



The New Studebakers for 1949



1949 Studebaker Champion Regal De Luxe 4-door Sedan for six passengers



Studebaker Champion Regal De Luxe interior.

It's a beauty of a value and a beauty of a car

1949 Studebaker Champion



1949 Studebaker Champion Regal De Luxe 2-door Sedan for six passengers

Studebaker's low-swung new 1949 Champion has that distinctive look you want—clean, smooth-flowing-body lines... massive new wrap-around bumpers... exciting new colors. You enjoy a new inside outlook too as you relax in luxurious new decorator-fabric upholsteries of captivating new tones and richness. The Champion's operating economy is amazing to begin with—and you keep on enjoying big savings throughout the life of the car. Here's America's best buy for the money in its price field.



1949 Studebaker Champion De Luxe Coupe for three passengers



Studebaker Champion De Luxe Interior.

Studebaker Champion Regal De Luxe Starlight Coupe Interior.

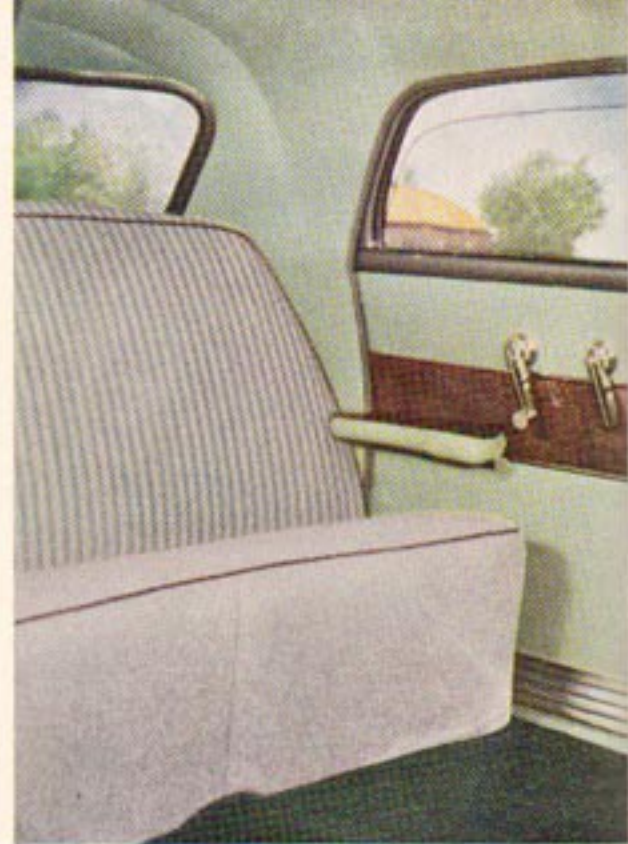


1949 Studebaker Champion Regal De Luxe Starlight Coupe for five passengers





1949 Studebaker Commander De Luxe 4-door Sedan for six passengers



Studebaker Commander Regal De Luxe Interior

Spectacular new power—smart new interiors

1949
Studebaker Commander

A new Studebaker Commander now swings on the scene! A dramatic new version of the new vision, the new ride, the flight-streamed new look that Studebaker originated! A new Commander with impressive new power that leaps into action at your slightest command! You open the doors on new beauty that makes you gasp. A new vogue in interiors by Studebaker stylists. Inside and out, the Commander's dramatic new design and rich range of colors and appointments bring you a pride of ownership you've never had before from any motor car. Once more—it's a Studebaker year!





The motor car industry's finest craftsmen—many of them father-and-son teams—build these cars to strict standards that save you many a repair dollar. Trustworthy craftsmanship is one of Studebaker's proudest traditions, dating back to 1852 when the business began.



New safety at night with "glare-proofed" black light dash dials—A Studebaker origination in cars. No glare in the eyes—no reflections in the windshield—from inside the car. Big, round, easy-to-read dials. Electric clock shown is standard on Land Cruiser.



Opening any door automatically lights interiors! Rear doors operate 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.



There's increased luggage space in the 1949 Studebaker rear decks—Unique counterbalanced spring hinges keep lid securely in place when up—keep it tightly closed when down, should you forget to lock it. Thick weather-stripping seals out dust, rain and snow. Spare tire is always accessible—even when trunk is packed.



You make your own weather with Studebaker's Climatizer—It's the world's finest car heating and ventilating system. Thoroughly warmed, fresh air circulates evenly throughout the car. Quick-action defrosting is part of this unique and highly successful Studebaker Climatizer system. It's available on all models at added cost.



Studebaker's the stand-out car in providing real postwar vision—Huge windshields and windows let you see more—give you new peace of mind when you're driving. A one-piece windshield gives a special touch of distinction to the Starlight Coupe, the Convertible, and the Land Cruiser—provides welcome extra visibility.



