


by Studebaker



*Studebaker Corporation
Brings You America's
Most Advanced Automobile*

"This brochure is intended to acquaint you with the Avanti. When you have read the facts concerning our new car, I am sure you will agree that it is unique in the United States. No American automobile manufacturer has built a car that can be compared to the Avanti.

"The Avanti has created a new class of American automo-

bile. It is a car of sophisticated design and great elegance. To this it adds the advantage of high performance with unusual safety.

"Admittedly, this is a car for the discriminating. The advanced styling and engineering of the Avanti are intended to please individuals desiring an automobile of great distinction."



SHERWOOD H. EGBERT
PRESIDENT, STUDEBAKER CORPORATION



The Avanti is Elegance

Only in the Avanti of all American cars can you find a shape of this modern school of design. The Avanti's lines express a smooth fluidity of motion, suggestive of its high performance and aerodynamic birthright. Even its windows are shaped to follow the smooth curvature of its sides. This indeed is an elegant sculptured form.

Five Avanti colors are available, carefully selected to enhance the play of light over the Avanti's flowing surfaces. Eighteen interior color and texture combinations are offered to harmonize with the Avanti's exterior.

In fact, the Avanti's interior is as elegantly fashioned as are the car's graceful lines. It is distinguished by the sophistication of simplicity. Thick pile carpeting mutes sound and provides a rich, luxu-

rious setting. The four seats are contoured to support the body and are exceptionally comfortable.

Considerate touches abound in the Avanti. There's a built-in vanity case with an illuminated mirror and a between seat console to store odds and ends. The console also houses an ash-tray and cigarette lighter. Even the doors are considerately fashioned . . . exceptionally wide for gracious entry and exit. Two dome lights and a courtesy light provide a welcome touch at night. Even the trunk has its own light. And, the Avanti's trunk may be reached from right inside the car via an access panel in the rear compartment.

You can see that no car in America combines beauty, function and innovation as does the Avanti.

*Photographed at a private home,
at The El Dorado Country Club,
Palm Desert, California.*

Clothes by Don Loper.



Avanti Means Advance

When you take your first drive in the Avanti, you'll understand how appropriate is its name. Its shape is an aerodynamic wedge, designed to defy the wind. It appears to be in motion even when standing still. And when in motion, the Avanti proclaims action. Its special high performance engine hums with a vibrant note as it surges down the road. Its tuned dual exhausts pulse with power. And its brakes match its exhilarating performance. The Avanti is the first American passenger car to offer the remarkable stopping power of caliper-type disc brakes... the same brakes used on Europe's Grand Prix race cars.

The Avanti's special engine uses high performance components including high lift cams and heavy-duty crankshaft bearings. The Avanti is also available with a Paxton supercharger for those who want *even more performance*. Matched to this is a unique new automatic transmission with a floor-mounted control. It acts as a fully automatic or permits the driver to up or down shift if he wishes while automatically limiting the engine speed to a safe rpm downshifting. High performance four-speed

