

THE NEW 1954 STUDEEBAKERS

*New sedans—
New sports models—
New station wagons*

WITH NEW COLOR-STYLED INTERIORS



Excitingly advanced style outside... Luxurious beauty inside

1954 Studebaker Commander V-8

Powered by the world's most thrillingly responsive V-8 engine

You glow with a pride that is never-ending, every memorable moment you drive along the streets and highways in your own distinctive 1954 Studebaker Commander V-8.

This, truly, is one of the great automobiles of the world—far ahead of all its distinguished fine-car contemporaries in

refreshingly imaginative new styling—outstanding in brilliant performance and effortless handling—unmatched in road-hugging stability.

The hood design gives you many extra feet of clear visibility out ahead. Huge areas of glass increase your all around view.



The Commander V-8 Starliner Hard-top for 5 passengers



▲ The color-styled Commander V-8 instrument panel

Instrument panels, door mouldings and steering wheels as well as headlinings, door panels and carpets are color keyed to the color of the interior.

◀ The color-styled interior of the Starliner Hard-Top

New two-tone trim of vinyl and frieze nyle-tuft nylon. Available in four color-styled combinations to harmonize with exterior colors. All vinyl interiors also available at no extra cost.



The Land Cruiser V-8 for 6 passengers



True elegance... the Land Cruiser V-8

Seat cushions and backs are chevron-nylon bolstered in harmonizing nylon twill. Instrument panel, steering wheel, window mouldings and carpets are color toned to the upholstery. Also available in two-tone grey, green or tan interiors. Folding center arm rest in rear seat.

Dramatic styling... the Commander V-8 Regal Starlight Coupe

Tan checkered lattice flat cloth on the seats is capped and boxed with harmonizing wolf-grain vinyl. Carpets, front and rear, and other appointments effectively blend with the rest of the interior. Equally attractive two-tone grey, blue, or green ensembles are also available.



The Commander V-8 Regal Starlight Coupe for 5 passengers

Out ahead in styling now... Out ahead in future resale value

1954 Studebaker Champion

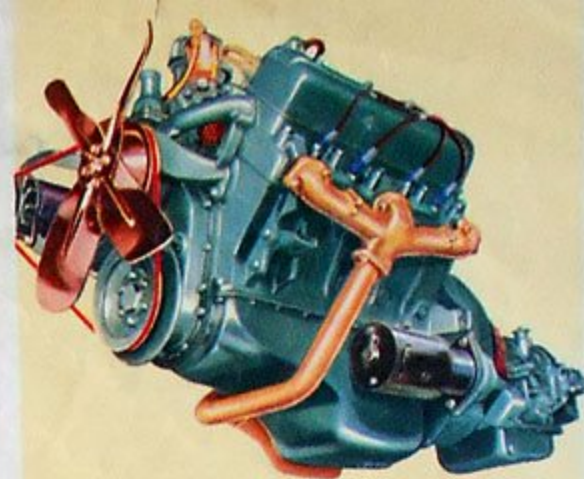
One of the lowest priced cars in America

The first day you drive your own excitingly different Champion, the admiring comments of your friends and neighbors tell you what a smart buy you have made.

Those who ask you what you paid for it can scarcely believe that a car this outstanding could cost so little. You

constantly find the expensive look of your Studebaker Champion one of your biggest satisfactions in owning it.

Nothing about its appearance indicates that it sells in the lowest price field. It is exceptionally long in wheelbase—impressive in every dimension.



The famous Commander V-8 Engine with new high compression!

The Studebaker Commander has the world's most responsive V-8 engine—packed with power that thrills both on steep grades and in straight-away cruising. All over America, automotive authorities and owners alike have been proclaiming this great Studebaker V-8 engine the most brilliant performer in its field.



Thriftest V-8 in all the world

In the gruelling 1206-mile 1953 Mobilgas Economy Run, a Commander V-8 with Overdrive, for the third straight year, beat all other eights that competed in the contest in actual gas mileage. What's more, in the same Run, a Studebaker Land Cruiser V-8 won the automatic drive championship—topping all other entries equipped with automatic transmission, including Sixes, in actual miles per gallon.



