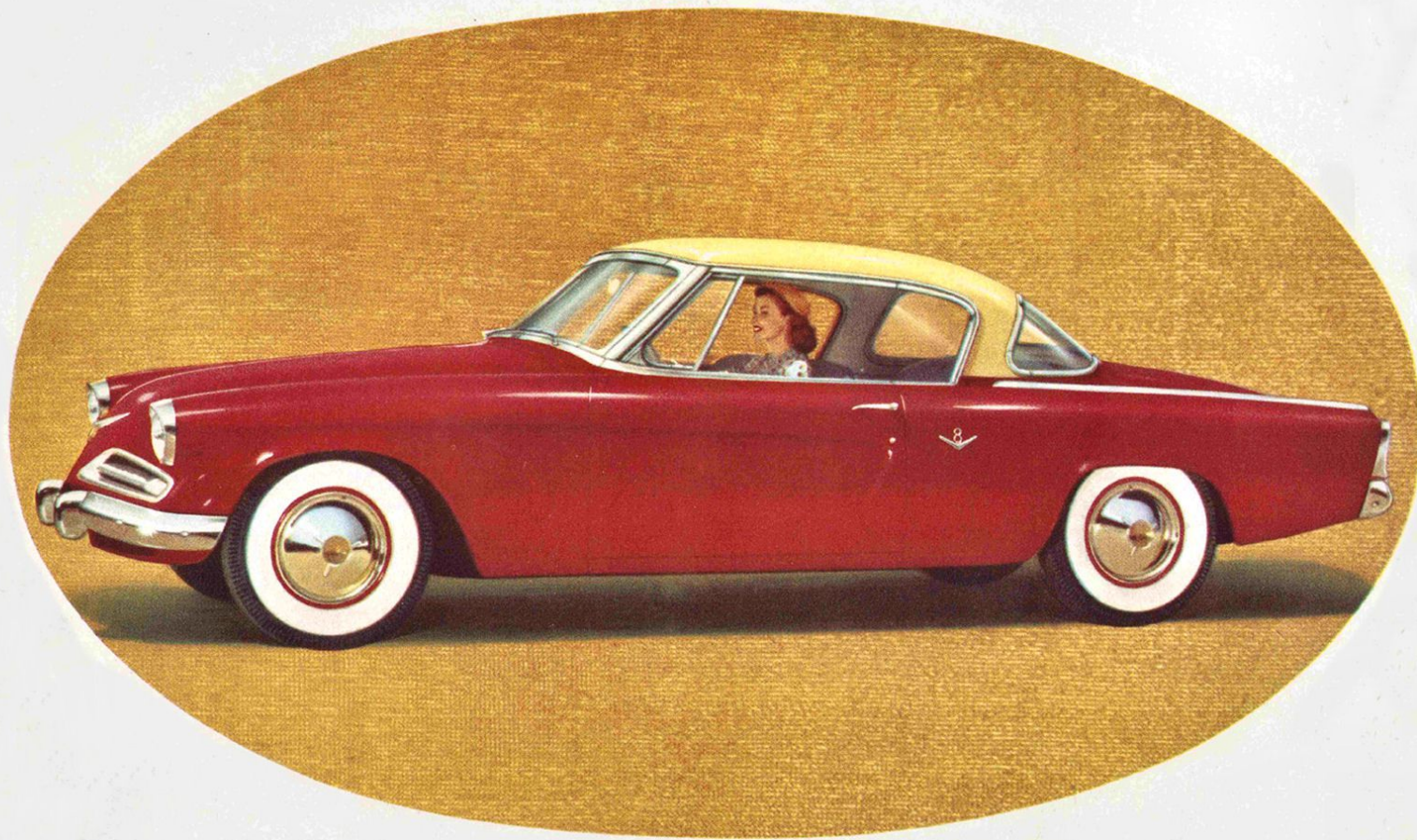


The new American car with the European look!