A dreamlike new ride 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. The law of gravity itself is utilized to provide the car with exceptional stability.



Add new thrills to your motoring with Studebaker's gas-saving overdrive—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. Overdrive is available on all Studebakers, including Champions, at extra 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 safety feature except on the Champion.



1949 Studebaker Commander Regal De Luxe Starlight Coupe for five passengers

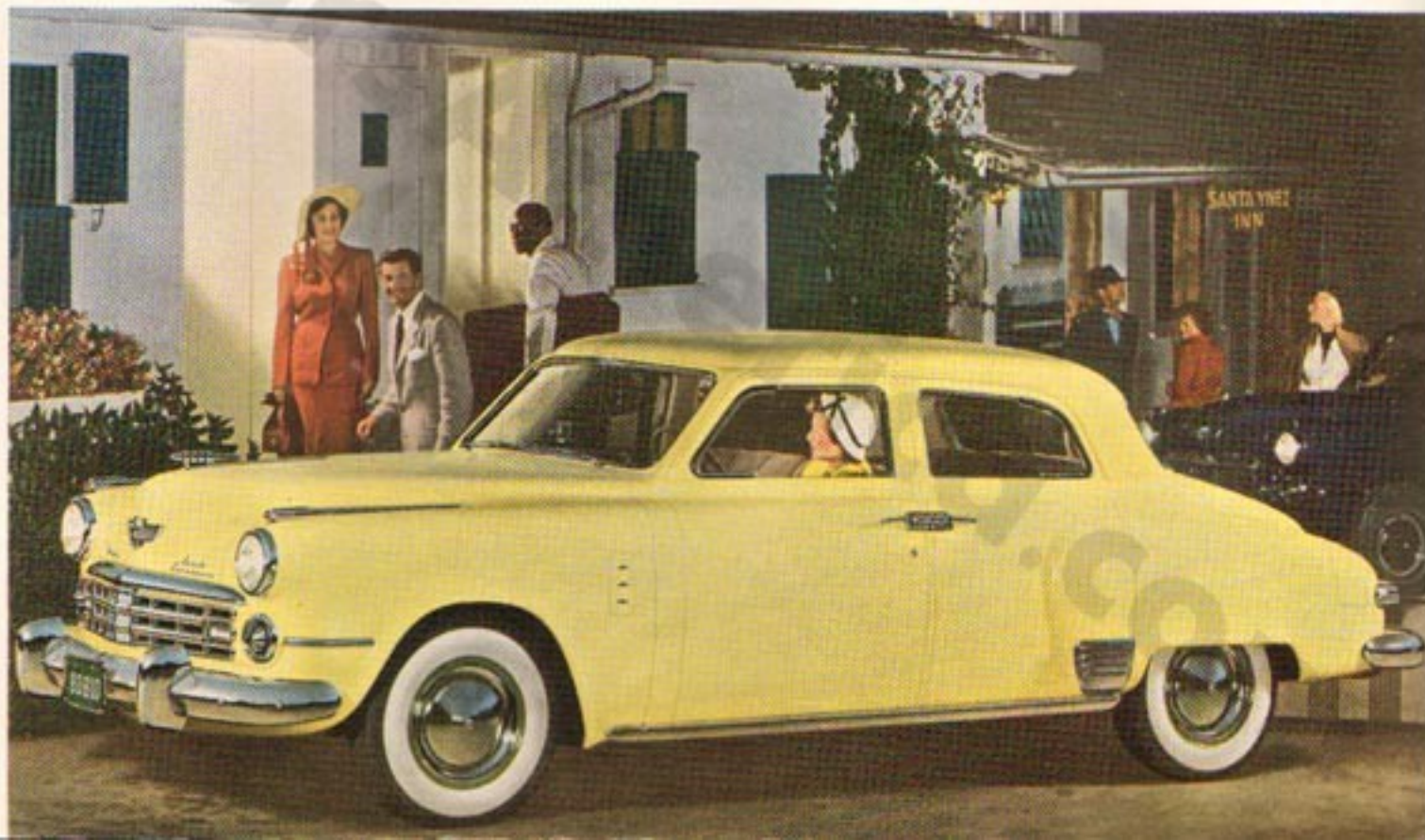


Studebaker Commander Regal De Luxe Starlight Coupe interior

Style-marked with a new distinction

1949 Land Cruiser

One of the truly outstanding automobiles of these postwar times is the low-slung, flight-streamed, special extra-long-wheelbase Studebaker Land Cruiser. A dream car if ever there was one, this roomy, powerful, ultra-luxurious Land Cruiser now comes to you in a handsome new 1949 version—with the smartness and performance you would expect in a very expensive car. The Land Cruiser is alone among fine cars with rich, beautifully tailored nylon upholstery—yet it's priced within the bounds of moderation. Better still, this impressively proportioned car has remarkable operating economy.