The Champion Starliner Hard-top for 5 passengers



Luxurious color styling... the Commander V-8 Regal Sedan

Checked lattice flat cloth is stylishly pleated on seats with attractive bolsters of pattern point nylon-face fabric. Door panels, headlining, carpets, instrument panel, steering wheel and window mouldings are in harmony. Also available in two-tone blue, tan or grey.



Distinctive beauty... the Commander V-8 Deluxe Sedan

In this lowest priced Commander, seats are stairweave flat cloth, capped in pattern point nylon-face fabric. Door panels are three-toned vinyl, with harmonizing headlining, instrument panel, steering wheel and window mouldings. Also offered in two-tones of blue, green, tan.



Smart utility... the Regal Conestoga Station Wagon

Long-wearing wolf-grain vinyl is color-styled in this strikingly beautiful two-tone interior for year 'round utility and durability. Two-tone blue or red and flax combinations are also available.



Low floor height makes loading an easy task

With the rear seat folded away this most modern of all station wagons opens up to provide an easily accessible 64 feet of cargo space for all your travel accessories and anything else you may wish to transport.



▲ Instrument panel color keyed to interior
Easy-to-read instrument dials, soft glare-proof "perimeter lighting" and convenient, new-type toggle switches give special distinction to the smart Champion instrument panel.

◆ Dazzling beauty... the Starliner Hard-Top
Seat cushions of frieze nyle-tuft nylon complement the wolf-grain vinyl trim. Available in four color combinations to harmonize with exterior. All vinyl interiors available, no extra cost.



The Champion Regal 4-door Sedan for 6 passengers



The Champion Deluxe Starlight Coupe for 5 passengers



Exciting colors . . . the Champion Regal Sedan

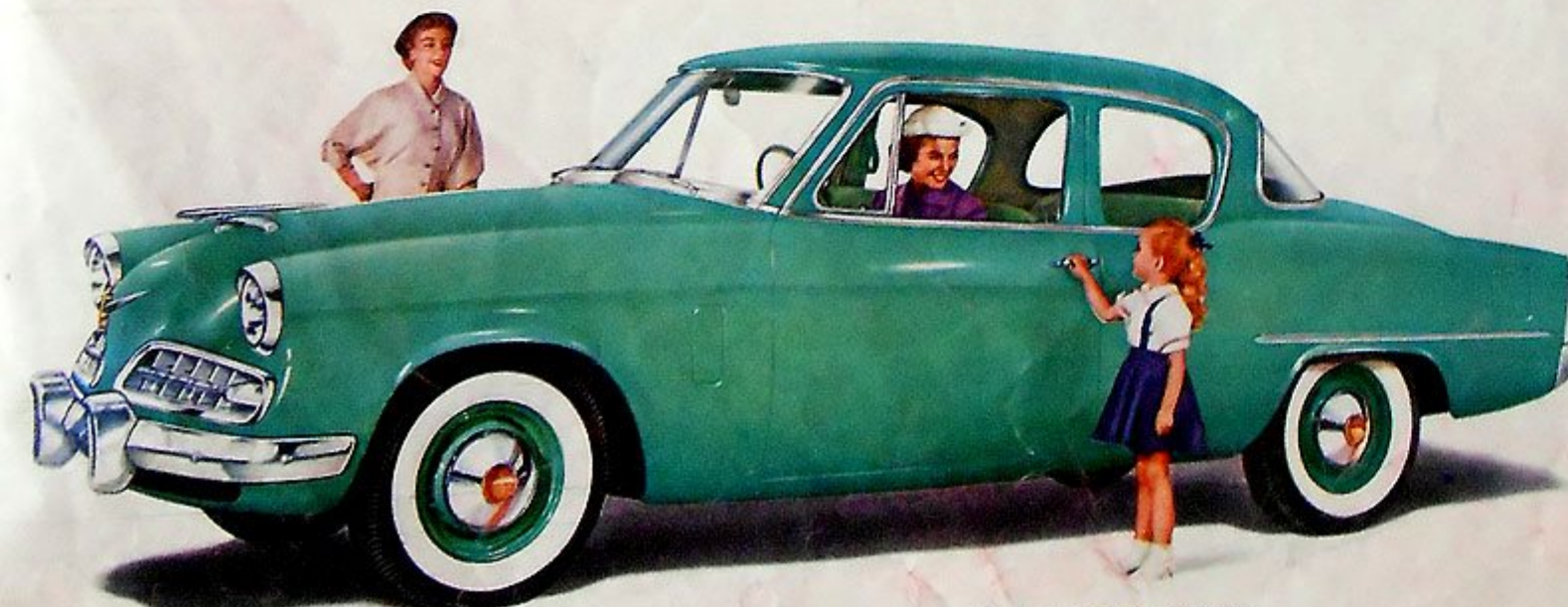
This superb color-styled two-tone interior combines luxurious cord on the seats with harmonizing deep-tone nylon-face fabric on bolsters and caps. Carpets and other appointments are color keyed to match the interior. Four interior color options harmonize with exterior color.