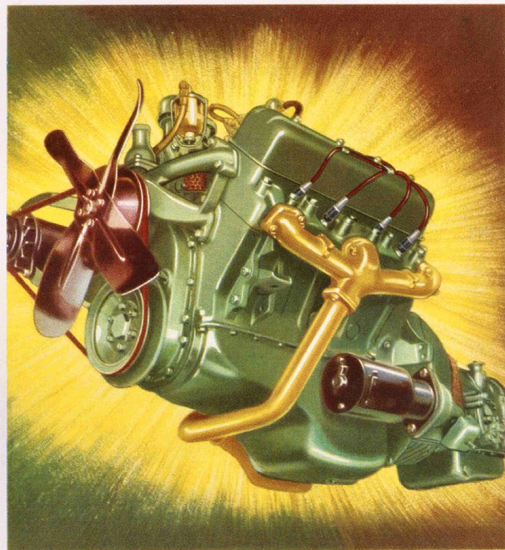


**THE NEW
1953 STUDEBAKER**

Only Studebaker has this new styling *1953 Studebaker Commander V-8*

The new American car with the long, low, European look!

You saw the way all automobile designing was influenced by the original postwar Studebaker. Now you are seeing history repeat itself. Studebaker has introduced another spectacular advance in car styling—the first American car with real foreign-car distinction. This, unquestionably, is the next “new look” in cars—and it’s ready for you right now!

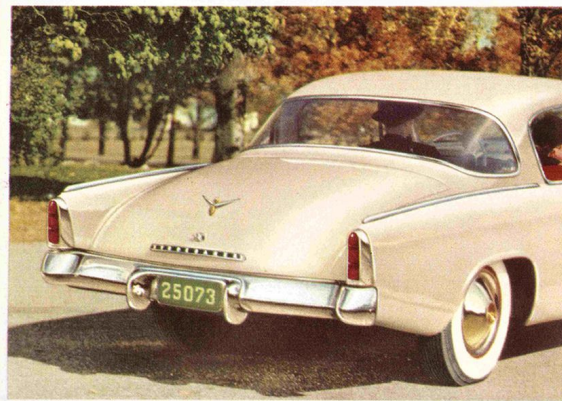


Spectacular performance in the thriftiest “8” in America! The 120 H.P. Commander V-8 engine combines sparkling performance with standout gasoline economy—and it doesn’t require premium fuel. Official records of the A.A.A. Contest Board show that in actual miles per gallon the Commander V-8 with Overdrive beat all other eights entered in the 1953 Mobilgas Economy Run.

Fashion Academy Award Gold Medal presented to Studebaker



The Fashion Academy, noted New York school of fashion design, has named the 1953 Studebaker outstanding in style



The first American car with a real foreign-car look—an impressively long and racy new Studebaker that’s so very low most people can see right over it. Here is the most daring step forward in automobile designing—a car utterly different in style concept—sparkling with breath-taking originality.



New flair for today—A stunning combination of Cardinal Red nylon and vinyl leatherette in the roomy interior of the Starliner “hard-top”, available either as a Commander V-8 or a Champion. Another combination is gray nylon with Dove Gray vinyl. Plated door panels are vinyl leatherette.

1953 Studebaker Commander V-8 Starliner “Hard-top” Convertible for 5



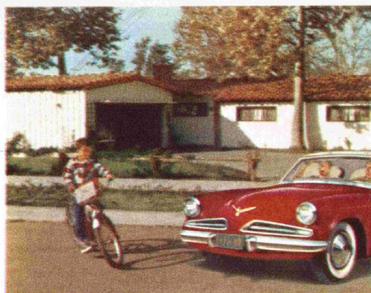
The luxurious interior of the Land Cruiser V-8 is richly upholstered and finished. You have a choice of either the rich striped nylon illustrated or smart two-tone broadcloth. Seat backs are bolster styled with fold-away center arm rest in the rear. The front seat has a two-way adjustment to provide maximum comfort for the driver.



1955 Studebaker V-8 Land Cruiser for 6



Glare reducing tinted glass in windshield and all windows is available at extra cost. Eye-fatigue, due to sunlight or strong lights, is reduced. Helps temper heat from sun.



Studebaker self-adjusting brakes rarely need servicing. Brake shoes automatically reposition themselves as lining wears. The firm, reassuring brake pedal "feel" of a brand new car is yours—even after miles and miles of driving.



