gracefully combines restrained styling with the youthful feel of fleetness in its sweeping lines—a gem of Packard design.

THE PACKARD *Executive* 4-DOOR SEDAN has true distinction of line and styling . . . reflecting the calm elegance that makes Packard first choice with people of taste.



The unerring good taste you associate with Packard is reflected in the luxuriously upholstered interiors and smart appointments of the PACKARD *Executives*.

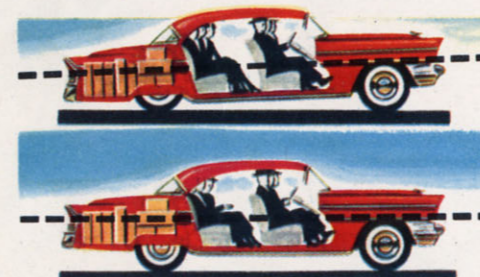
PACKARD ENGINEERING
 brings you new standards of
 comfort, safety and convenience.



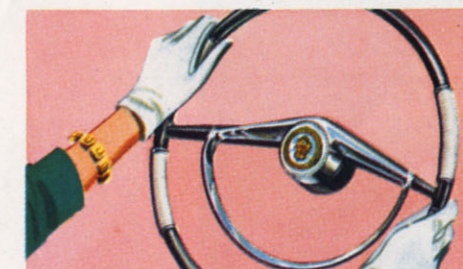
Torsion-Bar Suspension, eliminating coil and leaf springs, gives you Packard's famous Torsion-Level Ride, more comfortable than anything you have ever known.



New Twin-Traction Safety Differential, transmits power to the wheel with better tractive surface to guard against skidding and sticking in snow and mud.



Another Packard exclusive—automatic Load Levelizer maintains the car at normal level when the back end is heavily loaded with rear seat passengers and luggage.



Packard Power Steering gives effortless control on the road, finger-tip parking—a convenience you can enjoy in your PACKARD *Executive* at small extra cost.



THE PACKARD *Executive* offers you other wonderful power assists—quick-acting Power Brakes . . . power-operated window lifts and four-way seat adjustment.

1956 PACKARD *Executive* SPECIFICATIONS

ENGINE—New free-breathing 90° V-Type Packard Engine powers the Executive series. This engine develops 275 horsepower with maximum torque of 380 foot-pounds at 2800 rpm. The new Executive's V-8 has 9.5 to 1 compression ratio. The engine is fully mass-balanced for efficiency and smooth operation.

FUEL SYSTEM—The Packard Executive has a 4-barrel Hi-Power Carburetor. It is equipped with automatic choke, automatic idling control, oil bath air cleaner, silencer and flame arrester. All Packards have 20-gallon fuel tanks.

TWIN-TRACTION SAFETY DIFFERENTIAL—New, exclusive Twin-Traction Safety Differential, optional, transmits power to the wheel with better traction to guard against skidding, slipping, sticking in snow and mud.

TRANSMISSION—Packard's Twin Ultramatic Transmission is standard equipment.

REAR AXLE RATIOS—The Packard Executive will be equipped with a maximum performance rear axle ratio of 3.07 to 1 unless otherwise specified. An economy ratio of 2.87 to 1 is optional at no additional cost.

TORSION-LEVEL RIDE—All Packards are equipped with advanced Torsion-Level Ride featuring an exclusive (Torsion Bar) interconnection between front and rear wheels for the most stable, smoothest, softest and safest ride you've ever enjoyed. Two full-length torsion bars and two compensator bars give a combined length of over 26 feet of torsion-bar action.

LOAD LEVELIZER—Another Packard exclusive—automatic Load Levelizer maintains car at normal level when car is loaded with rear-seat passengers and trunk luggage. Keeps headlights "on the beam"—ensures safety.

STABILIZER BARS—Front and rear bars minimize uncomfortable, uncontrolled "heeling over" and sidesway on sharp turns. Gives you a constant feeling of complete control on uneven, bumpy roads.

BRAKES—All cars equipped with the safety-set hand brake and Packard Servo-Hydraulic, self-energizing type brakes. Power Brakes are optional equipment available at moderate extra cost.

ELECTRICAL—The Executive features a new and compact 12-volt system, a large capacity 60-ampere hour 12-volt battery, air-cooled generator with automatic control, moisture proof wiring and fully automatic spark control.

LUBRICATION—Full-pressure lubrication to all connecting rod, crankshaft, and camshaft bearings and to the rocker arm mechanism. There is 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. Packards will travel at high speed all day long without over-heating.

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 wrap-around windshield.

EXHAUST—All Packards have a dual exhaust system with reverse-flow muffler and a resonator in each exhaust line.

WHEELS AND TIRES—As standard equipment, the Executive features silent tread 4-ply 7.60 x 15 (black) tubeless tires.