Eye-catching beauty . . . the Champion Deluxe Sedan

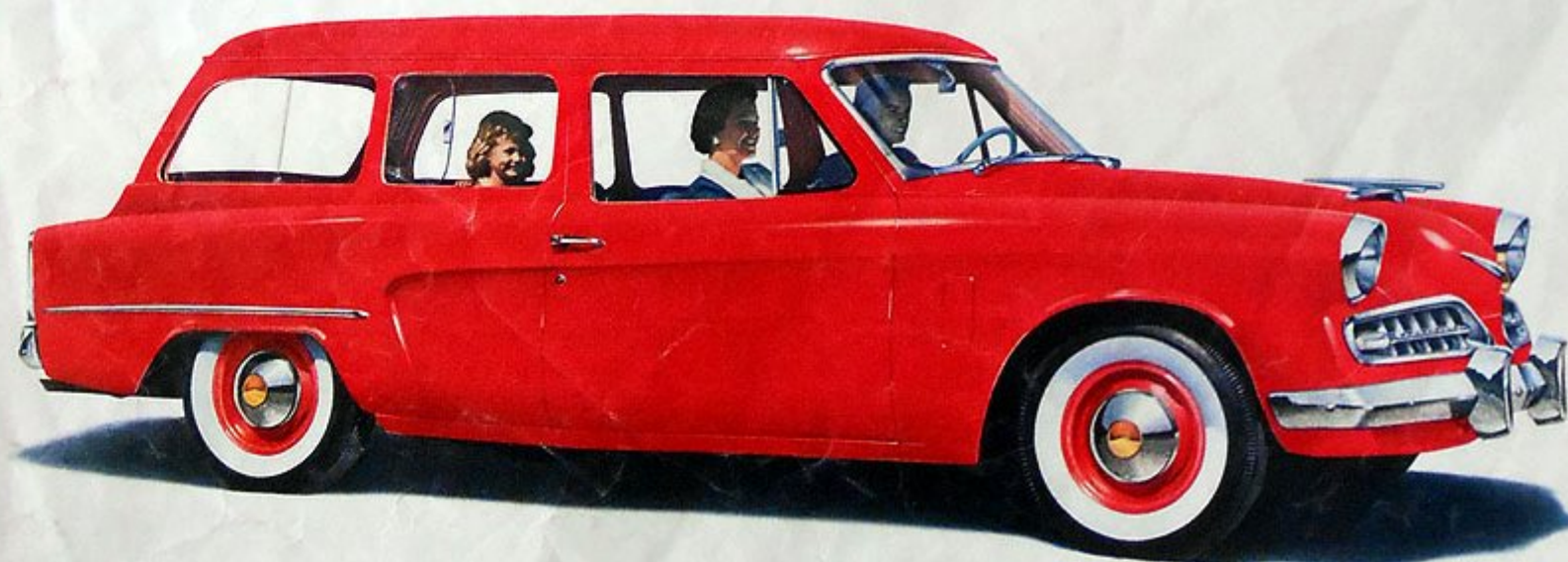
This spacious interior is beautifully finished in rippleweave cord and a matching deeper shade of nylon-face fabric combined with vinyl. Door panels, headlining, instrument panel, steering wheel and window mouldings are color keyed to the interior. Grey, blue or tan also available.