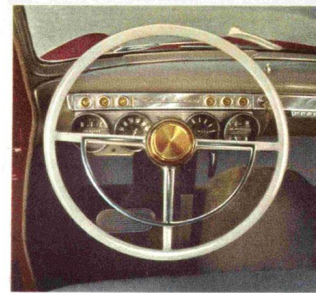
You won't roll back on upgrades with Studebaker's Automatic Hill Holder. After an uphill stop, keep the clutch pedal down and car won't roll back. Standard on Commanders; extra cost on Champions.



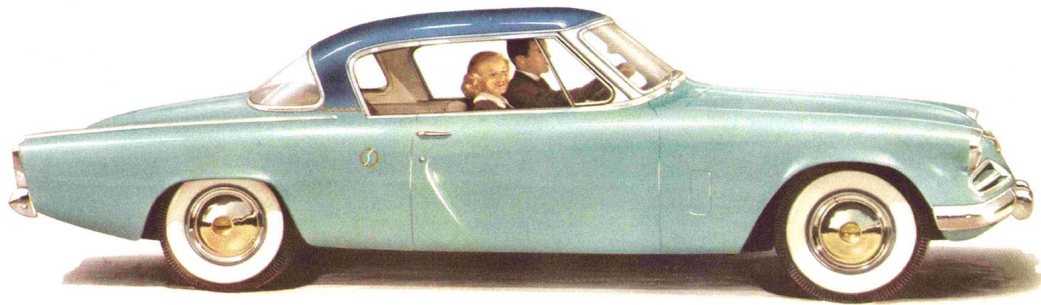
You can make your own climate as you drive—Studebaker's unique Climatizer heating, ventilating and defrosting system is available at extra cost. Located under the front seat, it warms the whole car as it ventilates.



Factory approved accessories are custom-styled. Whether you want seat covers or back-up lights, a radio, or directional signals, you can purchase Studebaker approved accessories with confidence.



The Commander V-8 instrument panel is designed in the European manner with large easy-to-read individual dials, hooded to prevent glare. New toggle switches control lights and accessories.

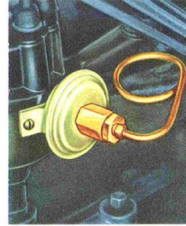


1955 Studebaker Champion Hard-top "Hard-top" Convertible for 5

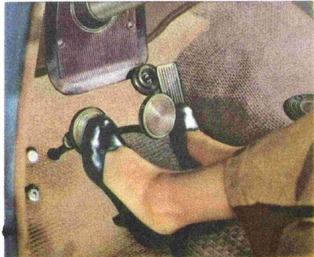


There's plenty of room in every Studebaker! Leg room, elbow room, head room and seating space have been increased. The passenger compartment is positioned ahead of the rear axle in the cradled "comfort zone."

Automatic dome light flashes on when either of the front doors of a Land Cruiser or a sedan is opened (except Custom Champion).

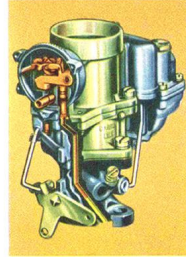
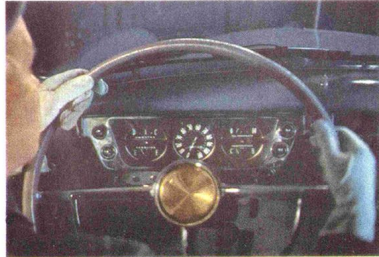


Studebaker Automatic engine controls assure better gas mileage, reduced engine wear. Automatic spark provides correct timing. Automatic choke means easier starting.



Easy-to-operate pedals. New positioning of the clutch and brake pedals reduces the effort of driving.

Glare-proof "perimeter" dial illumination. Studebaker dash gauges are lighted from the edges to reduce inside glare. This serves to cut down fatigue and eyestrain and helps make night driving safer.



1955 Studebaker Champion Deluxe 4-door for 6



1955 Studebaker Champion Custom 2-door Sedan for 6



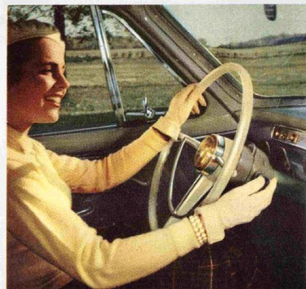
Luxurious nylon upholstery—introduced into motoring by Studebaker—is a feature of all Regal Commanders. Shown above, the Regal Commander 4-door sedan has a distinctive gold stripe nylon. Pile carpets cover front and rear floors. Door panels are smartly styled of attractively tailored fabric and a new type of molded vinyl leatherette.



