

**NEW 1951
STUDEBAKER**



The thrifty one for '51





STUDEBAKER CHAMPION CUSTOM 3-DOOR SEDAN



Attractive upholstery fabrics of long-wearing quality are smartly tailored into the inviting interior of the Studebaker Champion Custom 3-door sedan. Seats are exceptionally roomy.



The spacious front seat of the new Studebaker Regal Champion is upholstered in smart decorator fabrics. Distinctive instrument panel and steering wheel of this model are shown.



STUDEBAKER CHAMPION REGAL STARLIGHT COUPE

A grand new
Studebaker Champion
 in the lowest price field!
 Now, more than ever, one of the 4 lowest price
 largest selling cars in America!



STUDEBAKER COMMANDER STATE 4-DOOR SEDAN

A brand new
Studebaker Commander
 high-efficiency V-8

Styled with new Studebaker distinction!
 Engineered for sparkling new performance!



The finest nylon cord fabrics are smoothly tailored over foam rubber cushions and add the ultimate in luxury to the Studebaker Commander State 4-door sedan. Plenty of leg room, head room.



A Commander is a delight to drive! Easy-to-grip, 3-spoke steering wheel. Horn ring as shown is standard on all the new 1951 Commander and Land Cruiser models.



STUDEBAKER COMMANDER STATE CONVERTIBLE



STUDEBAKER COMMANDER STATE STARLIGHT COUPE

A brand new high-efficiency V-8 THE STUDEBAKER COMMANDER

A stand-out in power is this far-advanced 1951 Studebaker engine. It's a new V-8—marvelously responsive and flexible in every driving range. From the slow pace of scarcely moving traffic clear on up to open highway cruising speeds, this magnificent new Commander power plant is outstanding in smooth, vibration-free performance. It's a high-efficiency masterpiece in design and construction—built to serve you superbly and stand up stalwartly for miles without end.



They're called the world's greatest builders of motor car engines—these men of the Studebaker engineering corps. They've deservedly earned this fame by introducing many of the great advancements in automotive engine design—with special emphasis on gas saving. Now the Studebaker engineers have topped their former achievements with a V-8 that's a marvel of high-efficiency, low-cost power.



What a thrill for your throttle foot! 120 horsepower—with plenty of reserve power from getaway right on up through cruising speeds.



Save money! Make fewer stops for gas! Tops in smooth, brilliant performance, this engine gets a full measure of power from every gallon of fuel.

A new world of fine motoring opens up for you!

DISTINCTIVELY a car of out-ahead individuality, the new 1951 Studebaker has been designed to provide you with the finest kind of low-cost transportation for many years and many thousands of miles to come. Brilliantly engineered, and enduringly built right down to the smallest detail, this pace-setting Studebaker may well prove to be the most satisfactory automobile of your entire motoring lifetime. Value-minded motorists find it reassuring, indeed, to know that a car as visibly and tangibly solid and sound as the 1951 Studebaker is available. Your money goes far for you when you buy this car. It's a superb investment in long-lasting motoring enjoyment.



The striking beauty of the new 1951 Studebaker's flight-streamed front end is a fresh, distinctive new interpretation of the far advanced Studebaker styling.



So safe and so restful! Tiny tots or grown-ups, everyone rides relaxed in the 1951 Studebaker. What's more, the sturdy body is built for super safety.



Smartly tailored interiors with a luxury look distinguish all 1951 Studebakers. Fine fabrics, simulated leather trim, and quality appointments throughout.



What a world of room you find in the new 1951 Studebakers! The seats are exceptionally wide and deep and there's plenty of stretch-out leg room.



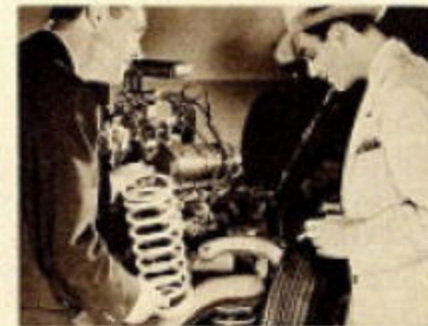
You can make your own climate as you drive—Studebaker's unique Climatizer heating, ventilating and defrosting system is available at moderate extra cost. Located under the front seat, it keeps warmed fresh air circulating evenly throughout the car.



Extra leverage for easy parking! That's one of the joys of owning a 1951 Studebaker—it has a unique variable-ratio steering assembly that enables you to edge into and out of tight parking spots with delightful ease. Quick-acting control on the straightaway, too.



