

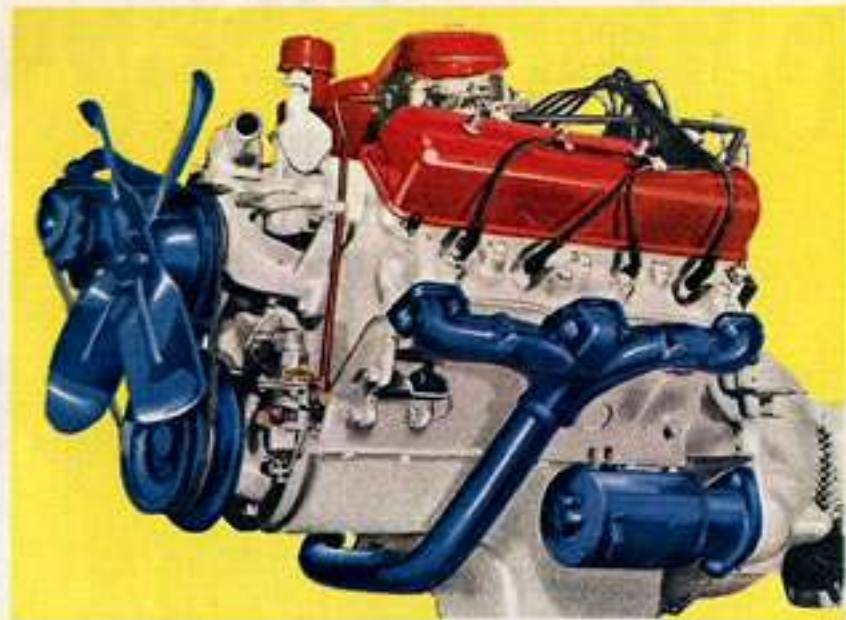
Studebaker style leaders for '55

New Champion! New Commander! New President!



1955 STUDEBAKER

President V-8



The new President V-8 "Wildcat" engine

Studebaker's dynamic new program of expansion brings you this far-advanced new President V-8 line... cars of truly impressive power and superb proportions... each a masterpiece in interior elegance—carrying prestige anywhere in the world.

The new Studebaker President V-8 "Wildcat" engine whirs into action with breath-taking zip and go—a dynamic 175 horsepower but amazingly economical.

Here is modern V-8 engine design at its finest—the newest triumph of Studebaker's famed research laboratories. The result is power so utterly quiet and unlabored even at full throttle, you quickly learn to watch your

speedometer alertly on the open road.

But spectacular performance is only one distinction of this outstanding new Studebaker President V-8. It has the look as well as the feel of a truly great automobile.

Experts throughout the world class this Studebaker with the very finest of cars. It excels in advanced engineering, luxurious comfort, flawless handling ease and sure-footed safety.



The President V-8 State 4-door Sedan for 6 passengers



At left: Luxury unlimited in spaciousness—in upholstery—in appointments—greet you as you step into the Studebaker President V-8 State Sedan. Gold plated hardware effectively accents the richness of the exquisitely tailored fine nylon fabric. Folding center arm rest in rear seat.