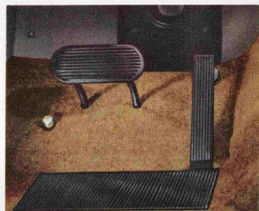
1955 Studebaker Commander V-8 Regal 4-door Sedan for 6

YOUR CHOICE OF THREE STUDEBAKER TRANSMISSIONS

Automatic Drive or Overdrive available at extra cost. Silent conventional transmission is standard.



Automatic Drive lets you drive relaxed all day long! Simply set the selector lever at "D"—your Studebaker Automatic Drive "shifts for itself"—automatically, smoothly, dependably.



No clutch pedal on Automatic Drive models. Brake pedal is oversize—may be used with either foot. Engine won't start unless selector is at "N" or "P."



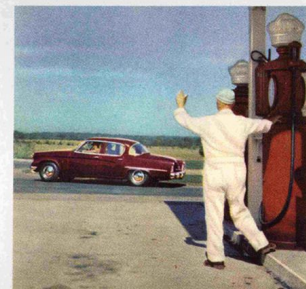
No annoying creep at traffic lights! The Automatic Drive has built-in "anti-creep" protection. Even on slight downgrades, car won't creep after you stop. For downhill engine braking set selector at "L." To rock car flick lever to and fro between "L" and "R."



Plenty of extra power when you need it. You boss the Studebaker Automatic Drive—it doesn't boss you! Step all the way down on the accelerator and you get an extra burst of power for quick, emergency passing.



Thrills and thrift with gas-saving Overdrive! It goes into action automatically at cruising speeds. Engine effort is reduced about 30% without slowing road speed. Available on all models at moderate extra cost.



Forget filling stations for miles on end! No matter which Studebaker transmission you choose, you are assured of real gas economy at all speeds—on the highway or in traffic.

The new American car with the European look
The 1953 Studebaker Champion
 in the lowest price field

This dramatic new Studebaker comes to you straight out of the dream book. It brings you the continental charm of Europe's most distinguished cars. But it's thoroughly American in deep-down comfort and in handling ease. Long and racy, every 1953 Studebaker gleams with an enormous expanse of glass for full vision. Every distinctive body style is completely and spectacularly new both inside and outside. All this at a down-to-earth price—with Studebaker low operating cost!



There's room for five in the coupe models. The wide, deep front seat accommodates three adults, and two individual rear seats are separated by a comfortable arm rest. Rear floor is recessed to give extra leg room. The Regal Champion illustrated is upholstered in an attractive cloth with vinyl leatherette door panels.

Read What Editors Say!

"There can be no question about it—Studebaker has, with its new model, made every other American car look 10 years older."
 —*Motor World magazine*.

"For a sports-car era, a long, low whistle-stopper." —*Time*.

"The decidedly new look of Studebaker's 1953 bodies . . . is the result of a stylist's dream come true."
 —*Popular Science magazine*.

"The new Studebaker is the most completely restyled car of 1953. The new models are unlike anything yet seen in American autos."
 —*Chicago Daily News*.

"Studebaker, styling pace-setter . . . does it again!"
 —*Motorsport magazine*.

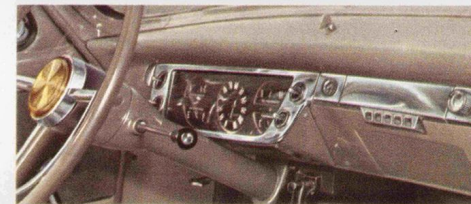
"Studebaker again takes a bold step and introduces the continental design."
 —*New York Journal American*.



You sit back and relax in easy-chair comfort. Foam rubber softly cushions the wide, luxurious seats with firm support that lasts. (Except in Custom and Deluxe Champion sedans.)



Studebaker's "Miracle Ride"—the most restful in motoring. A low center of gravity, scientific weight distribution, a wide, low body and center-point steering—all combine to give you a reassuring feel of complete control and solid safety over rough roads or when rounding sharp turns or corners.



