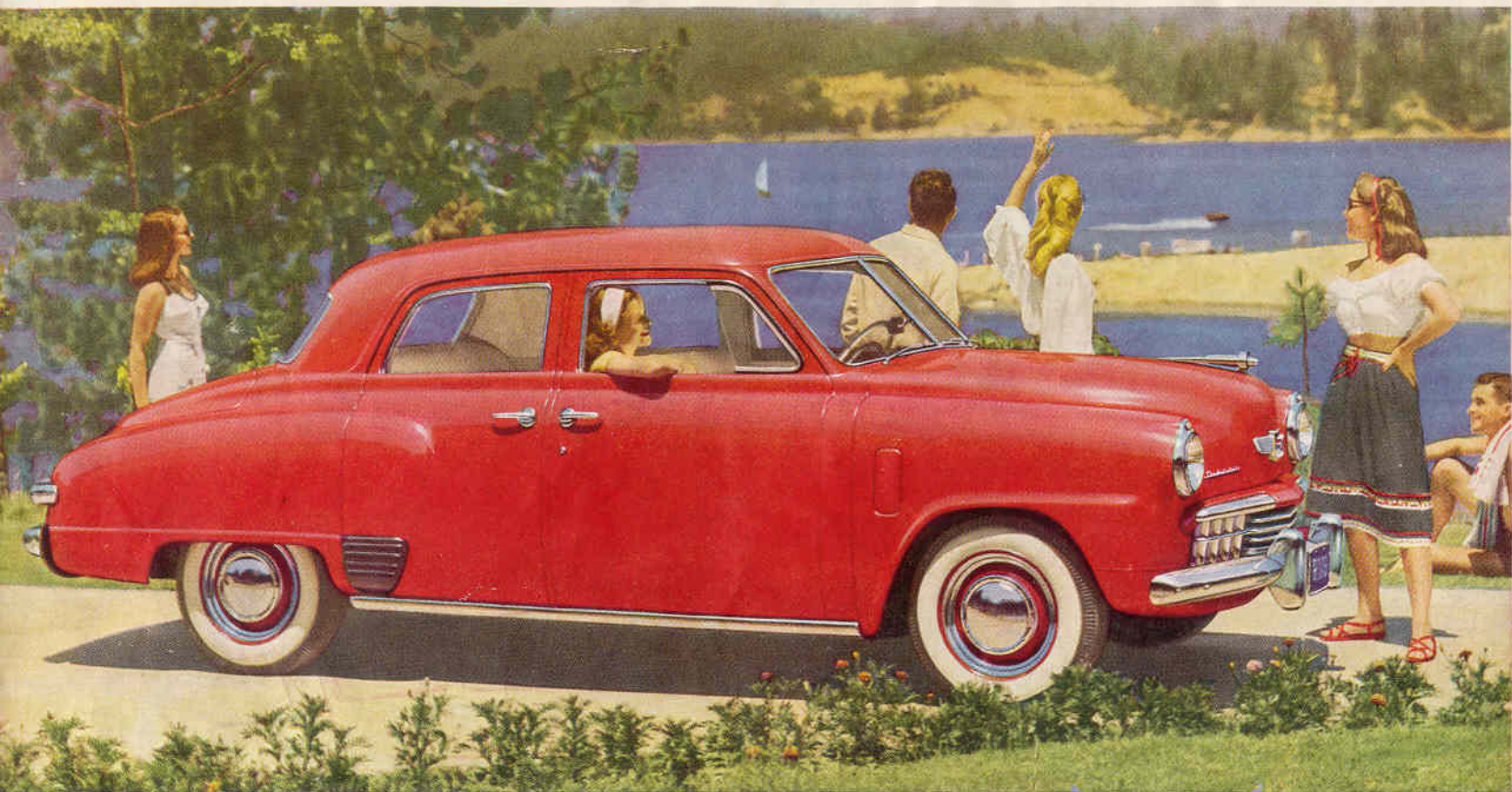


NEW 1948 STUDEBAKER



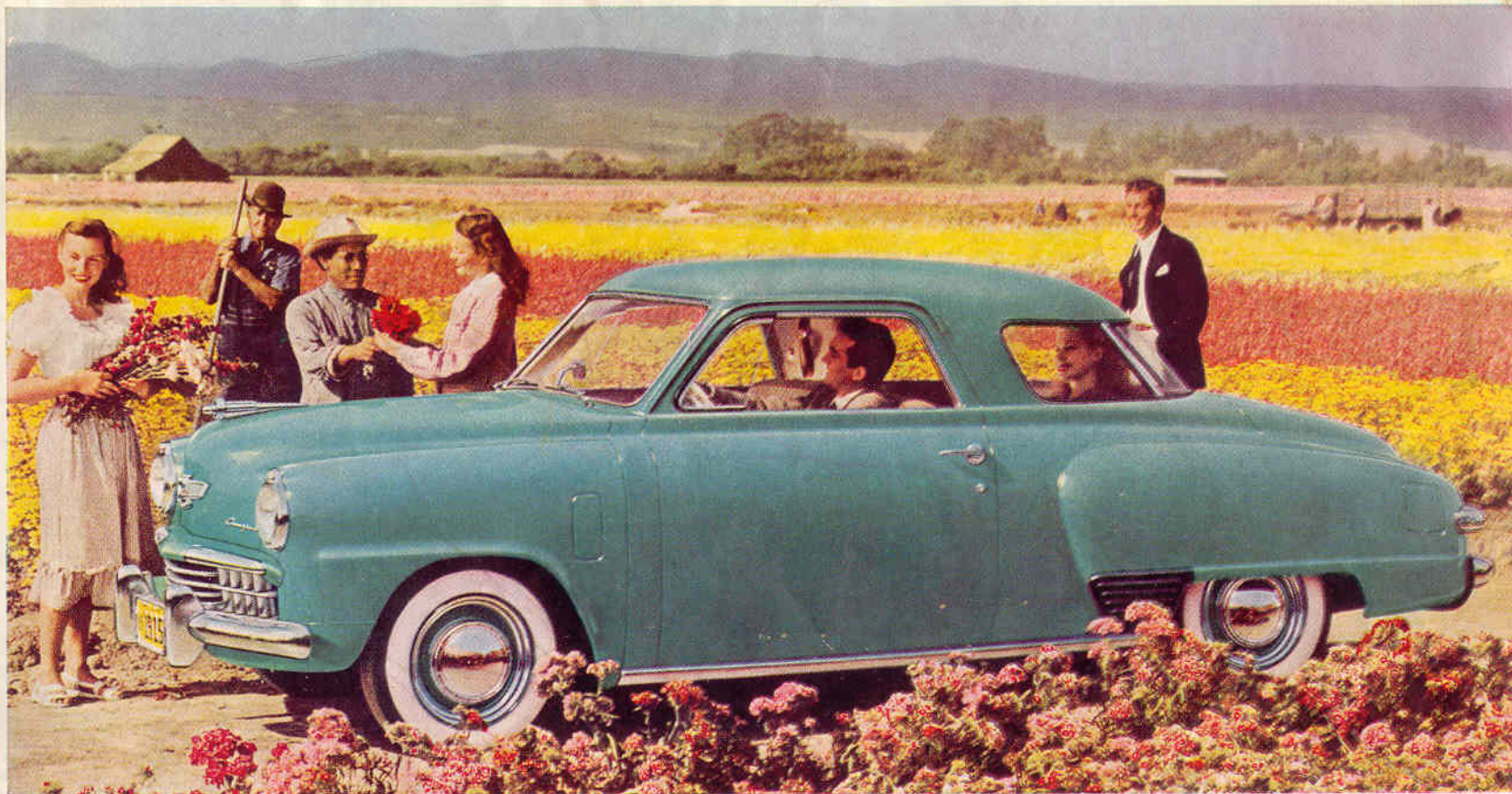
1948 Studebaker Champion Regal De Luxe 4-door Sedan for six passengers

## *1948 Studebaker Champion*

Every hour spent in this lowest priced of Studebaker's dream cars is a vacation. Every mile you drive it is a new-found joy. Every trip, 'cross town or 'cross country, is something to look forward to.

Not just your friends, but even absolute strangers, outspokenly envy you everywhere you go in this low-swung masterpiece of modern automobile designing. Here's breath-taking beauty, whispering power, feather-touch handling ease, deep-cushioned comfort, sure-footed stability, amazing operating economy. Here's real postwar motoring. No other car with which the Studebaker Champion competes offers you anything as fine.