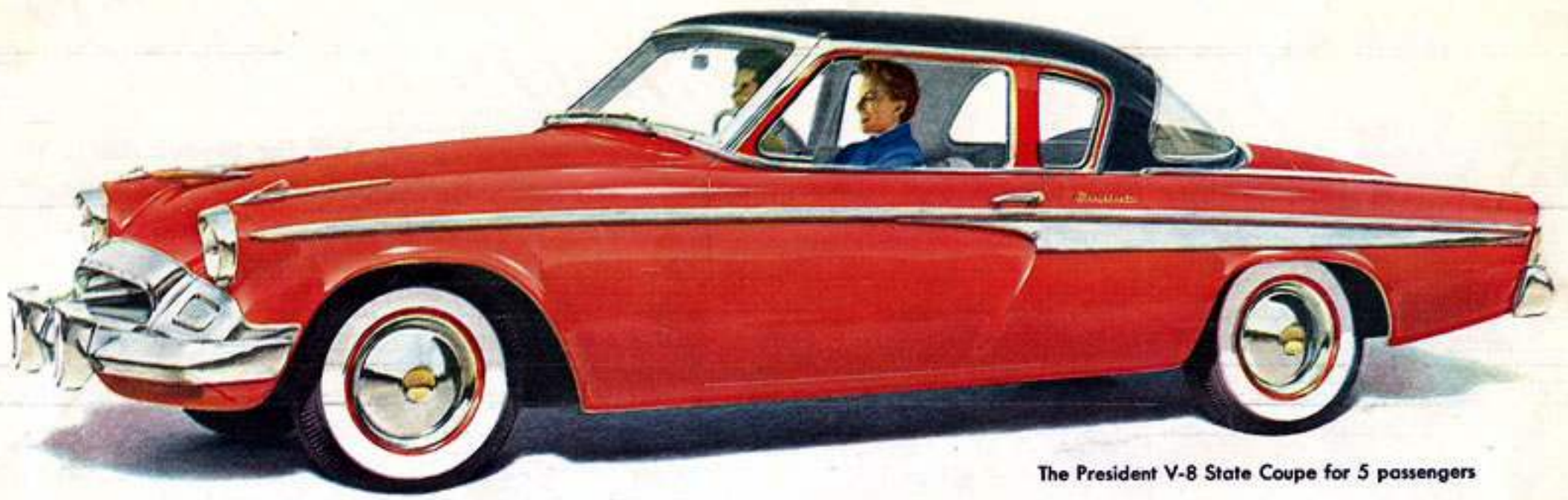
At right: Superbly smart and refreshingly out ahead in its own right is the interior of this President V-8 Deluxe Sedan. Crestweave nylon upholstery is attractively combined with cushions and caps of nylon twill.



At left: Colorfully new and unduplicated in other makes is this exciting body—the State Coupe. Contrasting vinyl caps add charm to the nylon upholstery fabric. State model instrument boards are padded with resilient sponge plastic.



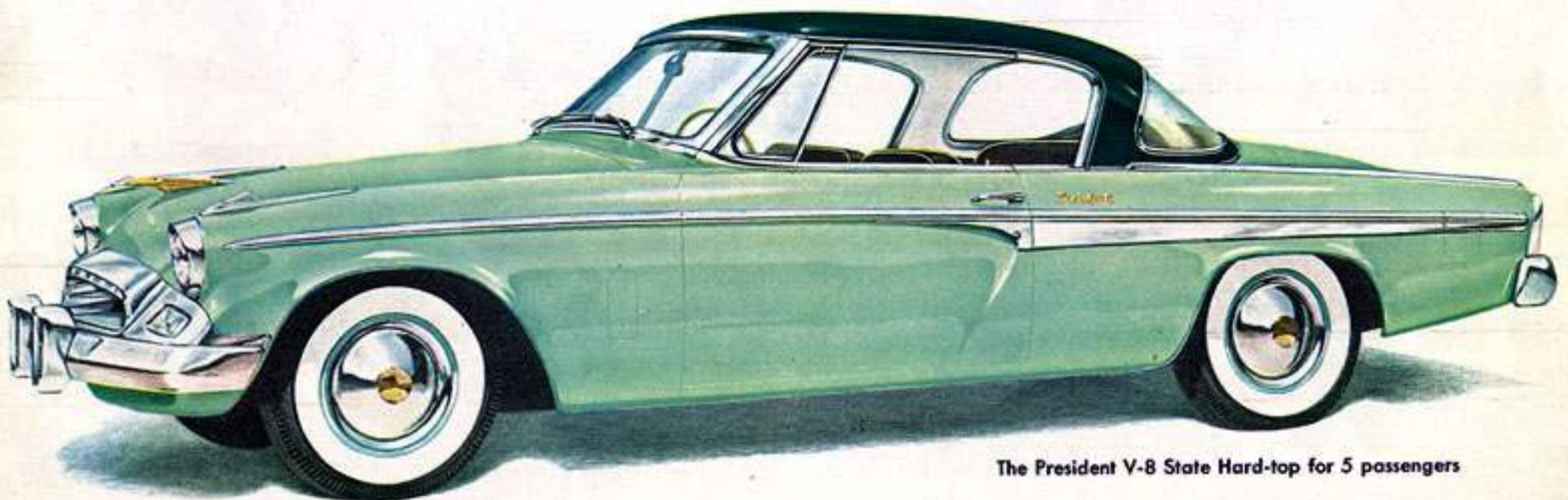
At right: Hard-top star of the new '55 Studebakers is this luxurious President State V-8. Here diamond design nylon fabric and vinyls really sparkle, superbly framed by contrasting black nylon twill caps.