Dash panel of the '53 Champion is of new bevel design to give extra knee room. Instruments are grouped in a glare-proof recessed panel. Switches are new toggle type. Large package compartment, built-in ash tray in all models. Pistol-grip parking brake handle is conveniently located.



1953 Studebaker Champion Regal Starlight Coupe for 5



New, safe, wide-view visibility gives driver and passengers an unobstructed view of the road ahead and behind and lets you see more through the huge windows. Large one-piece safety glass windshield and rear window add to appearance.



Eye-catching beauty in every detail! Sparkling chrome and stainless steel ornamentation and hardware accent the interior and exterior beauty of all the new Studebaker Commander and Champion models.



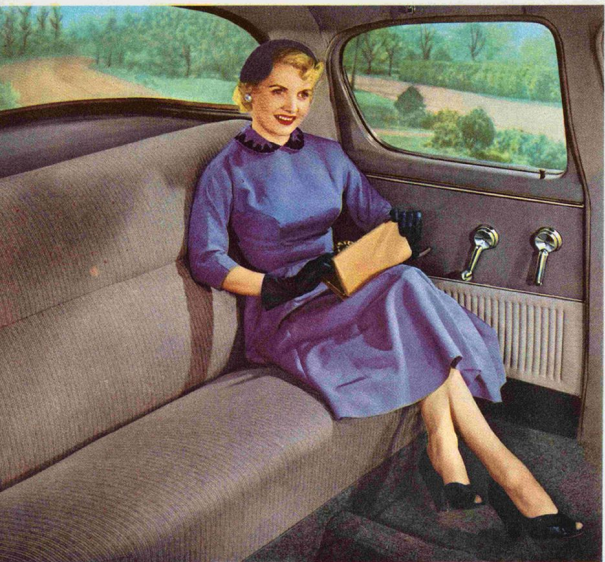
Push button type exterior door handles open the doors easily. Rotary latches hold the doors securely shut without slamming.



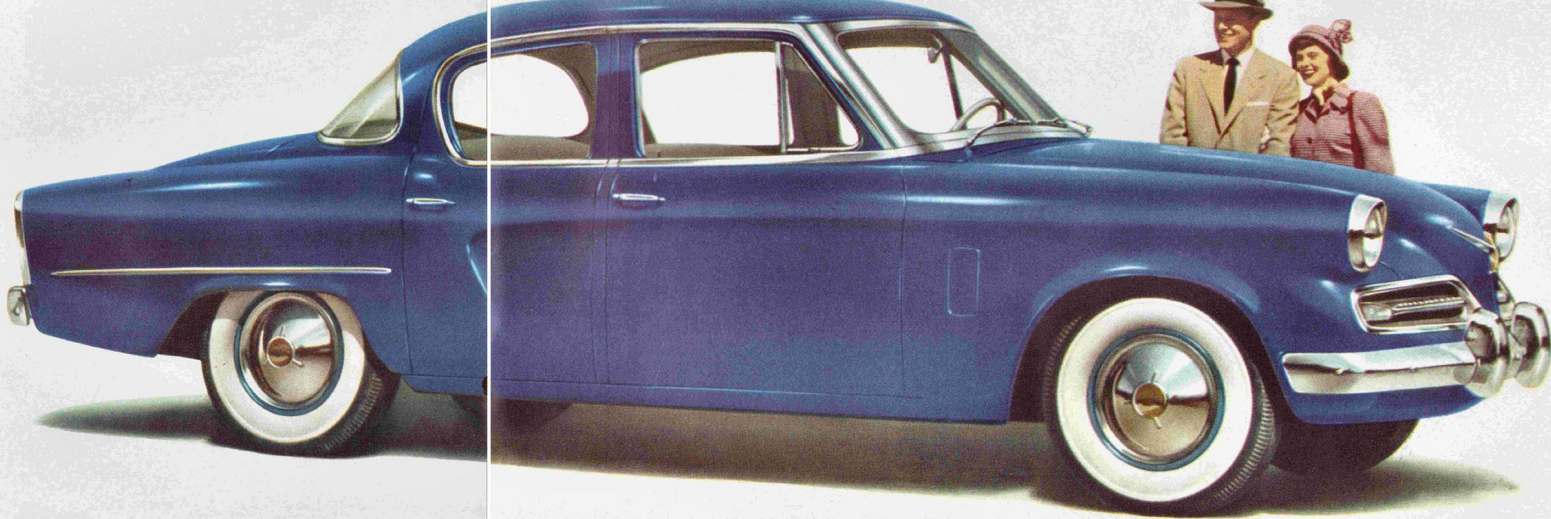
Studebaker's young-minded engineering staff has deservedly earned fame throughout the automobile world for its progressiveness and initiative. These men have developed many of the great automotive advancements that increase efficiency, economy and performance of automobile engines and chassis.