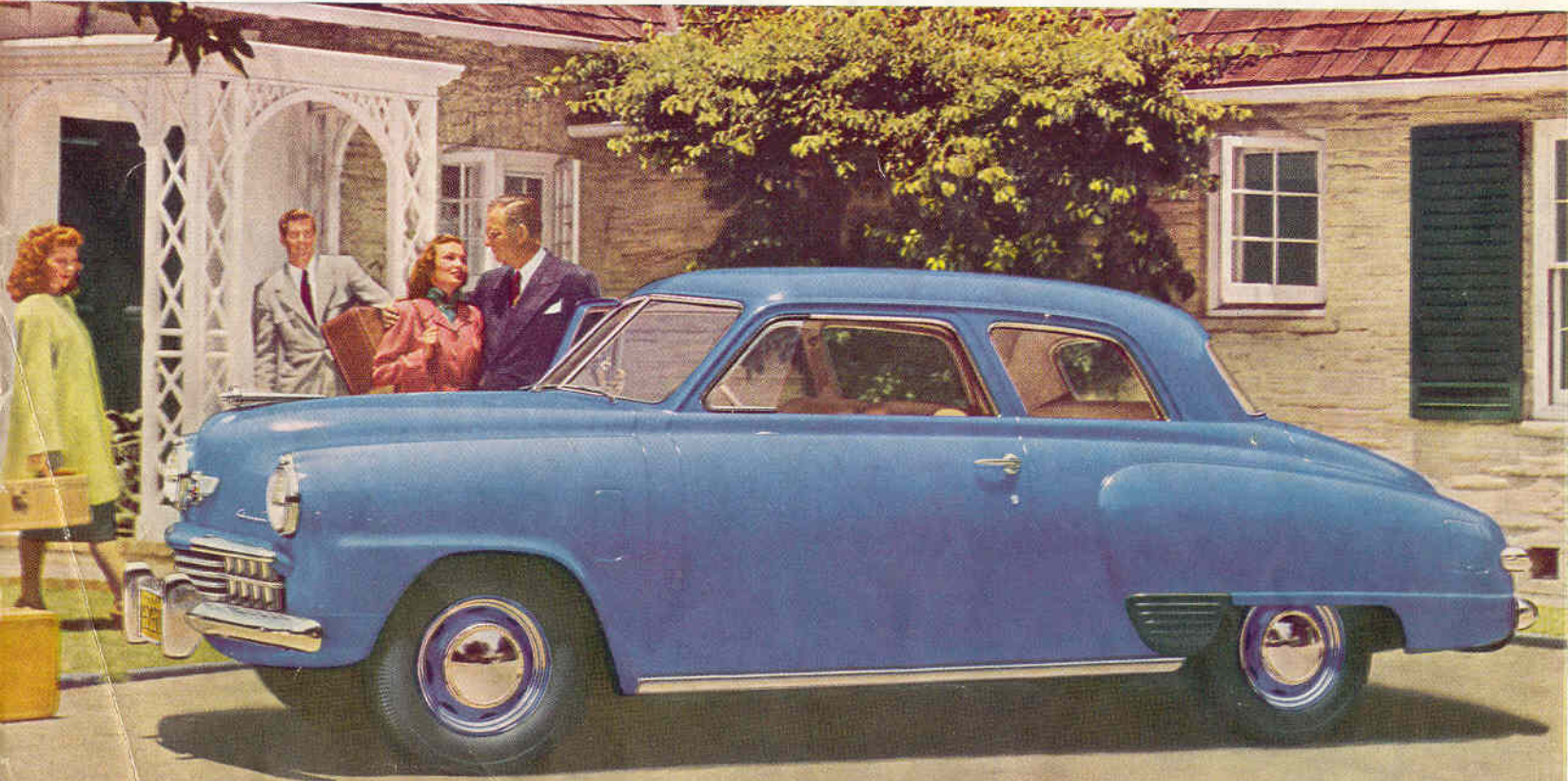
1948 Studebaker Champion Regal De Luxe Coupe for five passengers

## *A new kind of motoring*

Style, performance and everything else aside, one overshadowing, over-all distinction commends these new 1948 Studebaker Champions to you. That distinction is simply this—they're thoroughly proved cars. They swing on the scene with millions of miles of convincing success behind them. They're the brilliant 1948 outgrowth of the new kind of motoring that Studebaker amazed the world with in the first completely new cars after World War II. Riding low, wide and handsome on the momentum of universal public acceptance, these new 1948 Champions rate all alone in value as well as in style.



