



Packard

Preventive

Safety . . .

and what it
can do for you

Packard Preventive Safety



an advanced concept of safety for two advanced new cars

The brilliant New Packard for 1956 and the new Packard-built 1956 Clipper climax the one hundred million dollar Packard Development Program launched in 1952.

And the rewards you can now reap are almost immeasurable.

For the Packard Development Program has brought about momentous advancements in almost every area of automobile manufacture . . . engineering, styling, craftsmanship, quality control and many others.

One of the many areas, a vital part of the program, is an *advanced* concept of motoring *safety*. And at Packard, we call it . . .

Preventive Safety

Packard realizes that the ultimate responsibility for safety rests squarely on the driver. Accordingly, Packard has set out to give every possible support to the judgment, skill and experience you bring to driving.

As a result of the engineering approach to *Preventive Safety*, the New Clipper and the new Packard for 1956 offer you exclusive features and factors that work automatically *to help avoid the chance of trouble*—rather than merely trying to lessen its effects afterwards, should it occur. Let's look briefly at the exclusive Packard-pioneered *preventive* safety developments and see how they make the 1956 Packards and Packard-built Clippers *America's safest cars*.

From the Packard Preventive Safety Program . . .

Advanced Torsion-Level Ride

Packard's and Clipper's *advanced* Torsion-Level Ride gives you new precision control of your car *in addition to* the most comfortable ride you can experience. And it is the only ride that can! Now, you have a new sensation of positive and complete control on sweeping curves or sharp corners. Your car hugs the road more tightly at all times, reducing chances of rear-end skid sway. Even if you stop abruptly, there's little or no rear-end pitch; your braking is surer, smoother, safer. And, because Torsion-Level Ride keeps your car level, headlight beams hold a true range on the road for safer driving at night.



NO OLD-FASHIONED SPRINGS! No teeter-totter spring ride. No sacrifice of control and handling in order to achieve partial comfort. *Advanced Torsion-Level Ride* gives you new precision control of your car *and* the most comfortable ride you can experience.



MAXIMUM NIGHT TIME VISIBILITY. Regardless of whether the car is loaded or empty, *advanced Torsion-Level Ride* keeps the car level. Your headlight beams hold a true range on the road for maximum night time visibility, safer night time driving.

LEVEL STOPS. Even if you stop abruptly, there's little or no rear-end pitch. With *advanced Torsion-Level Ride*, braking is smoother, surer at all speeds.

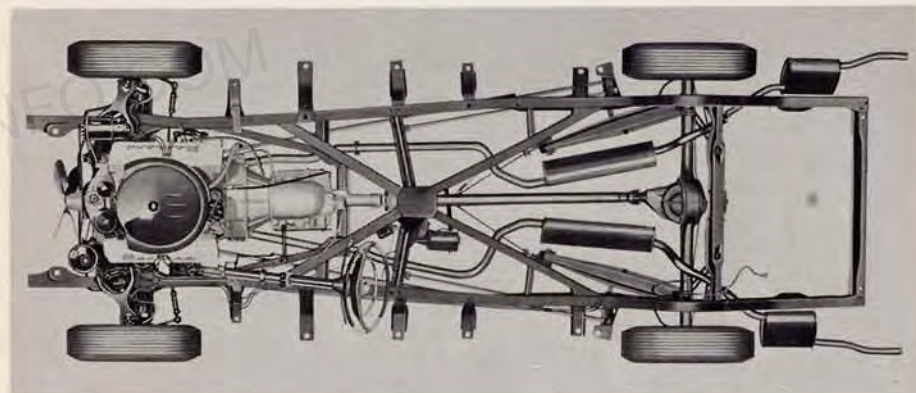
EVEN-KEEL STARTS. No matter how fast you accelerate the new Packard or the new Clipper, there is no rear-end squat, less tendency to slip and skid.



CONTROLLED CORNERING. With *Torsion-Level Ride*, you have a new and welcome sensation of positive control as you take long, sweeping curves or sharp corners in stride. Your car no longer tilts but corners on an even keel.



CONTROL AT ALL SPEEDS. *Advanced Torsion-Level Ride* keeps the car level, whether loaded or empty. Better balance, better distribution of starting and stopping forces helps car hug road more tightly at all times, practically eliminates wandering and sway, reduces chance of rear-end skid.