The Champion Custom 4-door Sedan for 6 passengers



The Champion Deluxe 2-door Sedan for 6 passengers



The Champion Deluxe Conestoga Station Wagon for 6 passengers



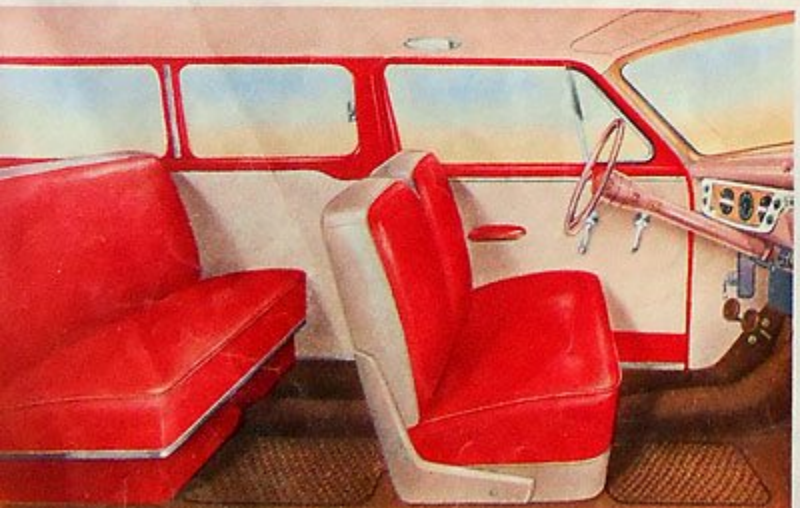
Luxuriously smart . . . the Champion Deluxe Coupe

Beautiful rippleweave cord is combined with matching wolf-grain vinyl to create this tastefully styled interior. Three-tone vinyl door panels. Available in four color combinations to harmonize with exterior.



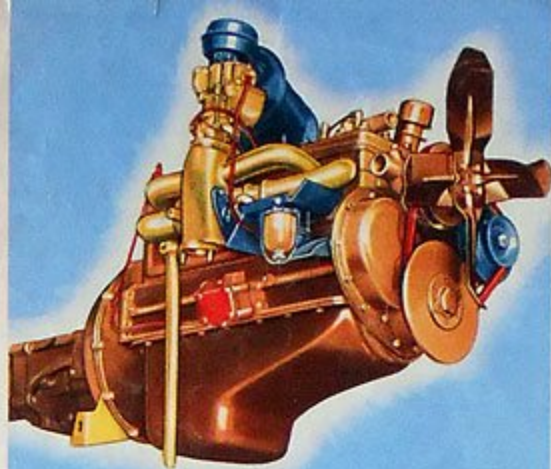
Fashion designed . . . the Champion Custom Sedan

The attractive Champion Custom interior features grey gold-stripe nylon, trimmed with soft harmonizing vinyl. Instrument panel, steering wheel, door panels, headlining and floor covering are color matched.



Long-lasting beauty—the Deluxe Conestoga Station Wagon

This smart two-tone color-styled interior is upholstered in durable easy-to-clean vinyl. Instrument panel, garnish mouldings, door panels and floor coverings are color keyed to exterior and interior colors.



New high compression!
The high efficiency Champion engine

For outstanding economy with sparkling performance the Studebaker Champion engine is the time-tested leader in the low priced field. Now a new 7.5 to 1 compression ratio packs extra punch into every fuel charge—delivers abundant power for acceleration or passing.



The Champion proved its economy again in the Mobilgas Run

In the '53 Mobilgas Economy Run, a Studebaker Champion once again impressively proved its stand-out gasoline economy. Over a rugged, mountainous 1206-mile course from Los Angeles to Sun Valley, Idaho, at speeds averaging more than 44 miles per hour, a Studebaker Champion equipped with Overdrive scored an amazing 26.86 actual miles per gallon.