1948 Studebaker Champion Regal De Luxe 2-door Sedan for six passengers



1948 Studebaker Champion De Luxe Coupe for three passengers



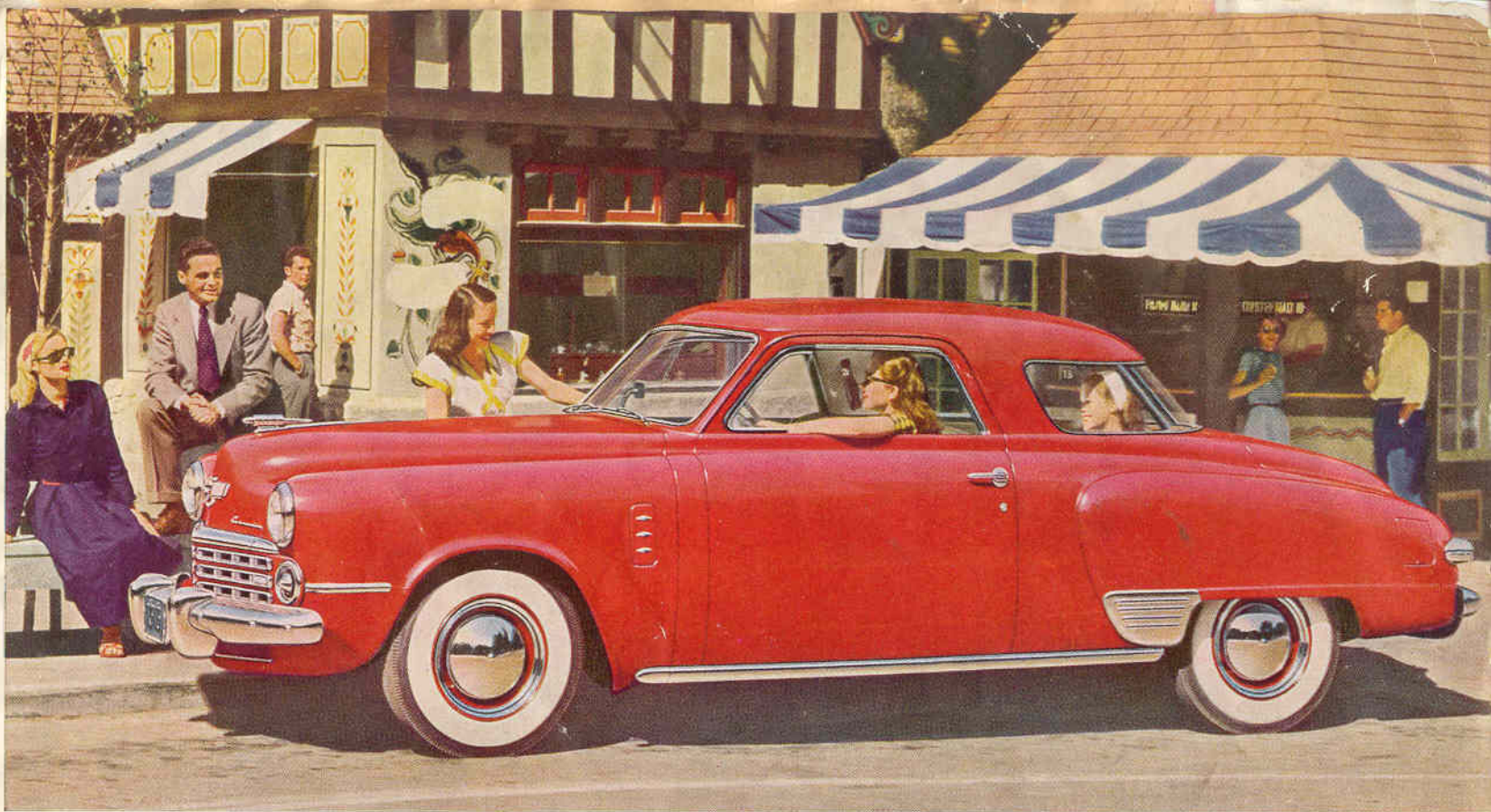


1948 Studebaker Commander De Luxe 4-door Sedan for six passengers

## *Miles ahead in quality*

Styling that's dramatic! Performance that's dynamic! Studebaker's postwar distinctions in a car of impressive dimensions! Everything that's new, and wonderful and practical in motoring is yours in generous measure in this fine, new, top-quality 1948 Studebaker Commander. You'll never ride with greater pride in any car. The smooth, flexible Commander engine is a marvel of spirited, surging power—particularly in split-second emergencies or on formidable upgrades. What's more, the miles float past with such ease in this beautifully balanced Commander, you arrive at your journey's end unfatigued by a day-long drive.





1948 Studebaker Commander Regal De Luxe Coupe for five passengers

## *1948 Studebaker Commander*

Revolutionary new engineering makes possible the delightful new kind of motoring you enjoy in this luxurious Studebaker. Each roomy Commander body is cradled between rear axle and engine in a new-type underslung frame. Most of the weight in the car, including the weight of the occupants, rides down where the law of gravity assures exceptional steadiness. The far-advanced Commander chassis is designed to ideal specifications for a car of this size and power. The rounded body shape is an effective airfoil for cross winds as well as head winds.