TORSION-BAR SUSPENSION—IT'S SIMPLE. Packard's and Clipper's advanced ride is maintained by connecting front and rear wheels on each side by a single torsion bar. Load-leveler motor in center automatically raises or lowers car level approximately 7 seconds after car load changes. No coil springs; no leaf springs; no bouncing, jouncing or pitching. Just comfort, control and safety that are almost unbelievable.

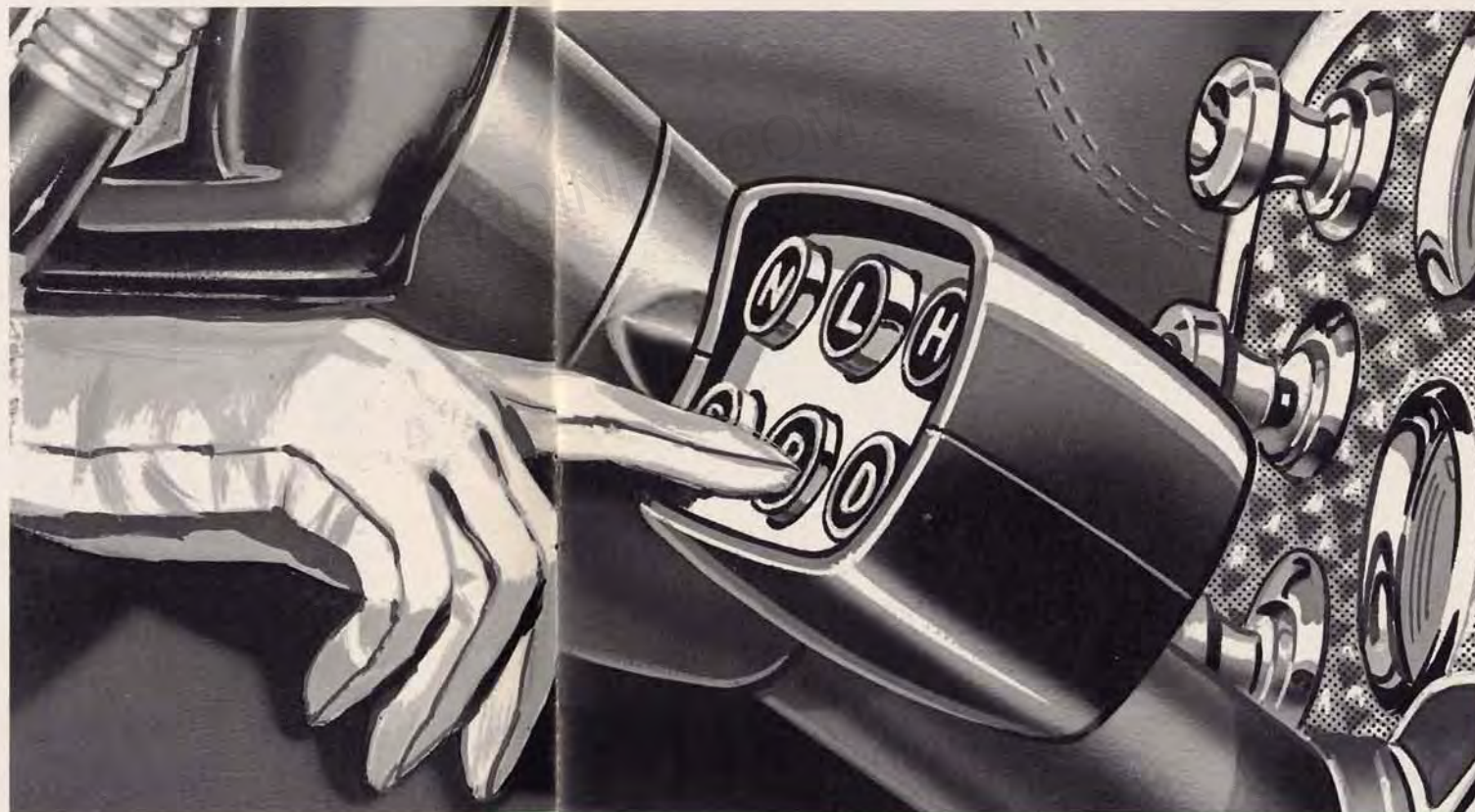


From the Packard Preventive Safety Program . . .