Rear seat folds out of way for extra cargo space

With the rear seat folded forward and the spare tire nestled conveniently out of the way under the ribbed floor, there's a full 64 cubic feet of space to accommodate even the bulkiest loads you wish to transport.



New and larger brakes! There is greater safety with Studebaker's bigger, more powerful brakes. These new self-energizing, self-centering brakes—with their heat-resistant linings—assure quick, safe, straight-line stops—and with less pedal pressure.



New safety when rounding curves! 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.

The world's Safest cars

Studebaker's recognized leadership in safety engineering has never been more apparent than in these new 1954 models.

Cautious driving and thorough care of one's car help greatly in accident prevention, but Studebaker's advanced design and wear-resisting construction make your safety doubly sure!



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



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 windows add to appearance as well as comfort and safety. Glare reducing tinted glass is available in windshield and all windows at moderate extra cost.

New and finer Studebaker *Miracle Ride*

Studebaker's famed *Miracle Ride* makes all your driving relaxingly comfortable. On straight-aways or curves, the long, low 1954 Studebakers give you a road-hugging sense of security. Studebaker's low-swung design brings the weight down where gravity works in your favor. The big long-travel coil springs in Studebaker's front suspension combine with direct acting shock absorbers to cushion road shocks and smooth out the roughest going.



The big, roomy Studebaker sedans have extra headroom and leg-room, thanks to the extra long Studebaker wheelbases. Seats are wide and superbly positioned. Passengers ride relaxed in the "comfort zone" between the axles where they are least affected by any "see-saw" or "pitching" motion that may occur on extremely rough, bumpy roads.



You sit back and relax in easy-chair comfort. Foam rubber softly cushions the wide, luxurious seats with firm, restful support (extra cost on Custom and Deluxe Champion Sedans).



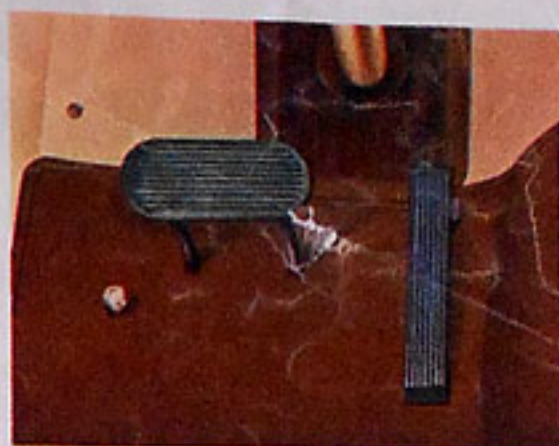
Plenty of room for all the family luggage in this spacious sedan trunk. A "wing" type trunk lock release makes it easy to open the trunk. Thanks to "over-the-center" springs, the lid requires very little effort to lift. The springs help to lift it and keep it up.

Your choice of 3 transmissions

Studebaker Automatic Drive or gas-saving Overdrive available at extra cost. Studebaker 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." The gear ratios change automatically, smoothly, dependably.



No clutch pedal on Automatic Drive models. The brake pedal is oversize—may be used with either foot. For your added safety, engine won't start unless selector is at "N" or "P."



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. Overdrive is available on all '54 Studebaker models at moderate extra cost.



No annoying creep at traffic lights! The Automatic Drive has built-in "anti-creep" protection. Even on slight downgrades, car won't move after you stop until you touch accelerator.



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 in a flash when you need it for quick, emergency passing.