Studebaker's Miracle Ride is the finest ride in all motoring. The car eases itself—and you—over rough spots. The seats are cradled between the axles.



Coil-spring front suspension of latest design is one of the reasons for the restful ride of the 1951 Studebaker. They're new long-travel springs with a soft action.



You sit back and relax in easy-chair comfort. Foam rubber softly cushions the luxurious seats of all Studebaker Regal, State and Land Cruiser models.



Extra low pressure tires and wide base rims assure delightful riding comfort. The large tires provide superb traction and aid in making smooth, quick stops.



The convenience and economy of an automatic choke is yours in every Studebaker. Automatic choke means easier starting, reduced engine wear.



Your Studebaker stays steady as you go! Even when rounding curves, there's no perceptible weave or wander. A low center of gravity, scientific weight distribution, an extra wide and extra low body and variable ratio steering—all combine to give you a reassuring feel of complete control and solid safety.



Newly designed tail lights! They're clearly visible from both side and rear, give extra smartness to the car's appearance and increase your safety. There's a new, easy-to-open spring trunk latch.



Look at all the luggage this large compartment holds. The spare wheel is stowed at one side to make loading easy and convenient. The wheel may be removed without disturbing your luggage.



For your small packages you find these unique and convenient compartments in all new Studebaker Starlight coupes. Cleverly designed and concealed beneath the rear seat arm rests.



No inside glare in your windshield at night! All the new Studebaker cars have "black light" dash dial illumination. It's one of the many advancements that Studebaker was first to offer.



An ash tray exactly where you want it! A convenience for driver and front seat passengers. This is an easy to reach, easy to open, easy to clean, truly modern ash tray.

STUDEBAKER CHAMPION BEATS 'EM ALL IN GAS MILEAGE!

In the 1950 Mobilgas Grand Canyon Economy Run, a Studebaker Champion with overdrive, optional at extra cost, beat 30 other cars of 16 makes in actual gas mileage. The Champion negotiated the 751-mile course with an average of 26.551 miles per gallon.



Here are the gas mileage figures made in the Grand Canyon Run by the 4 largest selling lowest price cars:

	MILES PER GALLON
Studebaker Champion with overdrive	26.551
Car B with overdrive	23.326
Car C	21.254
Car D	21.071

Enjoy the thrill of the most advanced automatic transmission
Studebaker Automatic Drive

THE new 1951 Studebaker cars offer you the finest and most advanced "no clutch-no gearshift" driving. A revolutionary new transmission called the Studebaker Automatic Drive takes over much of the physical effort of car operation for you. This newest Studebaker transmission is a combination of torque converter and direct mechanical drive—the brilliant triumph of nearly 15 years' research by the most exacting technicians in the automotive industry. Studebaker Automatic Drive is extra cost—but you find it's well worth the money in extra motoring enjoyment.

No clutch pedal! The brake pedal is oversized, gives added safety and may be used with either foot. You can't start in gear—engine won't turn over unless selector is set at "neutral" or "park."



Drive relaxed all day long! Simply set the selector lever at "D" (drive) and your Studebaker "shifts for itself." The gear ratios change automatically, quietly and smoothly—in traffic slow-downs and everywhere else.



No annoying creep at traffic lights! In fact, even on slight downgrades your car won't move when you brake to a stop until you touch the accelerator. On normal upgrade stops, with the selector in "drive," car won't roll backward. To park put selector at "P" and car won't lunge even on a steep downgrade until you're ready to go.



For down-hill engine braking set the selector at "L" (low). Braking is better than second gear in a conventional drive car. For quick starts, set pointer at "L" (low).



Forget filling stations for miles on end! Studebaker's Automatic Drive assures you real economy at cruising speeds. Its direct mechanical drive prevents wasteful power slippage between engine and rear axle.