EXTERIOR DIMENSIONS—
 Wheelbase 122 inches
 Over-all Width 78 inches
 Front Tread 59.7 inches
 Over-all Length 215.3 inches
 Over-all Height 62 inches
 (Four Door Sedan)
 Hardtop Models 61.7 inches
 Rear Tread 60 inches

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.

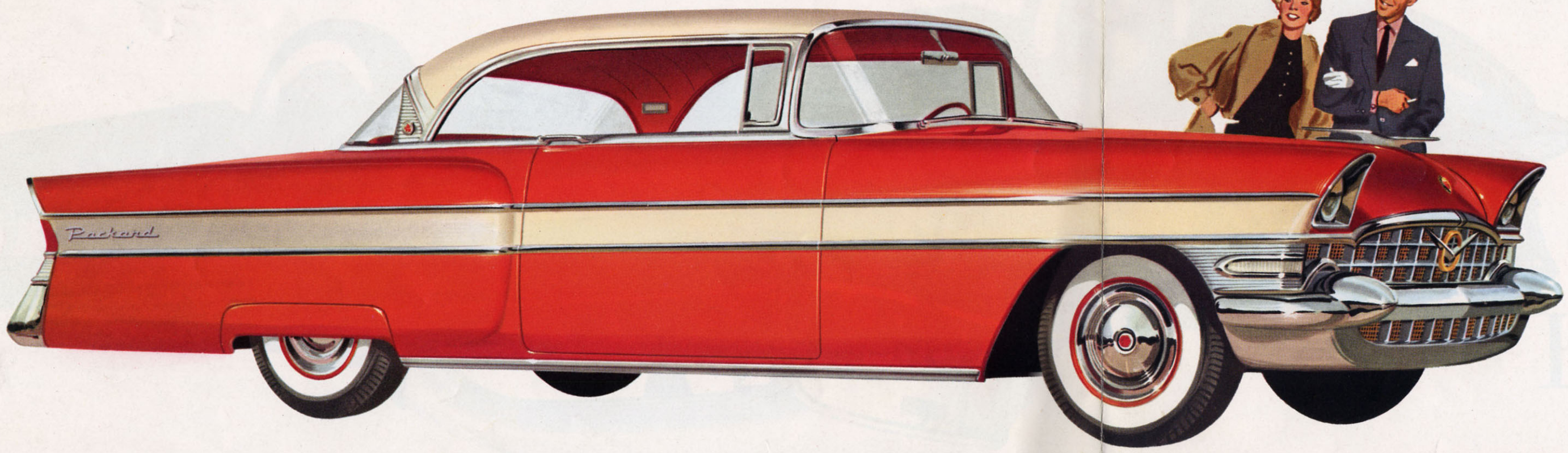
PACKARD-CLIPPER DIVISION, Studebaker-Packard Corporation, Detroit 32, Michigan
Form No. P-150—3-56 Litho in U.S.A.

NEWEST MEMBER OF THE PACKARD FAMILY

The New
PACKARD
Executive
 SERIES

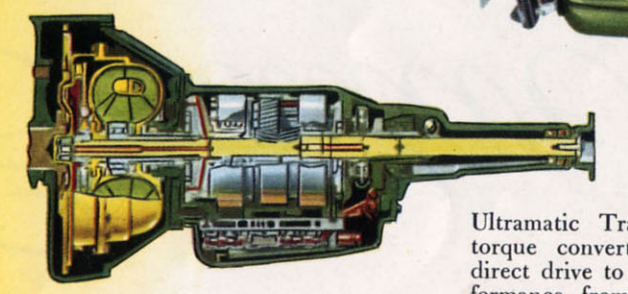
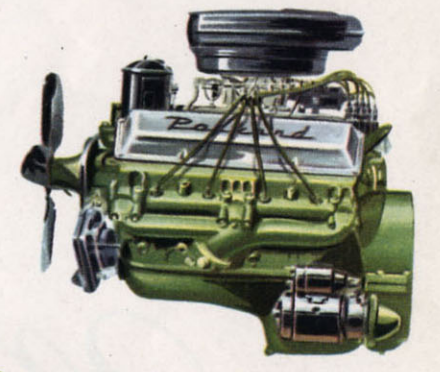


For you who have looked forward to the satisfaction of owning a Packard, the Executive Series is an invitation to enter the luxury-car class now . . . at a modest investment. These beautiful cars ably uphold the half-century-old tradition of quality that has made the name Packard world famous.



An All New
PACKARD V-8 ENGINE
 with Twin Ultramatic Transmission and
 Electronic Touch-Button Drive Selector

All the power you'll ever need—and more—from the quiet, economical Packard V-8 Engine with 275 horsepower and 9.5 to 1 compression—precision-built to Packard's exacting quality specifications.



Ultramatic Transmission combines torque converter with mechanical direct drive to give wide-range performance, from flashing acceleration to super-smooth cruising.

Electronic Touch-Button Drive Selector—a Packard exclusive available on Executives—offers 4 operational ranges at the touch of a finger, plus Park and Neutral.