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

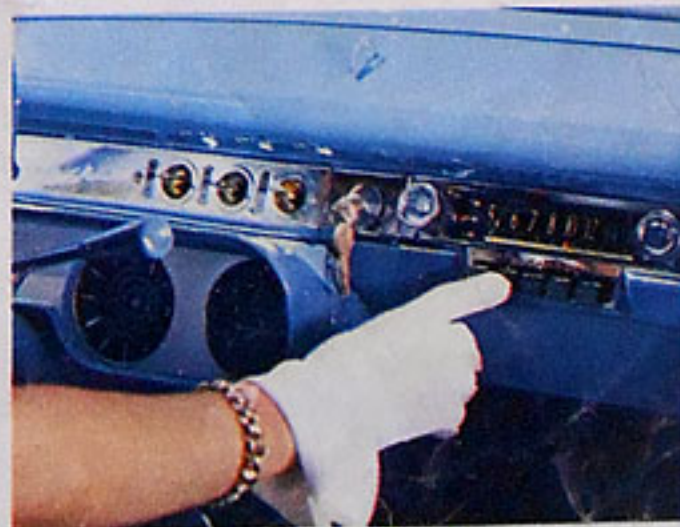


The world's finest Power Steering

Studebaker hydraulic power steering reduces the effort required in parking as much as 75% yet you retain full control of the car in straight ahead driving. Power steering is optional on all models at extra cost.



The world's finest heating and ventilating system! 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.



The Studebaker Automatic Tuning Radio, available at extra cost, is precision built to fit the acoustics of Studebaker cars. Tone is especially fine—comparable to that of your living room console. Rear seat speaker, mounted on shelf behind cushion, is available at extra cost.



Built-in directional signal equipment is available on all Studebaker models at extra cost. It operates from a steering post control. Front and rear lamps flash intermittently on either left or right hand turns.



Great engineers and trustworthy craftsmen build long lasting quality into every Studebaker

One of the important advantages of investing in a Studebaker is the superb quality of Studebaker craftsmanship. For over a century the men who man the Studebaker shops have become recognized throughout the world as the most painstaking of all vehicle builders.



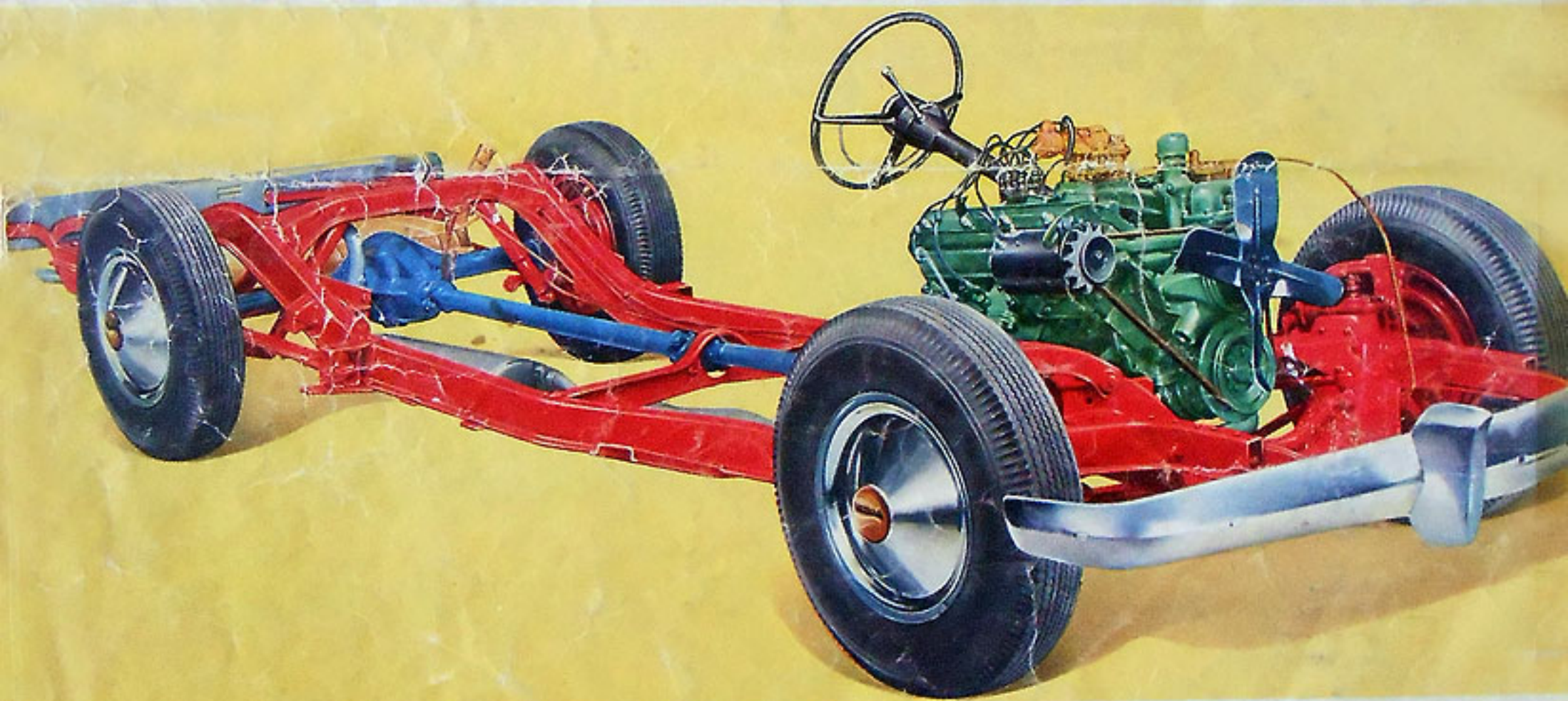
TODAY, as in years gone by, father-and-son teams and other solid citizens of competence and conscience proudly safeguard the reputation for durability that Studebaker has won.