The President V-8 State Coupe for 5 passengers



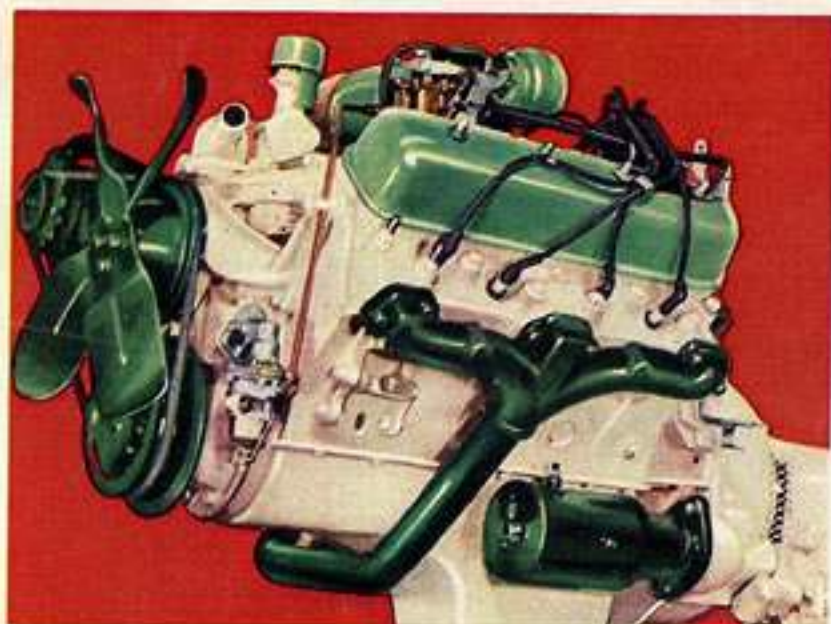
The President V-8 Deluxe 4-door Sedan for 6 passengers



The President V-8 State Hard-top for 5 passengers

1955 STUDEBAKER

Commander V-8



The new Commander V-8 "Pace-setter" engine

Another triumphant stride forward for Studebaker... the pace-setting new 1955 Commander V-8 series... Sensationally stepped up in power and performance... the most impressive looking car in its price field.

You command a thrill-packed 140 horsepower every delightful moment you are driving this big, luxurious new Studebaker V-8.

Here, in a far-advanced 1955 Commander of unmistakable distinction, Studebaker engineers and stylists have superbly combined sensational performance and outstanding beauty.

It's a notably out-ahead automobile in every way—powered by an amazing

new Commander V-8 "Pace-setter" engine that introduces new Studebaker discoveries and techniques in the science of gasoline combustion.

Just the least pressure of your foot on the gas pedal brings lightning response that is truly breath-taking.

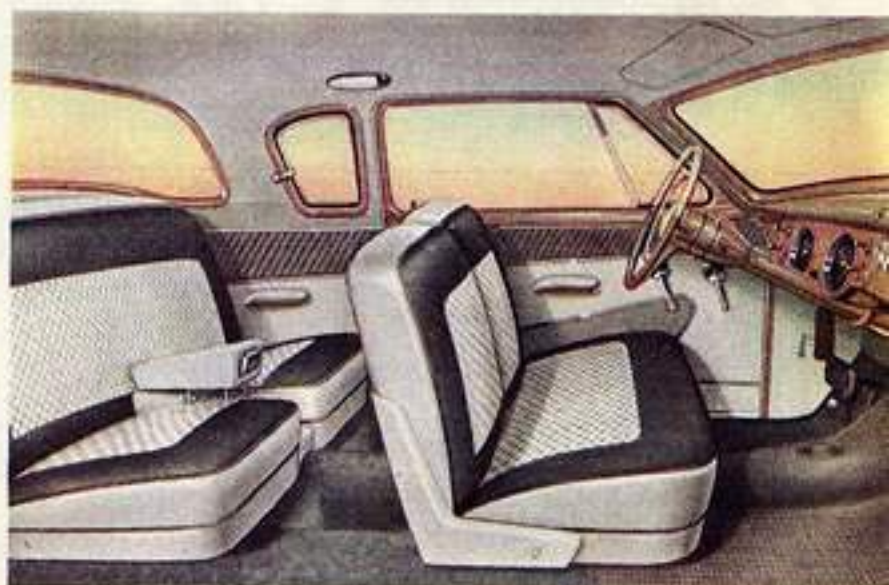
But this is economical high horsepower. It doesn't squander gasoline. This new Commander V-8 is sensationally thrifty to operate.