The 1948 Commander convertible is pictured on the front cover.

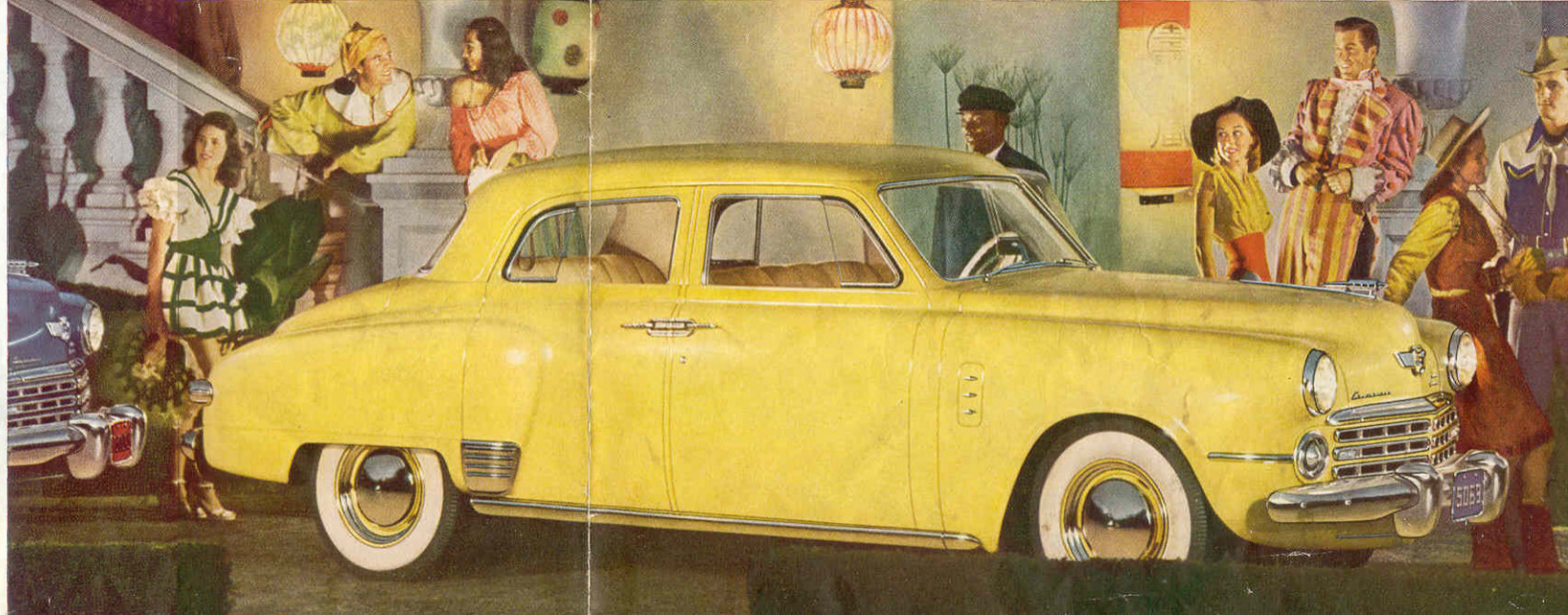


New 1948 version of Studebaker's  
special extra-long wheelbase

# Land Cruiser

An ultra-luxurious new kind of 6-passenger, 4-door  
sedan that ranks with America's costliest cars in  
the fineness of its finish and appointments.

*Engineered on a special chassis and powered  
by the brilliant Commander engine*