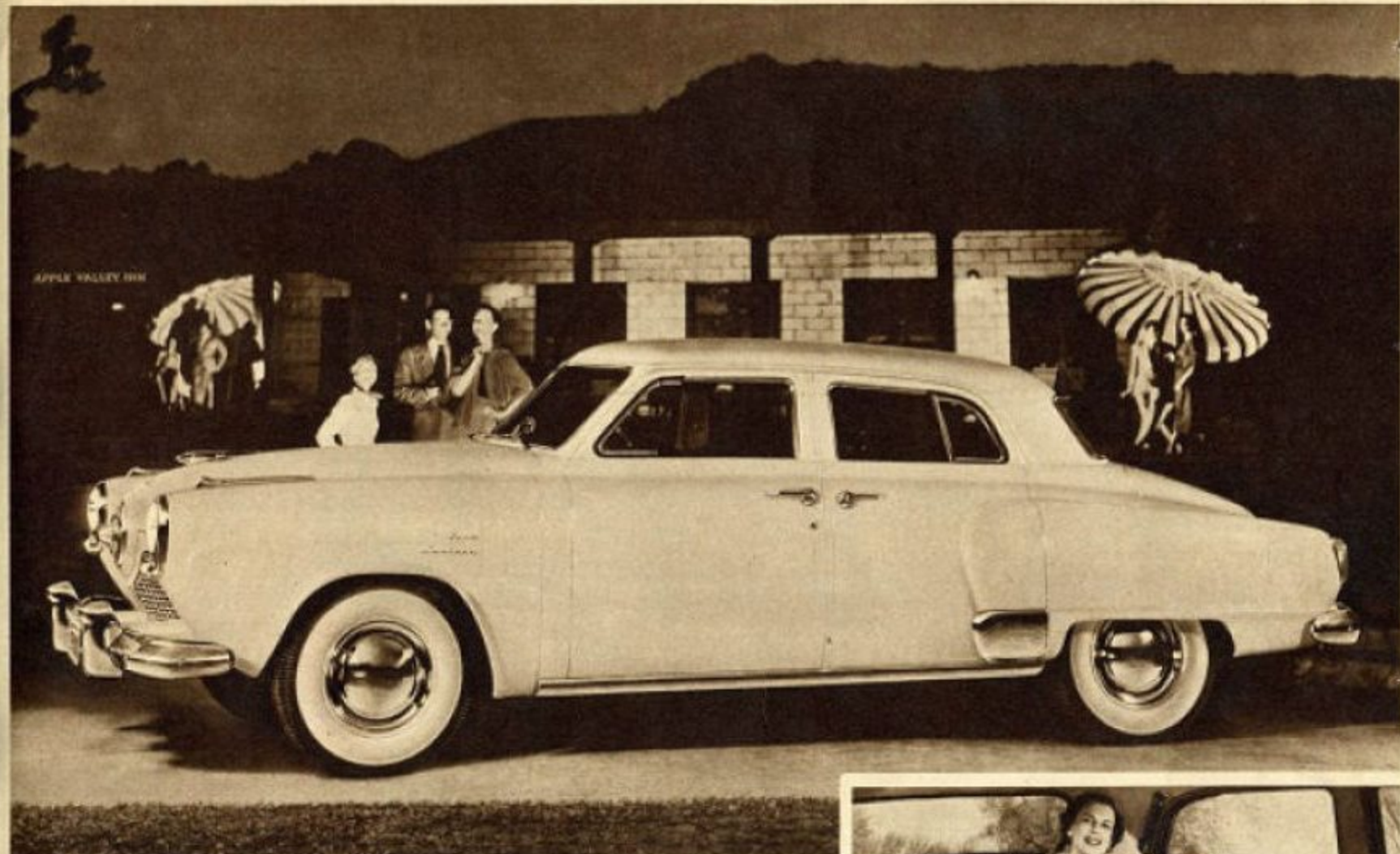
No roll-back on upgrades! In Automatic Drive Studebakers, you can take your foot off the brake when you stop on normal upgrades with engine running—and car won't roll back. On standard or overdrive transmission models, Studebaker's Automatic Hill Holder is available—at extra cost on Champions—and without charge on other models.



Instrument panels of the new 1951 De Luxe and Regal Champion are trimmed in attractive chrome and stainless steel. Easy-to-read dials. Large package compartment and built-in ash tray. Dash panel harmoniously accommodates specially engineered Philco radio—available at added cost.



STUDEBAKER CHAMPION DE LUXE 4-DOOR SEDAN



STUDEBAKER LAND CRUISER



Rich fittings and appointments grace the spacious interior of the Studebaker Land Cruiser. Long-wearing, washable, distinctive nylon cord upholstery is smartly tailored over foam rubber seat cushions.

Unobstructed vision all around was introduced into car designing by Studebaker. Windshield and rear window are each one curved sheet of clear safety glass. Side windows are comparably big. The one-piece windshield is standard on all models. One-piece rear window is standard on all sedan models. You really "see everything" when you're driving a 1951 Studebaker—and passengers front and rear enjoy an "observation car" view of the passing scene.