Young, fresh, modern lines, so graphically evident as you look at this distinctive 1949 Studebaker Champion, have set Studebaker cars apart as the leaders in a whole new era of automobile styling. No one ever has to look twice to identify a low-swinging new postwar Studebaker.



The Champion instrument panel—Styled as distinctively as its dramatic, low-swinging body, is this new 1949 instrument panel. It's a marvel of compactness—and, with thoughtful regard for your safety and convenience, the controls are easy to see and easy to reach.

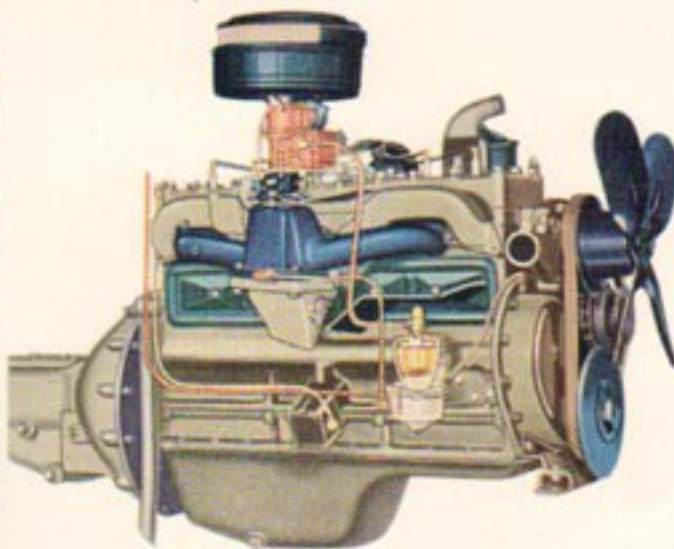


You stop to ask directions more often than for gasoline—All the new Champions, Commanders and special Land Cruisers brilliantly uphold the traditional Studebaker reputation for maximum mileage on a minimum amount of fuel. These gas savings are little short of sensational. Oil consumption is also remarkably low.



STUDEBAKER GIVES YOU

*more value
per dollar*



Studebaker is famed around the world for its engines—On the speedways, at the wartime fighting fronts, in the hands of average drivers, Studebaker power has proved its mettle over and over again. Pictured above is the extra powerful new 1949 Commander engine.



The "Studebaker New Look" is famous throughout America! Pictured here is the distinctive front end of the flight-streamed new 1949 Commander—a fresh new interpretation of the far-advanced Studebaker styling that has literally changed the face of modern motoring.



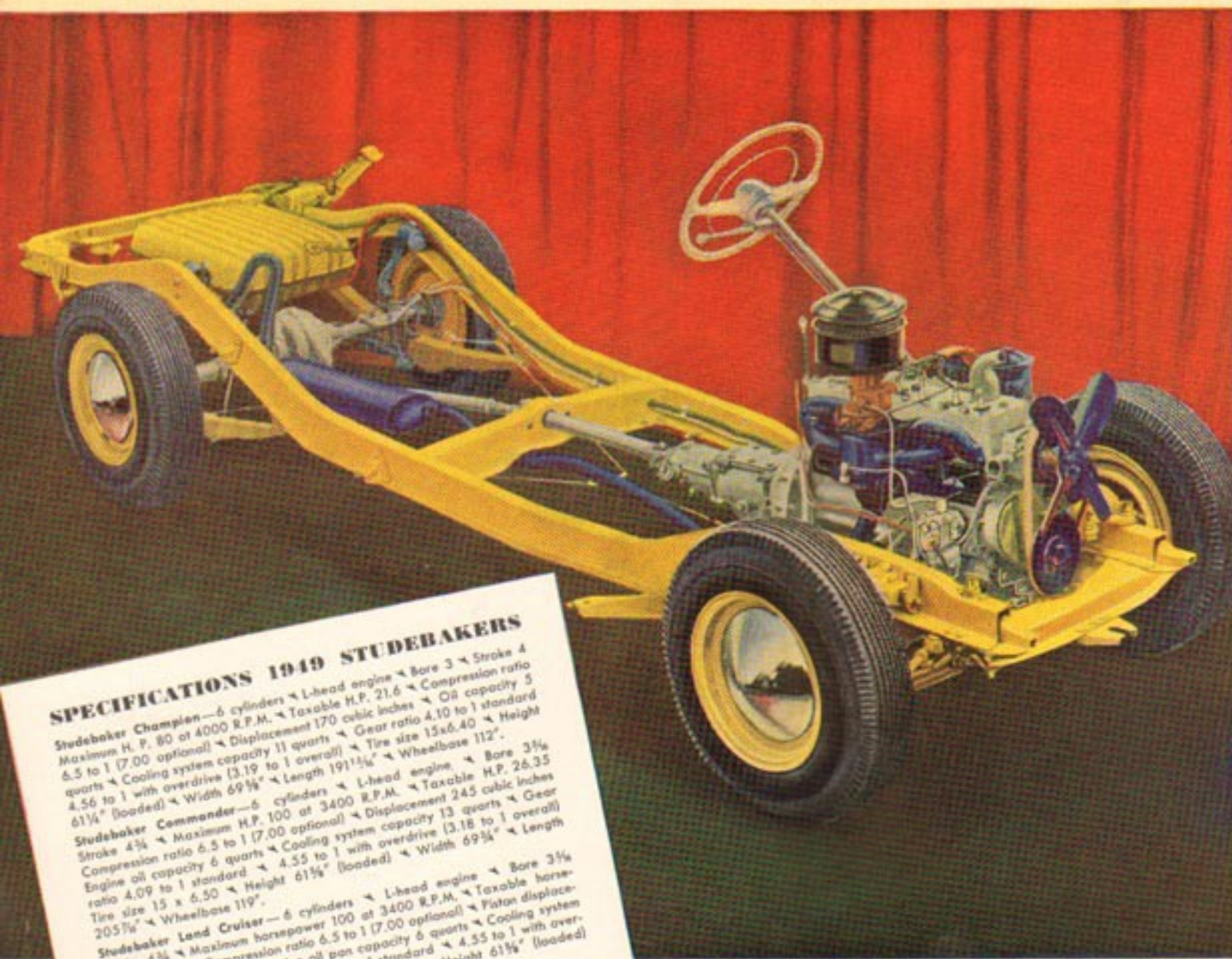
The graceful Commander dash finished in gleaming engine-turned metal, provides extra knee-room that has won the wide acclaim of front-seat passengers. You ride without tiring even on a strenuous day-long drive. Even with three in front there's no sensation of being cramped.