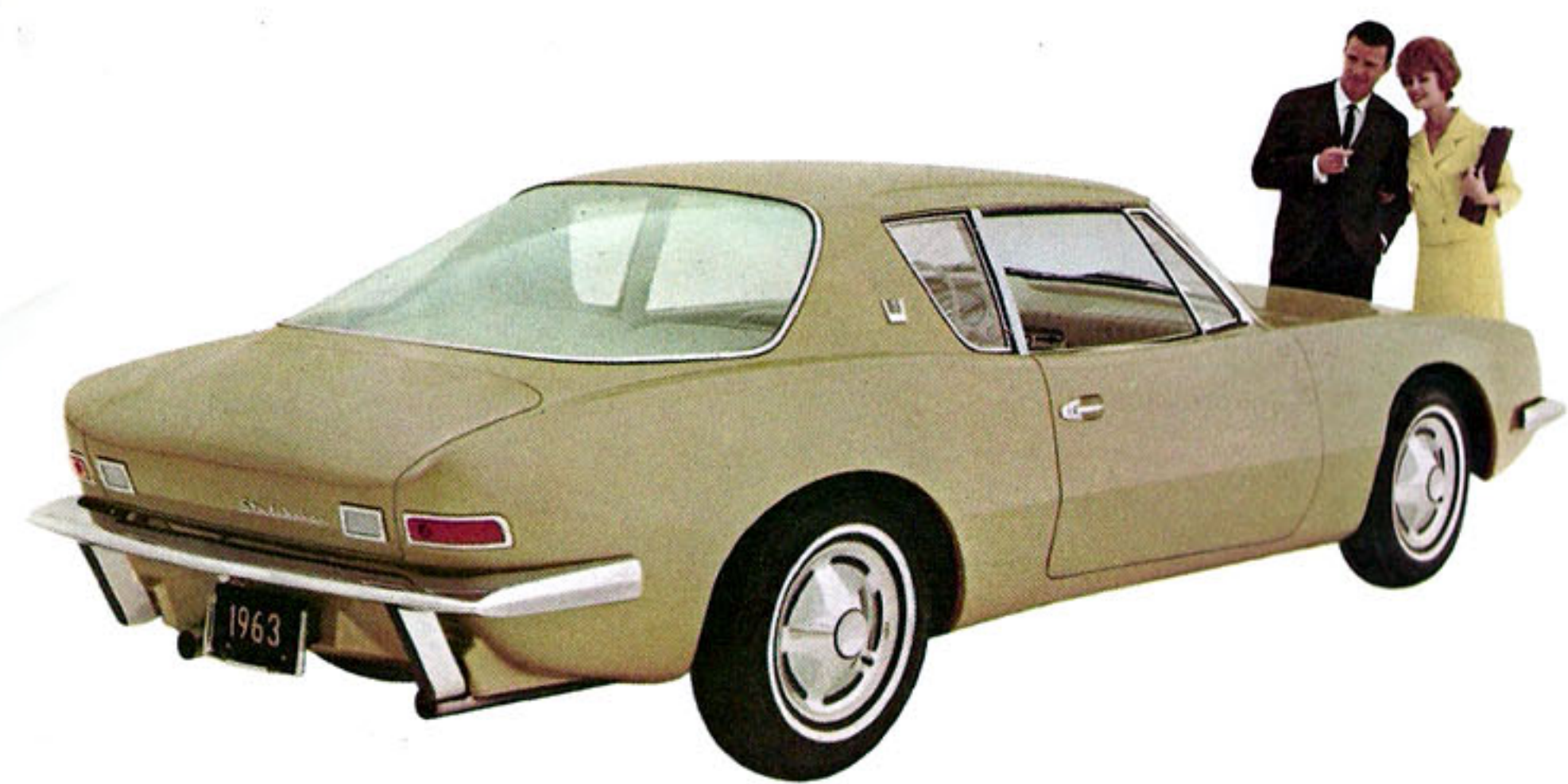
and three-speed manual transmissions are also available. To conserve horsepower, the Avanti's engine fan has a viscous drive and automatically cuts out when not needed. Performance-matched axle ratios and a limited slip differential are also available.

The instrument panel is complete and includes a tachometer, manifold pressure gauge and a clock. Exceptionally fast and precise power steering is also available—only three and one half turns from full right to full left.