Tight-gripping rotary door latches become even more secure as they wear—they don't jolt open—no slamming.



Dual wipers sweep your windshield clean constantly—increase your vision and safety. Electric powered on Commanders—vacuum on Champions.



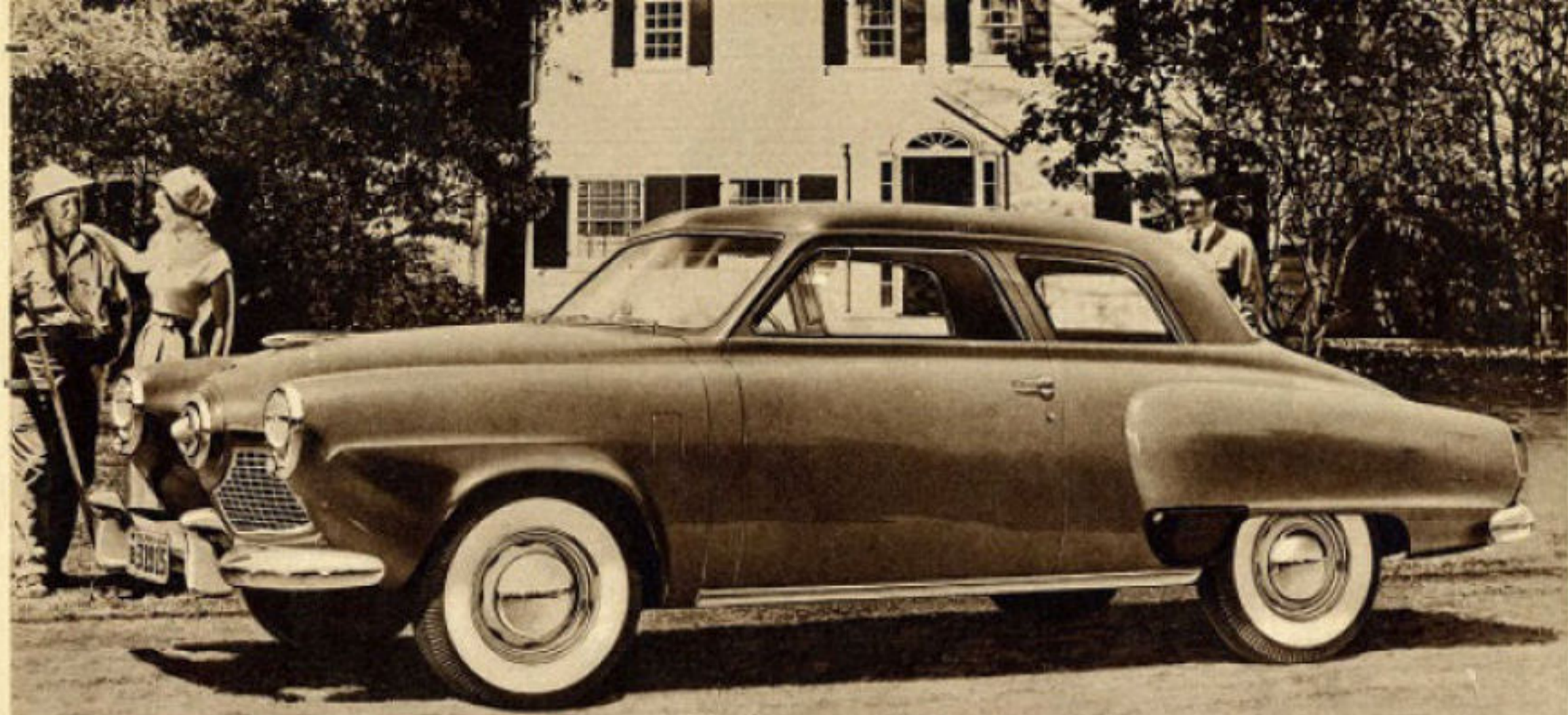
Studebaker brakes are self-adjusting—they rarely need servicing. Brake shoes reposition themselves automatically as lining wears—an exclusive feature of all Studebaker cars. Even after months of driving, you have the firm brake pedal feel of a brand new car.



Studebaker master craftsmen, many of them father and son teams, build surviving soundness and enduring quality into every 1951 Champion, Commander and special Land Cruiser. This craftsmanship keeps Studebaker cars singularly free from wear and high repair bills.