The Commander V-8 Regal 4-door sedan for 6 passengers



At left: Regal in look and regal in comfort is this spacious Commander 4-door Regal Sedan. Advanced style corded upholstery fabric colorfully blends with pattern point nylon caps and appointments.



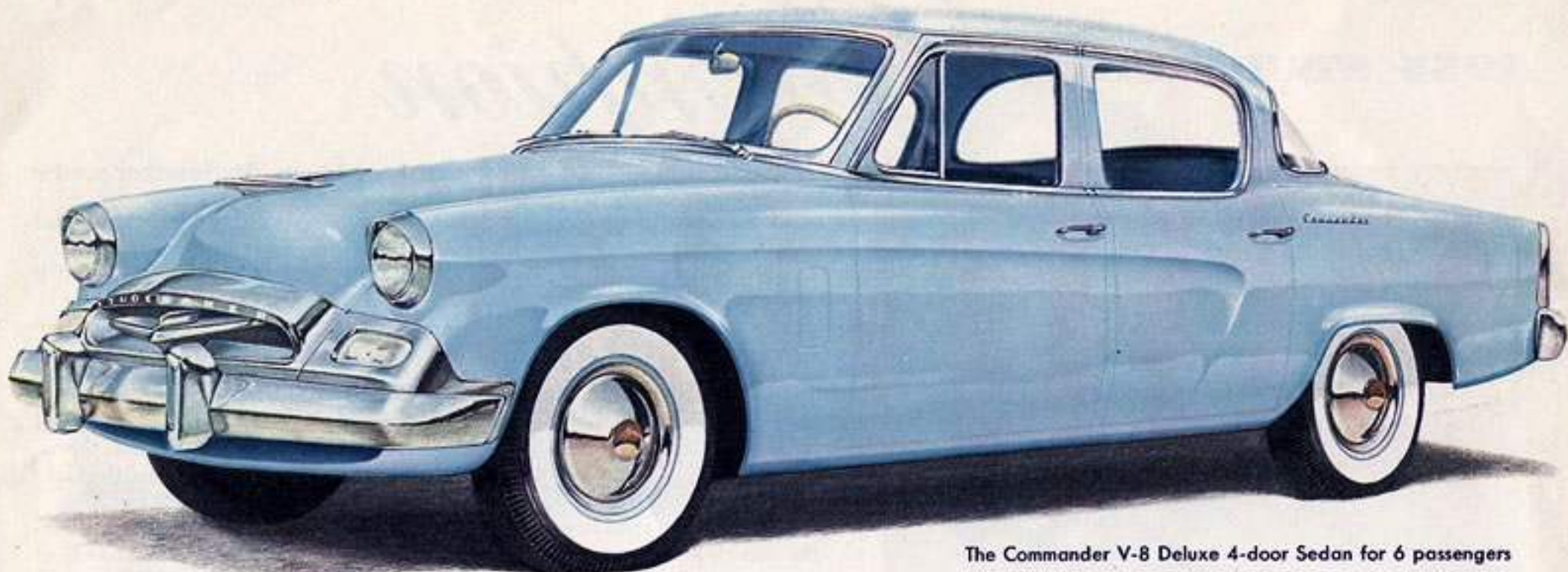
At right: Color enlivens both interiors and exteriors of all the new 1955 Studebaker sports models. Here is one example of the superb effects Studebaker stylists have achieved... checkered lattice flat cloth and pattern point nylon caps. This is the Commander Regal 5-passenger Coupe.



At left: Excitingly new and smart is the stunning color ensemble that graces this Deluxe Commander Sedan. Cushions are ripple-weave cord with pattern point caps of distinctive nylon in four color choices.



At right: Envious ease for the driver distinguishes all the exciting new Studebaker Commander V-8 models. Huge expanses of glass insure full circle-of-sight visibility. Steering wheel is restfully positioned.