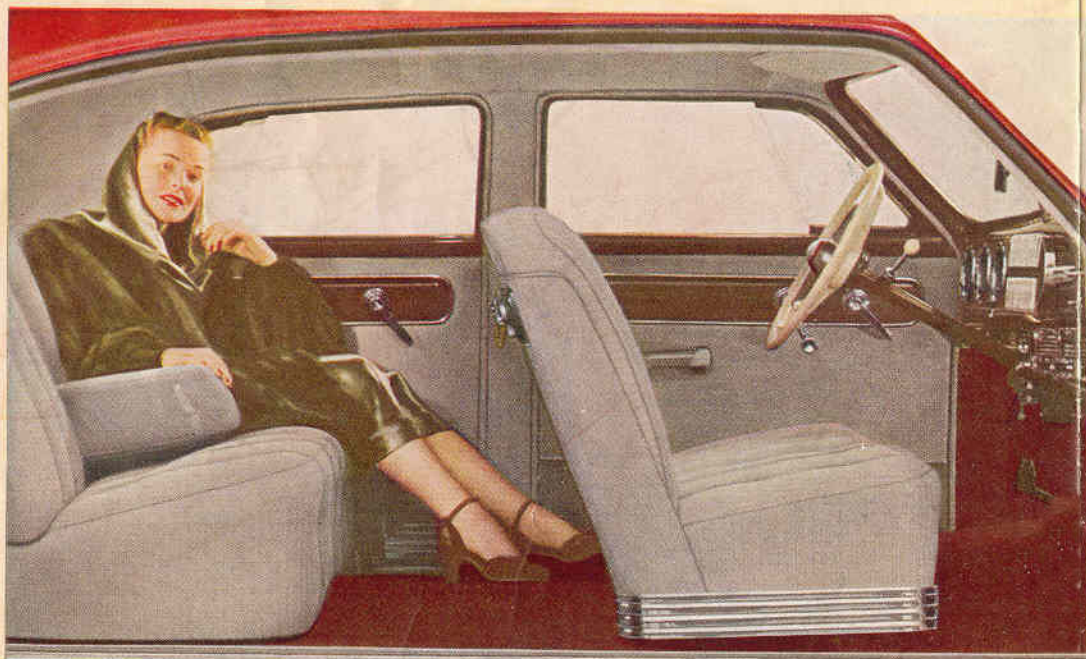


**Yes, that's actually a rear view of this Studebaker**—Unique contour-fit windows run clear around the rear of this body. The result is a distinctive effect from any point of view and extra visibility for the car occupants. Studebaker originated this coupe body styling.



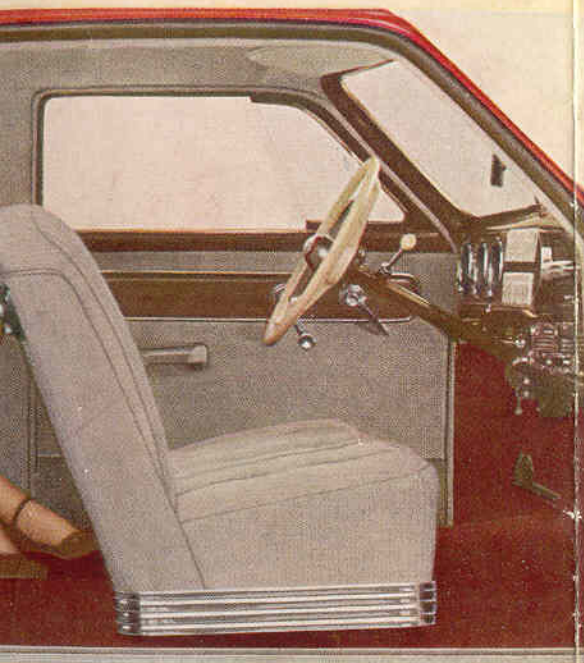
**Unique package nooks grace each end of rear seat** in the 5-passenger coupe and serve as comfortable arm rests when closed. Underneath the cleverly concealed lift-up lids, there is plenty of room to tuck away cosmetic kit, thermos bottles, books, unhandy packages.

*Everything's wonderful...*  
in these fabulously fine



**Here's the spacious, luxurious interior of the 1948 Studebaker Land Cruiser**—The front seat is five feet across—the rear seat runs it a photo finish race for roominess. The smartly tailored upholstery is new and exclusive Candalon fabric. It's a nylon material that's washable and long-wearing. This beautiful Candalon upholstery is being first used in motor cars in this 1948 Studebaker. Disappearing center arm rest is standard equipment in this sedan. The rich appointments and trim are not surpassed in the most costly cars.

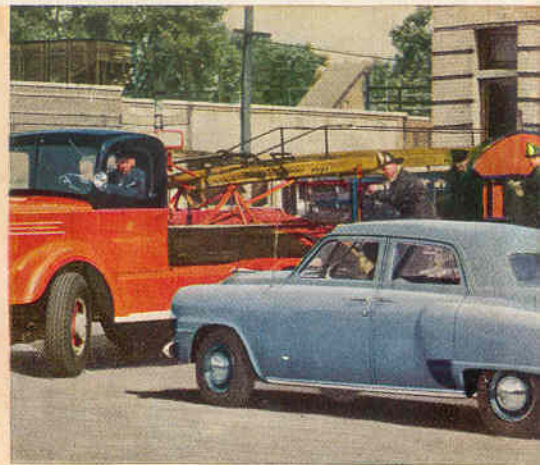
*...a's wonderful...everything's a thrill*  
In these fabulously fine 1948 Studebakers