World's first self-adjusting brakes stop these 1949 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.



HERE'S THE "INSIDE STORY" OF THE BRILLIANT-PERFORMING 1949 STUDEBAKER!



SPECIFICATIONS 1949 STUDEBAKERS

Studebaker Champion—6 cylinders L-head engine Bore 3 Stroke 4
 Maximum H.P. 80 at 4000 R.P.M. Taxable H.P. 21.6 Compression ratio
 6.5 to 1 (7.00 optional) Displacement 170 cubic inches Oil capacity 5
 quarts Cooling system capacity 11 quarts Gear ratio 4.10 to 1 standard
 4.56 to 1 with overdrive (3.19 to 1 overall) Tire size 15x6.40 Height
 61 1/4" (loaded) Width 69 1/4" Length 191 1/4" Wheelbase 112"

Studebaker Commander—6 cylinders L-head engine Bore 3 1/4
 Stroke 4 1/4 Maximum H.P. 100 at 3400 R.P.M. Taxable H.P. 26.35
 Compression ratio 6.5 to 1 (7.00 optional) Displacement 245 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)
 Tire size 15 x 6.50 Height 61 1/4" (loaded) Width 69 3/4" Length
 205 1/4" Wheelbase 119"

Studebaker Land Cruiser—6 cylinders L-head engine Bore 3 1/4
 Stroke 4 1/4 Maximum horsepower 100 at 3400 R.P.M. Taxable horse-
 power 26.35 Compression ratio 6.5 to 1 (7.00 optional) Piston displace-
 ment 245 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 over-
 drive (3.18 to 1 overall) Tire size 15x6.50 Height 61 1/4" (loaded)
 Width 69 3/4" Length 209 1/4" Wheelbase 123"

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.

- Gas-saving automatic overdrive*
- Automatic hill holder†
- Wide rim wheels and wide tread tires
- Self-adjusting brakes
- Self-stabilizing independent front wheel suspension
- Anti-vibration rubber engine mountings
- Super-smooth, short coupled crankshaft with vibration damper
- Heat-dam aluminum alloy pistons
- Large capacity oil cleaner—full pressure oiling system
- Full length water jacketing
- Valve seats integral with block—metered water flow for equal temperatures
- Automatic current and voltage regulated generator
- Vacuum booster for windshield wipers†
- Variable ratio steering—shockless steering linkage
- Studebaker blue-ribbon engine
- Automatic choke control
- Automatic spark and heat controls
- Rubber-mounted two section drive shaft with anti-friction needle bearings
- Anti-vapor lock fuel system
- High capacity shock absorbers
- Direct-action hand parking brake
- 18 gallon gas tank
- Built-up rear axle—hypoid gears
- Full-power muffler—rubber mounted

Anti-twist box-section frame

White sidewall tires, bright metal wheel discs and trim rings, license plate frames available on all models at extra cost.

*Available on all models at extra cost.

†Available on Champion at extra cost. Standard on all other models.