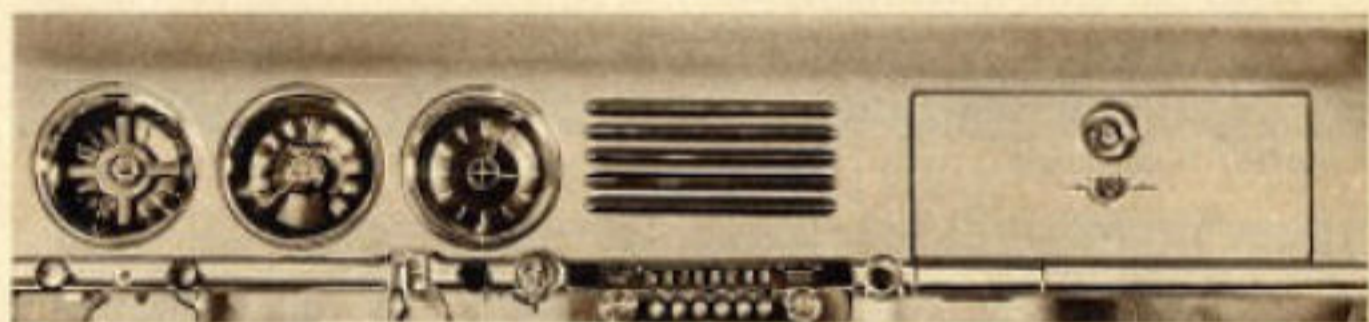
Gas-saving overdrive reduces engine speed about 30% without reducing road speeds. It goes into action automatically at cruising speeds and the effect is like soaring away on the wind. It's available on all 1951 models including the Champion, at moderate extra cost.



STUDEBAKER COMMANDER REGAL 2-DOOR SEDAN



Wide, spacious rear seats distinguish all new Commanders. Rich upholstery fabrics, foam rubber seat cushions.



The Commander instrument panel has big, sweep-type aircraft dials. The electric clock shown is standard on the Land Cruiser and available on other models at extra cost. Studebaker Philco radio—available at extra cost—is precisely engineered to fit the acoustical qualities of Studebaker cars.

STUDEBAKER CUSTOMIZED ACCESSORIES AVAILABLE AT EXTRA COST



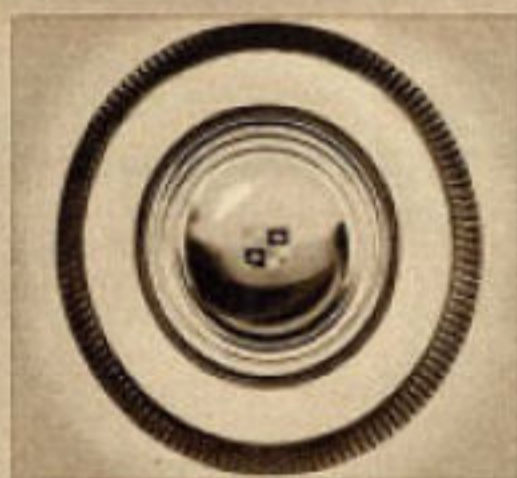
Automatic tuning Stratoline radio! Studebaker's Stratoline radio is just like a costly home console in performance, power and reliability. Exclusive noise-suppression system.



Deluxstyle bumper guards! These eye-arresting guards combine rugged construction and smart Studebaker styling into an exclusive, integrated design that blends beautifully.



Directional signal equipment! Extra safety, comfort and convenience. For left turns, move lever backward and left front and rear lamps flash intermittently—for right turns, move lever forward.



Chromium wheel covers replace standard hub caps and envelop the entire wheel with dash and sparkle, enhancing the exterior appointments.



Automatic electric clocks! Precision-made Studebaker electric clocks provide the convenience of accurate time whenever you drive. Entirely automatic, clocks are soundly engineered.



Sunsure Deluxtex seat covers! Deluxtex covers incorporate smooth matting fibre, luxurious leatherette paneling, flat bindings and custom fit.



Stratoline windshield visor! Here's welcome protection against the sun's rays in summer—cooler riding! It also serves to keep snow and sleet off windshield in winter—reduces glare!

White sidewall tires, wheel trim discs or discs wherever illustrated, are optional at extra cost.

Studebaker reserves the right to change at any time any of the specifications listed in this bulletin without obligation to subsequent purchasers, or to add new designs or improvements without making similar alterations in vehicles already manufactured.