Electronic Push-Button Control

Now, electronic push-buttons on the Ultramatic transmission give you instant choice of driving range at the tap of a right-hand fingertip. In the new 1956 Packards and Clippers, you can make fast and safe drive-range changes to meet driving conditions. Your eyes stay on the road and both hands on the wheel more of the time.

As a result of Packard *Preventive* Safety developments, the electronic push-buttons are located exactly where you'd expect to find them—just under the steering wheel, just to the right of the steering column. Thus, you don't have to learn to "think" left-handed. And the automatic reflexes developed in your right arm and hand after years of right-handed shifting control can function quickly, smoothly, accurately to help you maintain precise control of your car in any driving situation. No fumbling. No false movements when you can ill-afford them.



PREVENTS IMPROPER USE OF "PARK" AND "REVERSE." Ingeniously engineered built-in safety system automatically cancels out reverse, park and neutral circuits when car is moving faster than a walking speed. If a child accidentally reaches over and pushes a button, nothing happens. And once again, Packard leads the way to freer, easier and safer driving.

From the Packard Preventive Safety Program . . .

Great, Safety-Powered V-8 Engines

The new Packard V-8 engines, America's most powerful and safest passenger car engines, develop up to 310 horsepower. They are big, broad-chested engines with 374 cubic-inch displacement. They incorporate new design advances that allow them to breathe even more freely. Their compression ratio is 10 to 1.

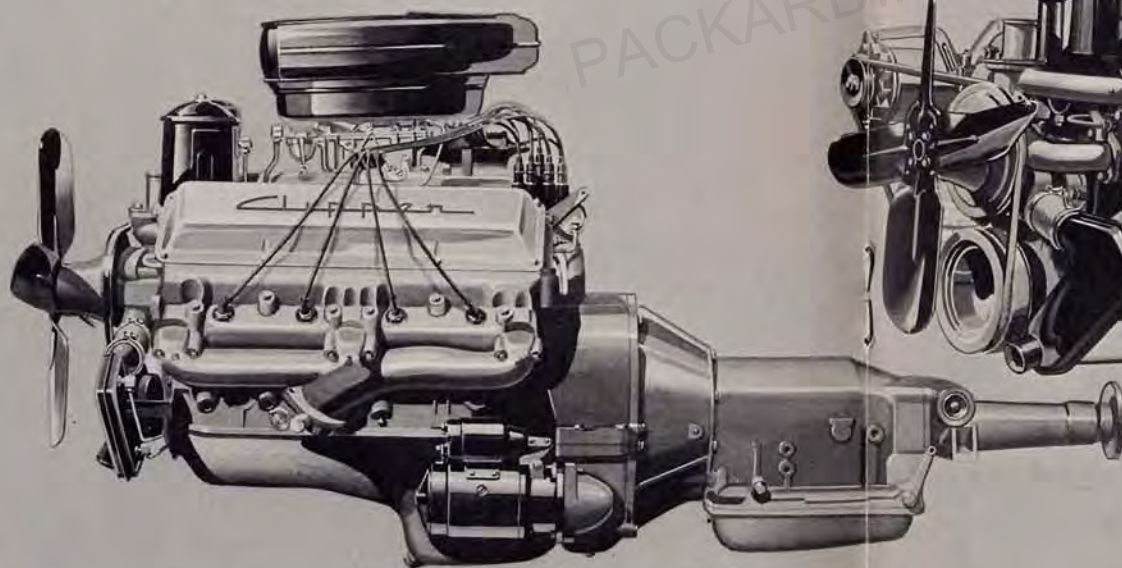
The new Clipper engines deliver up to 275 H.P. They have a 352 cubic-inch displacement and a compression ratio of 9.5 to 1. They are the biggest, most powerful in their field.

And what these new engines can do is something to behold!

They can loaf their way smoothly through everyday driving speeds. They can accommodate all of the power-consuming features such as air-conditioning,

power brakes, power steering without even seeming to notice their demands. And at your summons, they can unleash a mighty reserve of power that will enable you to meet and master any driving situation. The response you get from these modern V-8 engines is instant and emphatic—*geared to maximum safety*—regardless of whether you are traveling at a slower rate in heavy traffic or rolling along smoothly at expressway speeds.

The Clipper V-8, with a top of 275 h.p., is the most powerful engine in the medium-price field.