The Commander V-8 Deluxe 4-door Sedan for 6 passengers



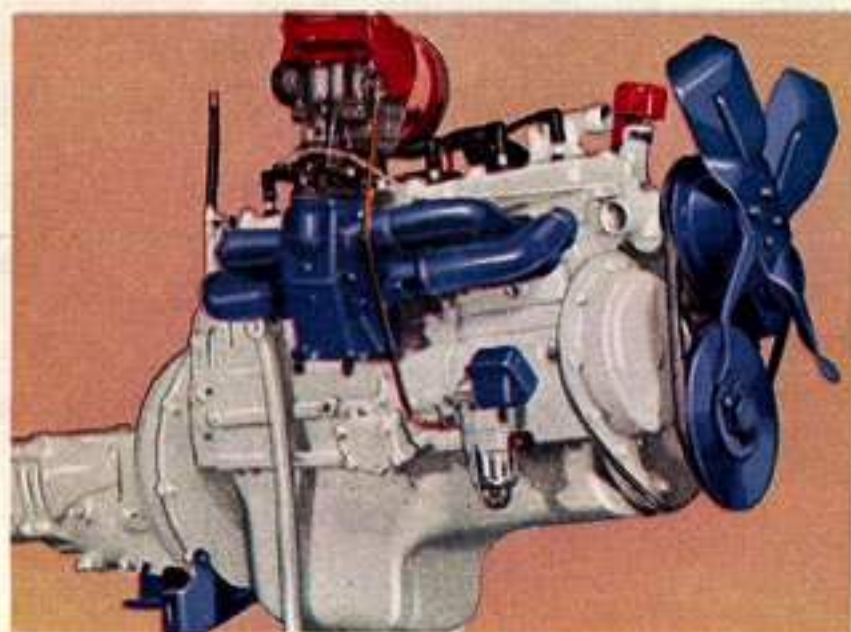
The Commander V-8 Custom 2-door Sedan for 6 passengers



The Commander V-8 Regal Coupe for 5 passengers

1955 STUDEBAKER

Champion



The new Champion "Victory Six" engine

America's No. 1 economy car speeds up Studebaker's new and exciting pace of progress... a new and more powerful Champion line for 1955... styled to star in expensive company... very low in price.

They've increased the horsepower over 18% in the world-famed Studebaker Champion engine for 1955. It's a dynamic new Studebaker "Victory Six" that delivers 101 horsepower.

Now there's a sparkling new pep to the superb performance of this great power plant that has consistently topped the best gasoline economy records of all its rivals in the low price field.

But your greatest pride in owning a new 1955 Studebaker Champion will stem from something more than the exciting feel of its new power and the bank-account protection of its gas-saving.

You will prize your new 1955 Studebaker Champion most for the stand-out smartness that wins it admiring attention everywhere. It eloquently says you know your automobiles.



The Champion Deluxe 2-door Sedan for 6 passengers



At left: Costly looking interiors like this one give the 1955 Studebaker Champion irresistible appeal to discriminating car buyers. But this Deluxe 2-door Sedan is definitely a bargain buy, it's priced so low.



At right: Far out ahead in exterior distinction, this excitingly smart Studebaker Champion Deluxe Sports Coupe is perhaps even more beautiful inside. Upholstery color options are numerous. Appointments are superb.



At left: A style star that would cost you a lot of money under any name but Studebaker! This is the new Champion Regal Hard-top interior. You're looking at one of four optional combinations of color and fabrics.



At right: Clear outlook ahead, at the sides, and behind you! You feel safer driving a new Studebaker Champion. Switch key starting for new convenience. Smartest looking instrument panel in any low price car.



The Champion Regal Hard-top for 5 passengers



The Champion Custom 4-door Sedan for 6 passengers



The Champion Deluxe Coupe for 5 passengers

MORE BEAUTIFUL THAN EVER FOR 1955

Studebaker Station Wagons

Sensationally stepped up in power and in smartness! Huge in cargo capacity!
A dramatic new Champion in the lowest price field! An outstanding new Commander V-8!

Studebaker's world famous stylists have come up with impressive new exterior and interior advancements that notably enrich the eye appeal of these Conestoga station wagons for 1955. Studebaker's resourceful engineers, in turn, have greatly increased the drive appeal of these

pace-setting double-utility vehicles that so many motorists are buying.