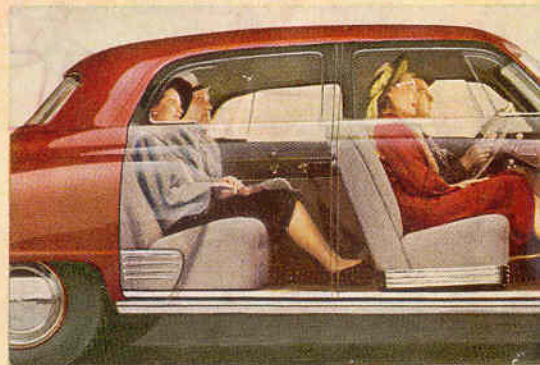
**of the 1948 Studebaker Land Cruiser** — The front  
to finish race for roominess. The smartly tailored upholstery  
material that's washable and long-wearing. This beautiful  
cars in this 1948 Studebaker. Disappearing center arm rest is  
tments and trim are not surpassed in the most costly cars.



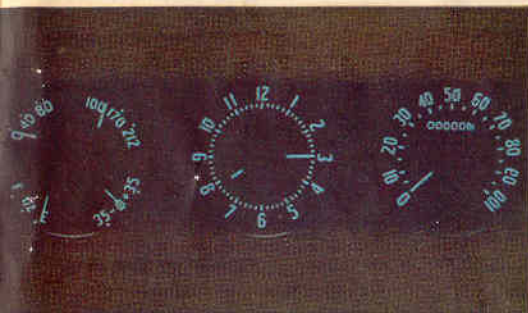
**That's a full five-foot-wide front seat you're looking at**—It comfortably accommodates  
three full-size passengers including the driver. There's plenty of room for two more people, with an  
abundance of leg stretch, in the rear section of this coupe. Glass clear around provides everyone  
with a thrilling new observation-car view of the passing scene. Rear seat passengers ride relaxed, well  
forward of the rear axle. The front seat back tilts forward at an angle for easy access to rear seat.



**World's first self-adjusting brakes** stop  
these 1948 Studebakers smoothly and surely.  
Brake shoe adjusts automatically as lining  
gradually wears. Brakes rarely need servicing  
as long as there's any useful amount of lining  
left on the brake shoes to grip the drum.



**Revolutionary new riding comfort** is  
one of the most impressive postwar Studebaker  
advancements. Bodies are extra low and extra  
wide. The car's weight is in ideal balance. Rear  
seats are located well forward of the rear axle.  
There's no pitch or roll when rounding curves.



**Dash dials are glare-proofed by wartime aviation's "black light"** introduced in motor cars by Studebaker. The "black light" casts no glare in the eyes—no reflections in the windshield at night—assures new safety. The recessed dials are big, round, easy to read. Clock is standard equipment on Land Cruiser.



**You make surprisingly few stops for gas in a 1948 Studebaker**—It brilliantly upholds the traditional Studebaker reputation for maximum mileage on a minimum amount of fuel. These gas savings are little short of sensational not only in the 1948 Champions but also in the more powerful Commanders. Oil consumption in all 1948 Studebakers is also remarkably low. What's more, the quality of Studebaker engineering and craftsmanship means trustworthy performance for thousands of miles.



**Interiors light automatically**—Opening either rear door operates the dome light. When you open either of the front doors, the handy map light on the instrument panel flicks on. Lights go off automatically when doors close, but they may be switched on or off from inside the car when needed, of course.



**This extra-wide, one-piece windshield is a distinction of several 1948 Studebaker body styles**—The Land Cruiser sedan, the 5-passenger Champion and Commander coupe, the Champion and Commander convertible have this huge sweep of contoured glass as their windshield. It provides welcome extra visibility. The two-piece windshields in the other 1948 Studebaker body styles are also exceptionally high and wide.



**The finest craftsmen in the motor car industry**—many of them father-and-son teams—build with painstaking care—save you many a repair dollar. This well-nigh flawless craftsmanship is one of Studebaker's proudest traditions, dating back to the founding of the business 96 years ago.



**It's a delight to drive a new 1948 Studebaker**—Thanks to the extra vision provided by the oversize windshield and windows, you see more not only ahead of you but also alongside and behind. Pictured here is the handsome instrument panel of the 1948 Champion. The driving seat is adjustable to your most comfortable position. The big, easily managed steering wheel gives quick control on straightaway, fine parking leverage.



**There's generous luggage space in the 1948 Studebaker rear decks**—And when you lift up the lid, Studebaker's unique counterbalanced spring hinges keep it securely in place. They also keep the lid tightly closed when it's down, should you forget to lock it. Thick weather-stripping seals out dust, rain and snow. Spare tire is anchored on floor of the compartment.