Studebaker proves its gas economy. In the '53 Mobilgas Run, actual gas mileage figures show a Commander V-8 with Overdrive beat all entries entered and a Land Cruiser V-8 with Automatic Drive topped all entries so equipped. A Champion with Overdrive averaged 26.86 miles per gallon.



Excitingly new Champion interiors! The Regal model illustrated is richly upholstered in an attractive wool cloth. Door panels are molded vinyl leatherette in pleated design. The wide deep cushions are tailored over foam rubber. Comfortable, generously wide arm rests are provided for both front and rear seat occupants.



1953 Studebaker Champion Regal 4-door Sedan for 6



Plenty of room for all the family luggage in this spacious sedan trunk. A new "wing" type trunk lock release makes it easy to open. Thanks to its new "over-the-center" springs, the trunk lid requires very little effort to lift. The springs actually help to lift it. Floor mats protect your luggage (except Custom Champion).



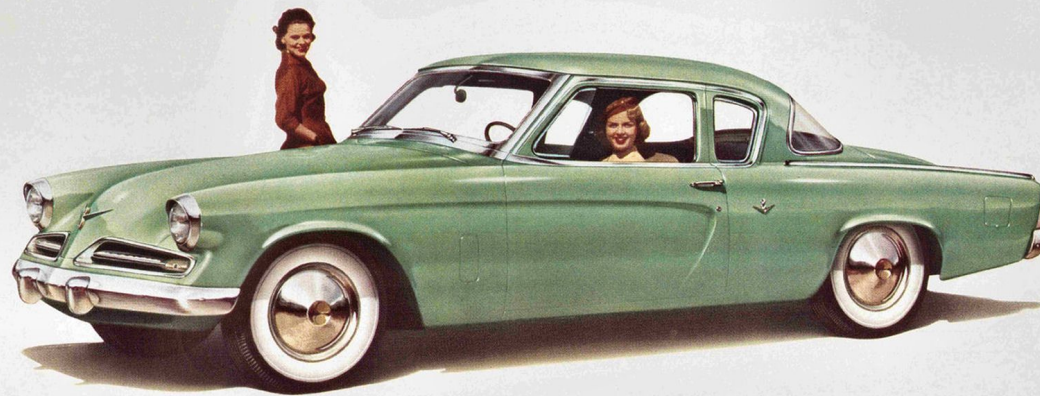
It's easy to step into or out of a Studebaker. Doors are wide, floors are low. Four-door sedan and Land Cruiser models have rear doors hinged at center post. Coupe and "Hard-Top" Convertible models have extra wide right front seat backs that swing out of the way to permit easy entrance to rear seat.



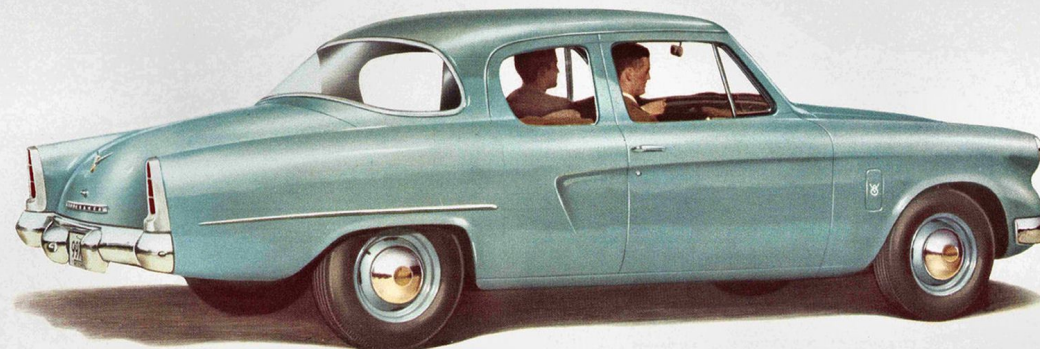
All Studebakers offer Power Steering—new and wonderful! It's available in all the new 1953 Studebaker models, both the Champions in the lowest price field and Commander V-8s, at extra cost. It enables you to park with delightful ease. You keep full control in straight-ahead driving. Try it out! A thrill!