Forward-thinking engineers maintain Studebaker's reputation as a pace-setter.

Studebaker metallurgists perfected and patented molybdenum steel.

Studebaker pioneered in proving-ground testing of cars and trucks.

Studebaker introduced many of the great advances in the structural soundness of automotive vehicles. Studebaker is motoring's great progressive.



Specifications 1954 Studebakers

Studebaker Champion—6 cylinders • L-head engine • Bore 3" • Stroke 4" • Compression ratio 7.5 to 1 • Displacement 169.6 cubic inches • 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, 4.10 to 1, 3.54 to 1 optional • Station Wagons standard 4.10 to 1, (with overdrive 4.88 to 1, with Automatic Drive, 4.10 to 1 • Tire size 6.40 x 15 (6.70 x 15 on Station Wagon) • Height (loaded) Sedans 59.75", Coupes 56.31", Station Wagon 62.38" • Width Sedans 69.5", Coupes 71", Station Wagon 69.75" • Length Sedans 198.63", Coupes 202.22", Station Wagon 195.63" • Wheelbase Sedans and Station Wagon 116.5", Coupes 120.5".

Studebaker Commander—8 cylinders • Overhead valve, V-type engine • Bore 3.375" • Stroke 3.25" • Compression ratio 7.5 to 1 • Displacement 232.6 cubic inches • Oil capacity 6 quarts • Cooling system capacity 17 1/4 quarts • Standard rear axle ratio 4.09 to 1, 4.27 to 1 optional • (With overdrive 4.27 to 1, 4.09 to 1 optional • With Automatic Drive, 3.54 to 1 • Tire size 7.10 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 198.63", Coupes 202.22", Station Wagon 195.63" • Wheelbase Sedans and Station Wagon 116.5", Coupes 120.5".

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

Studebaker Land Cruiser—8 cylinders • Overhead valve, V-type engine • Bore 3.375" • Stroke 3.25" • Compression ratio 7.5 to 1 • Displacement 232.6 cubic inches • Oil capacity 6 quarts • Cooling system capacity 17 1/4 quarts • Standard rear axle ratio 4.09 to 1, 4.27 to 1 optional • With overdrive 4.27 to 1, 4.09 to 1 optional • With Automatic Drive, 3.54 to 1 • Tire size 7.10 x 15 • Height 60" (loaded) • Width 69.5" • Length 202.63" • Wheelbase 120.5".

Two-tone color exterior combinations are optional at no extra cost on Hard-Top models. Two-tone exterior color combinations, at extra cost, are available on all other models except Champion Custom Sedans.

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Studebaker reserves the right to change size, fit, or items of decorative trim or other specifications constituting standard or optional equipment, as shown in this folder, without obligation to notify the dealer, or to add new designs or improvements without making similar alterations in automobiles manufactured.

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