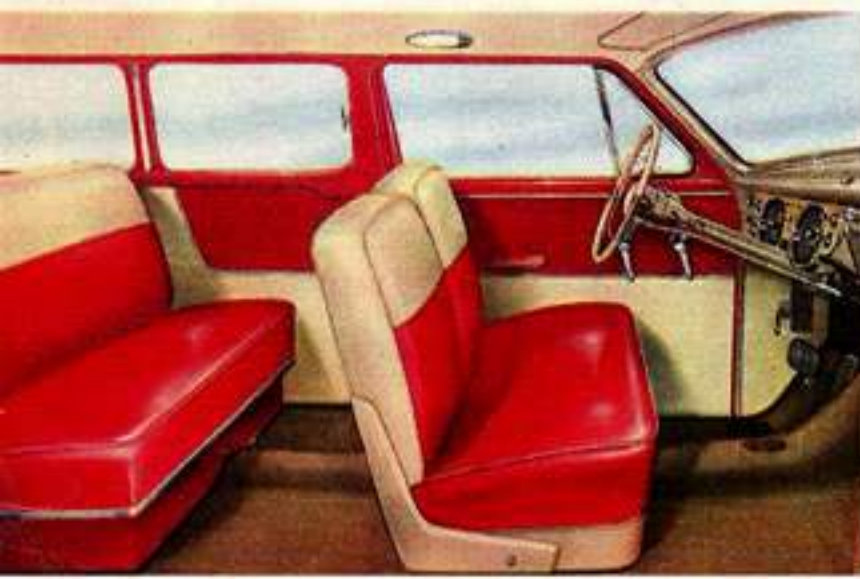
Brilliantly stepped up in horsepower and in performance, each 1955 Studebaker Conestoga, whether Champion or Commander V-8, reflects the dynamic forward moves that Studebaker is consistently making.



The Commander V-8 Regal Conestoga Station Wagon for 6 passengers



The Champion Deluxe Conestoga Station Wagon for 6 passengers



At left: The smart sedan interior of the Regal Commander Conestoga — It's colorfully clad with durable vinyl in tones that harmonize with the exterior finish. The rear seat folds down to give you nearly 70 cubic feet of open space.

At right: This Deluxe '55 Champion is the lowest priced Conestoga — And what a sparkling beauty of an interior it has! No one would come even close to guessing how little you've paid for this distinction.



STUDEBAKER TOPS ALL CARS IN AMERICA IN MOBILGAS ECONOMY RUN VICTORIES



Studebaker Land Cruiser V-8 wins '54 Grand Sweepstakes award with the highest actual gas mileage ever rolled up by any Mobilgas Run Sweepstakes winner.

Studebaker's far-advanced designing consistently proves to be outstanding in delivering most gasoline mileage

*Studebaker's 1954 triumph
the greatest of all!*

In the 1954 Mobilgas Run from Los Angeles to Sun Valley, the three Studebaker entries were truly sensational. They made a clean sweep. Studebaker captured all the important gas mileage firsts including the Grand Sweepstakes award.

Impartial automobile engineers consistently concede to Studebaker the best likelihood of out-pointing all other entries in the great annual Mobilgas Economy Runs.

Studebaker's successful method of eliminating gas-eating excess bulk from its cars is largely responsible for the high aggregate of Studebaker's Mobilgas Economy Run victories.

You can count on every 1955 Studebaker for exceptionally thrifty performance. Every model is designed to the gas-saving formula that Studebaker perfected to become undisputed world champion in economy.



So easy to load and unload your new Studebaker Conestoga Station Wagon! With one-hand ease, you lift up the rear window section—and just as simply let down the sturdy tailgate of either the Commander V-8 or Champion Station Wagon. Counter-balanced hinges and safety catches hold the window area securely up, even when driving. You slide things in and out at floor height without effort. The rear seat has been folded away—and the spare tire is nestled under the floor—to give you a 6 foot length of floor space for cargo.



Studebaker's new Power Brakes for 1955 are extra cost but they are well worth it in extra driving pleasure and safety. They reduce foot pressure by 40%, so you can apply them just by pivoting your foot from accelerator to low-level brake pedal.