Easy to park in tight spots! That's one of the joys of owning a Studebaker—it has a smoothly responsive steering assembly that enables you to edge in and out of tight parking spots with delightful ease. The large one-piece wrap-around rear window provides complete visibility to the rear.



1953 Studebaker Commander V-8 Regal Starlight Coupe for 5



1953 Studebaker Commander V-8 Deluxe 2-door Sedan for 6

Painstaking Studebaker craftsmanship now enters its **SECOND CENTURY**

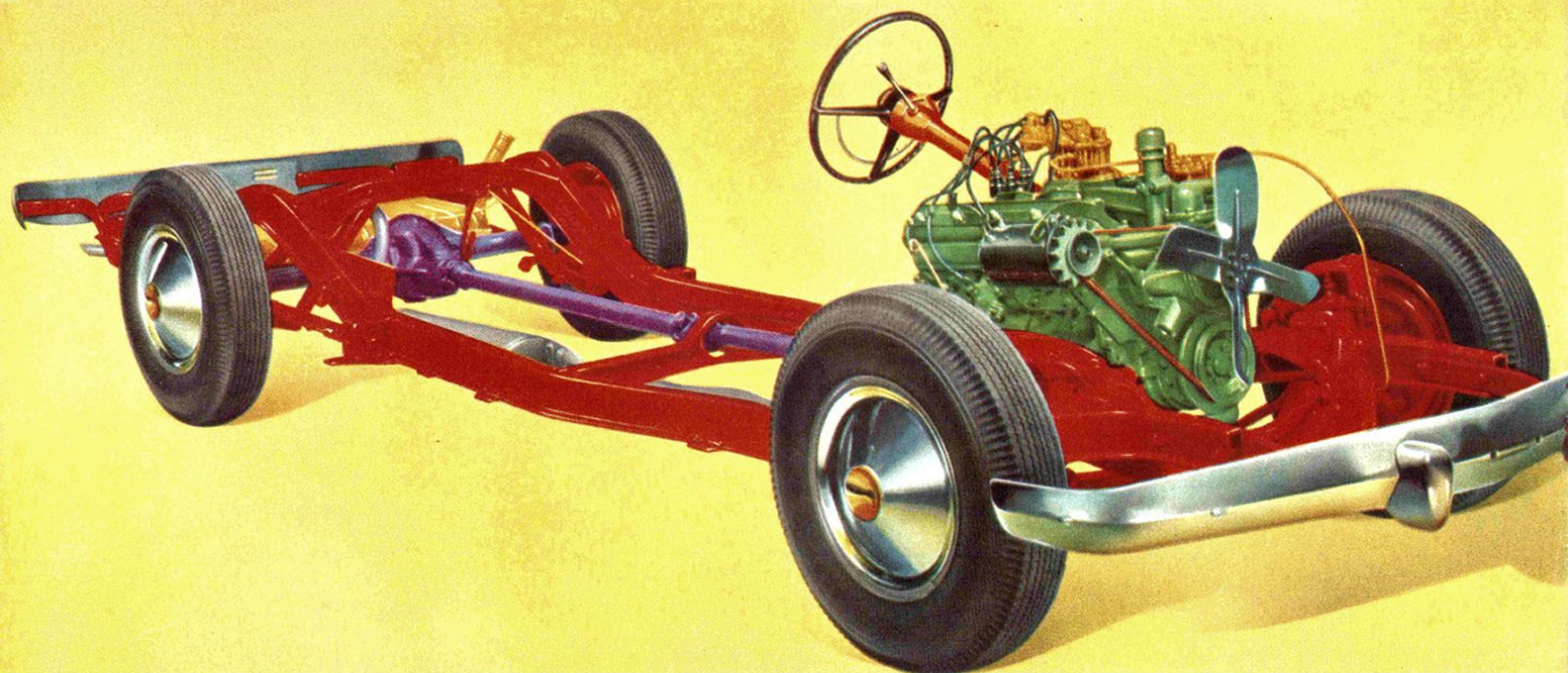
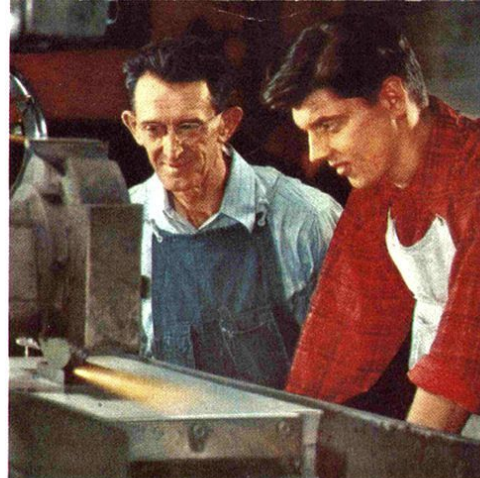
1852 ★ 1953