**Studebaker's gas-saving overdrive adds new thrills to your motoring**—It goes into action automatically. The effect is like gliding downhill with a tail wind. Engine speed is reduced about 30% in overdrive without affecting road speed. Available on all Studebakers, including Champions, at extra cost.



**Studebaker's easily-controlled Climatizer lets you make your own weather**—It's the world's finest car heating and ventilating system. Arrows show how the thoroughly warmed, filtered air circulates evenly throughout the car. Quick-action defrosting, by means of a separate heating element, is part of the system. The Climatizer is available on all models at added cost.



**Studebaker's automatic hill holder keeps you from rolling back on upgrades**—When you come to an uphill stop, keep clutch pedal depressed, take right foot off brake pedal and hold ready for the gas. You go forward without roll-back. No extra cost for this fine feature except on the Champion.

**Sparkling performance  
distinguishes this  
1948 Studebaker chassis!**

[Commander chassis is illustrated]

1. Gas-saving automatic overdrive
2. Automatic hill holder
3. Wide rim wheels and wide tread tires
4. Self-adjusting brakes
5. Self-stabilizing independent front wheel suspension
6. Anti-vibration rubber engine mountings
7. Super-smooth, short-coupled crankshaft with vibration damper
8. Heat-dam aluminum alloy pistons
9. Large capacity oil cleaner—full pressure oiling system
10. Full length water jacketing
11. Valve seats integral with block—individually cooled by direct water spray
12. Shunt wound generator with automatic voltage control
13. Vacuum booster for windshield wipers
14. Variable ratio steering—shockless steering linkage.
15. Studebaker blue-ribbon engine
16. Automatic choke control
17. Automatic spark and heat controls
18. Rubber-mounted two section drive shaft with anti-friction needle bearings
19. Anti-vapor lock fuel system
20. High capacity shock absorbers
21. Direct-action hand emergency brake
22. 17 gallon tank
23. Built-up rear axle—hypoid gears
24. Full-power muffler—rubber mounted
25. Anti-twist box-section frame

**SPECIFICATIONS—1948 STUDEBAKER MODELS**

**Studebaker Land Cruiser**—6 cylinders . . . L-head engine . . . Bore 3 5/16 . . . Stroke 4 3/8 . . . Maximum horsepower 94 at 3600 R.P.M. . . . Taxable horsepower 26.35 . . . Compression ratio 6.5 to 1 (7.00 optional) . . . Piston displacement 226 cubic inches . . . Engine oil pan capacity 6 quarts . . . Cooling system capacity 13 quarts . . . Gear ratio 4.09 to 1 standard . . . 4.55 to 1 with overdrive (3.18 to 1 overall) . . . Hotchkiss drive . . . Tire size 15x6.50 . . . Overall height 61 1/2" (loaded) . . . Overall width 69 3/4" . . . Overall length 208 5/16" . . . Wheelbase 123" . . .

**Studebaker Commander**—6 cylinders . . . L-head engine . . . Bore 3 5/16 . . . Stroke 4 3/8 . . . Maximum horsepower 94 at 3600 R.P.M. . . . Taxable horsepower 26.35 . . . Compression ratio 6.5 to 1 (7.00 optional) . . . Piston displacement 226 cubic inches . . . Engine oil capacity 6 quarts . . . Cooling system capacity 13 quarts . . . Gear ratio 4.09 to 1 standard . . . 4.55 to 1 with overdrive (3.18 to 1 overall) . . . Hotchkiss drive . . . Tire size 15x6.50 . . . Overall height 61 1/2" (loaded) . . . Overall width 69 3/4" . . . Overall length 204 5/16" . . . Wheelbase 119" . . .

**Studebaker Champion**—6 cylinders . . . L-head engine . . . Bore 3 . . . Stroke 4 . . . Maximum horsepower 80 at 4000 R.P.M. . . . Taxable horsepower 21.6 . . . Compression ratio 6.5 to 1 (7.00 optional) . . . Piston displacement 170 cubic inches . . . Engine oil pan capacity 5 quarts . . . Cooling system capacity 10 quarts . . . Gear ratio 4.10 to 1 standard . . . 4.56 to 1 with overdrive (3.19 to 1 overall) . . . Hotchkiss drive . . . Tire size 15x5.50 . . . Overall height 60 3/4" (loaded) . . . Overall width 69 3/4" . . . Overall length 190 3/8" . . . Wheelbase 112" . . .

White sidewall tires and bright metal wheel trim rings available on all models at extra cost.

Studebaker reserves the right to change any of the specifications listed in this folder without obligation to subsequent purchasers, or to add new designs or improvements without making similar alterations in automobiles manufactured.