Available in all '55s!
The world's finest

*Power
Steering*

It's extra cost but you are repaid in new freedom from tiresome wheel tugging. Hydraulic power handles 75% of the steering effort for you but you're always in complete command of every situation. Parking is delightfully simple and easy.





You enjoy the safety of full circle-of-sight visibility every moment you are driving any 1955 Studebaker model. Enormous expanses of safety glass bring the whole road around you into clear view. You see more of the area directly in front and directly in back of the car, too—thanks to extra depth of Studebaker's windshield and rear window and the "safety first" shape of hood and rear deck.



Everyone rides comfortably relaxed and uncrowded in the exceptionally spacious new 1955 Studebakers. There is plenty of stretch-out leg room in front and rear compartments—generous hip room and shoulder room, too. Seats are "comfort-contoured"—proportioned and shaped for restful support. Foam rubber cushions standard, except Custom and Deluxe Sedans, Deluxe Station Wagons.



Studebaker's famous "Miracle Ride" now better than ever!

You really ease your way over any and every kind of road surface, thanks to the superb springing and balance of the new '55 Studebaker. Here truly is the car of the "Miracle Ride"—a triumph of Studebaker engineering that lets you travel so relaxed, so free from pitch and sway and jounce, you actually feel fresh and rested after a long day's drive.



You whisk ahead smoothly whenever it's safe to do so!

Studebaker has put sensational acceleration into all its far-advanced new 1955 engines. You have terrific zip and pep under your foot for emergency passing. No cars on the road today respond faster than these brilliant-performing new 1955 Studebakers. Here's extra power that is extra safety insurance. It helps you drive with new confidence and peace of mind.



You can carry whole closets full of clothes along in the roomy rear deck of the new 1955 Studebaker sedan. The sports coupe and hard-top models have even more fore-and-aft trunk length which makes them especially popular models with salesmen who travel with samples.



A fold-away center arm rest in coupe and hard-top rear seats! This is just one of the many new conveniences that Studebaker's body stylists have come up with for 1955. The ash tray is in easy reach with the arm rest in either the "down" or the "up" position.



Studebaker brakes give you motoring's greatest built-in stopping power! The extra large, extra-powerful Studebaker brakes for 1955 are both self-energizing and self-centering. Studebaker gives you by far the largest amount of effective brake lining area per pound of car weight.

Three outstanding Studebaker transmissions

Studebaker Automatic Drive! Gas-saving Studebaker Overdrive! Either at extra cost! Super-smooth Studebaker conventional transmission is standard!



Studebaker's Automatic Drive is the simplest—the safest—the thriftiest—of all! You just set the selector lever at "D" once you start the engine and the car all but drives itself—no clutching—no declutching. It's the only Automatic Drive available in any car with "anti-creep" protection.



Studebaker's thrilling and thrifty Overdrive has the longest history of success! It's virtually an additional "fourth" gear that cuts in automatically at moderate cruising speed to reduce engine effort and save gasoline. It's available, like Automatic Drive, in all the 1955 Studebaker models at extra cost.



Studebaker introduced Climatizer under-the-seat heating and ventilating—and the far advanced new 1955 Presidents, Commanders and Champions provide this "make your own weather" system at its perfected best. Studebaker's Climatizer costs a little extra but pays its way in comfort. It also provides dependable defrosting that operates independently when required.



Music, news and entertainment ride with you wherever you go! Studebaker has long been famous for the world's finest car radio. Available at extra cost in either 6-tube manual or 8-tube automatic tuning. A rear seat speaker may be installed in any '55 Studebaker at small cost if desired.



The world's outstanding car by far in road-holding stability! You round curves and take sharp turns with never a fear of side-slip or road-wander when you're at the wheel of a '55 Studebaker. Low center of gravity, superb weight distribution and center-point steering protect you. Torsional stabilizing bar and "sea-leg" mounted rear shock absorbers control roll.



Studebaker's the car that made the Automatic Hill Holder famous! This feature prevents roll back when you keep the clutch depressed after coming to an up-grade stop. Standard on President and Commander overdrive or conventional transmission models. Extra cost on Champions.