One stand-out distinction of the Studebaker working force is the number of father-and-son teams throughout the shops and assembly lines.

The uniformly fine workmanship for which Studebaker cars are famous owes much to these father-and-son teams. For generations, they have been fostering standards of quality that began with the founding of the Studebaker business more than 100 years ago.

Alongside the famed Studebaker father-and-son teams, thousands of other solid citizens of competence and conscience proudly work with painstaking care to uphold the Studebaker reputation for durability.

You pay nothing extra for this wear-resisting protection of your investment that Studebaker's century-old tradition of craftsmanship assures.



SPECIFICATIONS 1953 STUDEBAKERS

Studebaker Champion—6 cylinders • L-head engine • Bore 3" • Stroke 4" • Maximum H. P. 85 at 4000 R.P.M. • Taxable H. P. 21.6 • Compression ratio 7.0 to 1 (7.5 on Automatic Drive Models and optional for high altitude) • Displacement 169.6 cubic inches • Oil capacity 5 quarts • Cooling system capacity 10 quarts • Standard rear axle ratio 4.10 to 1 • With overdrive 4.56 to 1, 4.10 to 1 optional • With Automatic Drive 4.10 to 1, 3.54 to 1 optional • Tire size 6.40 x 15 • Height (loaded) Sedans 60½", Coupes 56½" • Width Sedans 69½", Coupes 71" • Length Sedans 198¾", Coupes 201½" • Wheelbase Sedans 116½", Coupes 120½".

Studebaker Commander—8 cylinders • Overhead valve, V-type engine • Bore 3¾" • Stroke 3¼" • Maximum H. P. 120 at 4000 R.P.M. • Taxable H. P. 36.4 • Compression ratio 7.0 to 1 (7.5 optional for high altitude) • Displacement 232.6 cubic inches • Oil capacity 6 quarts • Cooling system capacity 17¼ quarts • Standard rear axle ratio 4.09 to 1, 4.55 to 1 optional • With overdrive 4.55 to 1, 4.09 to 1 optional • With Automatic Drive, 3.54 to 1 • Tire size 7.10 x 15 • Height (loaded) Sedans 60½", Coupes 56½" • Width Sedans 69½", Coupes 71" • Length Sedans 198¾", Coupes 201½" • Wheelbase Sedans 116½", Coupes 120½".

Studebaker Land Cruiser—8 cylinders • Overhead valve, V-type engine • Bore 3¾" • Stroke 3¼" • Maximum horsepower 120 at 4000 R.P.M. • Taxable horsepower 36.4 • Compression ratio 7.0 to 1 (7.5 for high altitude) • Displacement 232.6 cubic inches • Oil capacity 6 quarts • Cooling system capacity 17¼ quarts • Standard rear axle ratio 4.09 to 1, 4.55 to 1 optional • With overdrive 4.55 to 1, 4.09 to 1 optional • With Automatic Drive, 3.54 to 1 • Tire size 7.10 x 15 • Height 60½" (loaded) • Width 69½" • Length 202¾" • Wheelbase 120½".

Chrome wheel discs and white sidewall tires shown on cars illustrated in this catalog are optional at extra cost.