The big Packard V-8, with up to 310 h.p., develops the greatest rear-wheel driving force in any American passenger car.

HIGHEST SAFETY GIVING POWER RESERVE. These advanced new V-8 engines bring you the true secret of brilliant acceleration and safety-giving high-speed power reserve. The secret is high torque. In Packard, the torque (driving force at the rear wheels) is 405 foot-pounds—highest in any passenger car. In Clipper, the top torque rating is 380 foot-pounds—highest in the medium-price field.

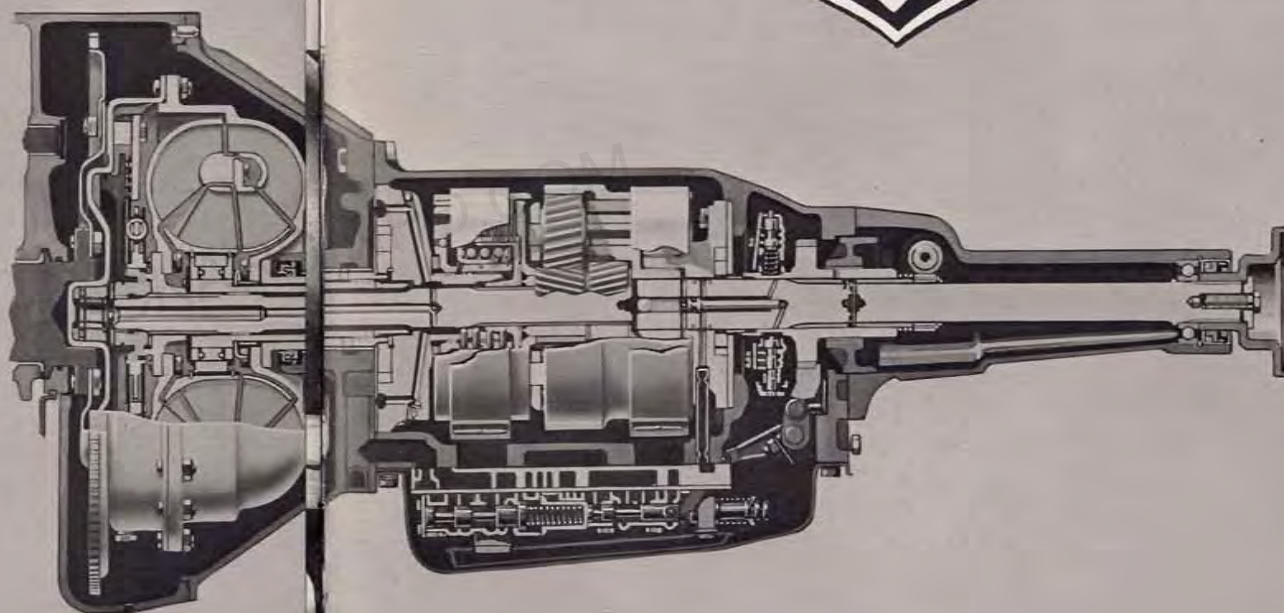


From the Packard Preventive Safety Program . . .

Alert, Versatile

Packard-developed Ultramatic combines the smoothness of the torque converter with the dynamic response of the geared transmission to give you precise command of the great new Packard and Clipper engines. Whatever the driving situation, whatever sudden calls for action you may face, the versatility, dependability and responsiveness built into the great Ultramatic contribute heavily to your safety and well being.

For example: If your car is at rest and you must pull out of the way fast, you flick the "D" push-button for lightning-fast getaway. For a more relaxed gliding start, you press the "H" button. If your car is in motion and you need only a normal speed increase, you press the accelerator gently and get torque action. But in the event of a situation calling for a maximum burst of safety-giving speed, you bottom the pedal and get geared power unmatched in the industry, price class for price class. In every way the Ultramatic must be regarded as *America's most safety-minded automatic transmission.*



INSTANT RESPONSE FOR MAXIMUM SAFETY! For the Packard owner, and for the Clipper owner, there is a versatility, a smoothness and a split-second responsiveness found in no other transmission built today.

From the Packard Preventive Safety Program . . .