Studebaker's dynamic new expansion program more than ever insures you trustworthy cars

SPECIFICATIONS New 1955 Studebakers

Studebaker President—8 cylinders • Overhead valve, V-8 type engine • Bore $3\frac{1}{8}$ " • Stroke $3\frac{1}{4}$ " • Displacement 259 cubic inches • Maximum H.P. 175 at 4500 R.P.M. • Taxable H.P. 40.61 • Compression ratio 7.5 to 1 • Oil Capacity 6 quarts • Cooling system capacity 17 $\frac{1}{4}$ quarts • Standard rear axle ratio 3.92 to 1, 4.09 or 4.27 to 1 optional • With overdrive 4.27 to 1, 4.09 to 1 optional • With Automatic Drive 3.54 to 1 • Tubeless tires, size 7.10 x 15 • Height (loaded) Sedans 60", Coupes 56.31" • Width Sedans 69.5", Coupes 71" • Length Sedans 206.25", Coupes 204 $\frac{1}{4}$ " • Wheelbase 120 $\frac{1}{2}$ ".

Studebaker Commander—8 cylinders • Overhead valve, V-8 type engine • Bore $3\frac{1}{8}$ " • Stroke $2\frac{1}{4}$ " • Displacement 224 cubic inches • Maximum H.P. 140 at 4500 R.P.M. • Taxable H.P. 40.61 • Compression ratio 7.5 to 1 • Oil capacity 6 quarts • Cooling system capacity 17 $\frac{1}{4}$ quarts • Standard rear axle ratio 4.10 to 1, 4.56 to 1 or 4.27 to 1 optional • With overdrive 4.27 to 1, 4.10 to 1 or 4.56 to 1 optional • With Automatic Drive 3.54 to 1 • Station Wagons standard 4.09 to 1, 4.27 to 1 or 4.55 to 1 optional • With overdrive 4.55 to 1, 4.27 to 1 optional • With Automatic Drive 3.54 to 1 • Tubeless tires, size 6.70 x 15 • Height (loaded) Sedans 60", Coupes 56.31", Station Wagon 62.38" • Width Sedans 69.5", Coupes 71", Station Wagon 69.75" • Length Sedans 202.25", Coupes 204 $\frac{1}{4}$ ", Station Wagon 197.75" • Wheelbase Sedans and Station Wagon 116 $\frac{1}{2}$ ", Coupes 120 $\frac{1}{2}$ ".

Studebaker Champion—6 cylinders • L-head engine • Bore 3" • Stroke $4\frac{1}{8}$ " • Displacement 185 cubic inches • Maximum H.P. 101 at 4000 R.P.M. • Taxable H.P. 21.60 • Compression ratio 7.5 to 1 • Oil capacity 5 quarts • Cooling system capacity 10 quarts • Standard rear axle ratio 4.10 to 1, 4.56 to 1 optional • With overdrive 4.56 to 1, 4.10 to 1 optional • With Automatic Drive 3.54 to 1, 4.10 to 1 optional • Tubeless tires, size 6.40 x 15 (6.70 x 15 on Station Wagon) • Height (loaded) Sedans 60", Coupes 56.31", Station Wagon 62.38" • Width Sedans 69.5", Coupes 71", Station Wagon 69.75" • Length Sedans 202.25", Coupes 204 $\frac{1}{4}$ ", Station Wagon 197.75" • Wheelbase Sedans and Station Wagon 116 $\frac{1}{2}$ ", Coupes 120 $\frac{1}{2}$ ".

Chrome wheel discs and whitewall tires are standard on President State models. Chrome wheel discs and white sidewall tires shown on all other models illustrated in this catalog are optional at extra cost.

Two-tone exterior color combinations optional at no extra cost on President State models and Commander and Champion Hard-top models. Two-tone exterior color combinations, at extra cost, available on all other models except Commander and Champion Custom Sedans.

The most competent craftsmen in the automobile industry continue to man the Studebaker plants—and to keep the flag of Studebaker quality flying

Studebaker swings into the 1955 model year tremendously strengthened as an automobile manufacturing enterprise.

A new certainty of increased value for car buyers has now been firmly established by Studebaker's greatly improved competitive position in its industry.

The outstanding new 1955 Studebaker cars reflect to a significant extent the first fruits of this dynamic expansion.

The great Studebaker group of craftsmen are working with new pride in the opportunities they now have to add luster to their time-honored reputation.



Father-and-son teams as always—along with thousands of other trustworthy Studebaker craftsmen—are building the new 1955 Studebaker cars with painstaking thoroughness.