Twin Rear - Wheel Traction

The new Packard-pioneered Twin-Traction Safety Differential works automatically to pull you out of mud, snow and ice if just *one* rear wheel has traction. Gone are the trapped feeling, panic and danger of uncontrollable wheel spinning when one wheel has no grip and the other is on solid ground.

The Twin-Traction Safety Differential plays an important safety role, too, when you are negotiating corners or sharp curves on rough roads. With the conventional

differential the rear wheels tend to jump sideways as washboard irregularities or chuck holes throw the wheel upwards from the road surface. With the conventional differential, when the wheel is off the road it spins. When the spinning wheel hits the road again it tends to swerve the car. On wet or icy pavements this can cause the driver to lose control. Another factor often important to safe driving, is surer-footed getaway. If a wheel starts to spin, Twin-Traction pours the power into the wheel with the grip.

The Packard-pioneered Twin-Traction Safety Differential automatically keeps the rear wheels from overspeeding with respect to each other to minimize what engineers refer to as "wheel hopping." Chances of skidding and sliding are thus sharply reduced for the driver of the New Packard or New Clipper equipped with Twin-Traction Safety Differential.



YOU DRIVE AWAY FROM TROUBLE.

Packard Twin-Traction Safety Differential *automatically* helps prevent slipping, sliding, skidding despite adverse conditions present on driving surface.

From the Packard Preventive Safety Program . . .

The Industry's Widest Choice of Rear Axle Ratios

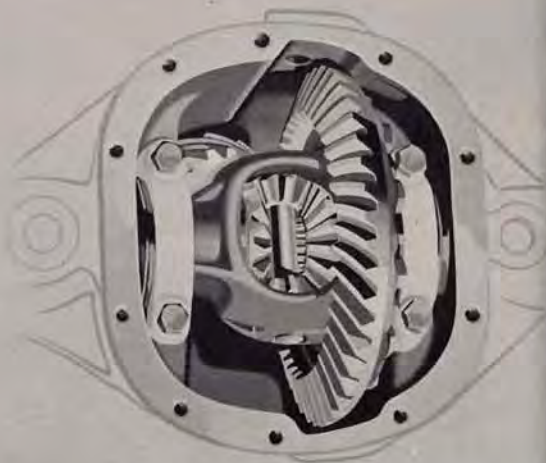
To enable you to adapt your Packard or Clipper's power to the prevalent driving conditions in your area, Packard offers you the industry's widest choice of rear axle ratios.

For instance, if your driving usually takes you into road or traffic conditions where maximum acceleration will play an important safety role, you can choose the 3.54 to 1 rear axle ratio, which develops your car's immense capabilities for lightning-like acceleration and instant response to the utmost.

Or if your driving is mostly done on flat, uninterrupted highways and turnpikes or in city areas where peak acceleration is of less importance to you, you can choose the 2.87 to 1 Packard rear axle ratio. Another product of Packard's brilliant engineering, the 2.87 to 1 rear axle ratio gives you the fuel economies of overdrive with the convenience, versatility and alertness of Packard's completely automatic transmission—the Ultramatic!

Intermediate ratios available are 3.31 to 1 and 3.07 to 1.

MATCHES CAR PERFORMANCE TO YOUR DRIVING CONDITIONS. Wherever you live, wherever you do most of your driving—mountain, rolling or flat country; largest city or smallest village—you can specify a Packard rear axle ratio that will provide safety-giving performance geared to prevalent driving conditions.



CHILDREN
PLAYING
DRIVE
SAFELY!



Of course there are many other Packard safety features that will also be of interest to you. For example: new seat belts, exclusive Cam-O-Matic Windshield Wiper that wipes around corners of the wrap-around windshield, Orthopedic-design seating, lowered front bumper impact bars, impact-resisting safety door locks and strikers, extended-range headlights, single-switch power seat, low-pedal power brakes, faster power-steering, giant-capacity defroster, greater hand-brake reserve capacity, new rear brake drums and backing plates, lower hood and high fenders, sunken center steering wheel, resilient shock-absorbing instrument panel padding, and electric safety door locks, which helps make doors "child-proof" and secure at the flick of a switch under the instrument panel.

One drive in the *New Packard* or *Clipper* for 1956 and we believe you will readily agree . . .

the Packard-developed Preventive Safety Features coupled with the standard protective safety features, set off all the Packard and Clipper models as the safest cars on the road today.

PACKARD-CLIPPER DIVISION

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