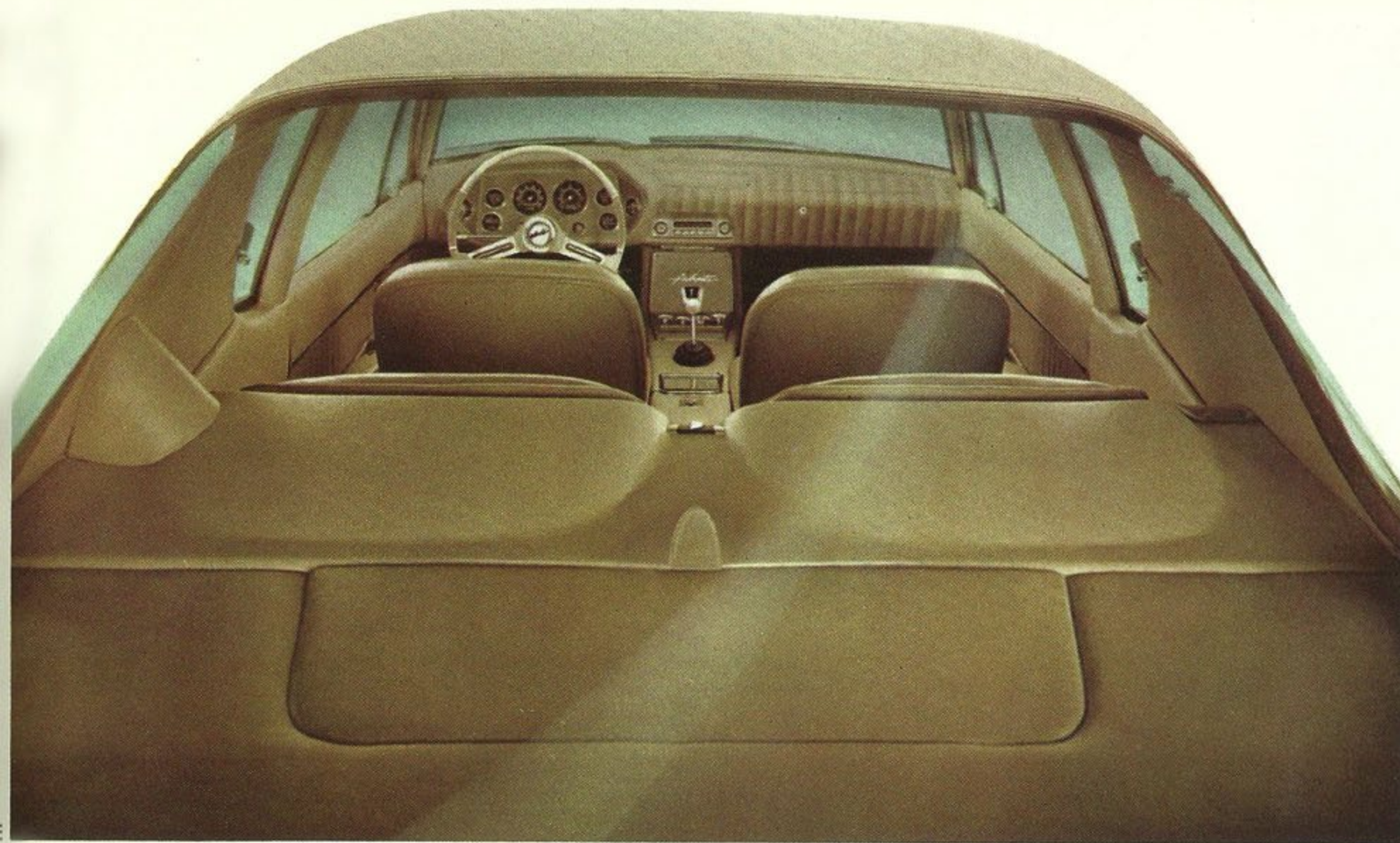
And the Avanti is America's safest car. To complement its performance potential, the Avanti suspension system is exceptionally stable incorporating radius rods, front and rear stabilizer bars, hydraulic shocks, coil springs and semi-elliptics. The car's interior is virtually all safety padded and nothing protrudes from the instrument panel. And to provide maximum safety, a built-in steel safety girder is concealed in the roof, surrounding the passenger compartment.

Driving the Avanti is an indescribable pleasure. It will take you to the country club or shopping in style, or out on the highway for the sheer joy of driving.









A/ The Avanti "Beauty Vanity" slides from the glove locker and an illuminated mirror pops up. There's a convenient tray and ample storage space for maps and odds and ends.

B/ Safety recessed instrument panel has no protruding controls. In fact, the entire Avanti interior is virtually free of projecting objects and is generously safety-padded.

C/ Aircraft throttle-type controls govern heater-defroster and air flow. Your choice of high performance automatic, or four or three speed manual transmissions. All are "stick" controlled.

D/ Extra wide doors permit easy entry and exit for all four occupants. Bucket seats are contoured and exceptionally comfortable. Rear seats are raised so that passengers have unobstructed vision.

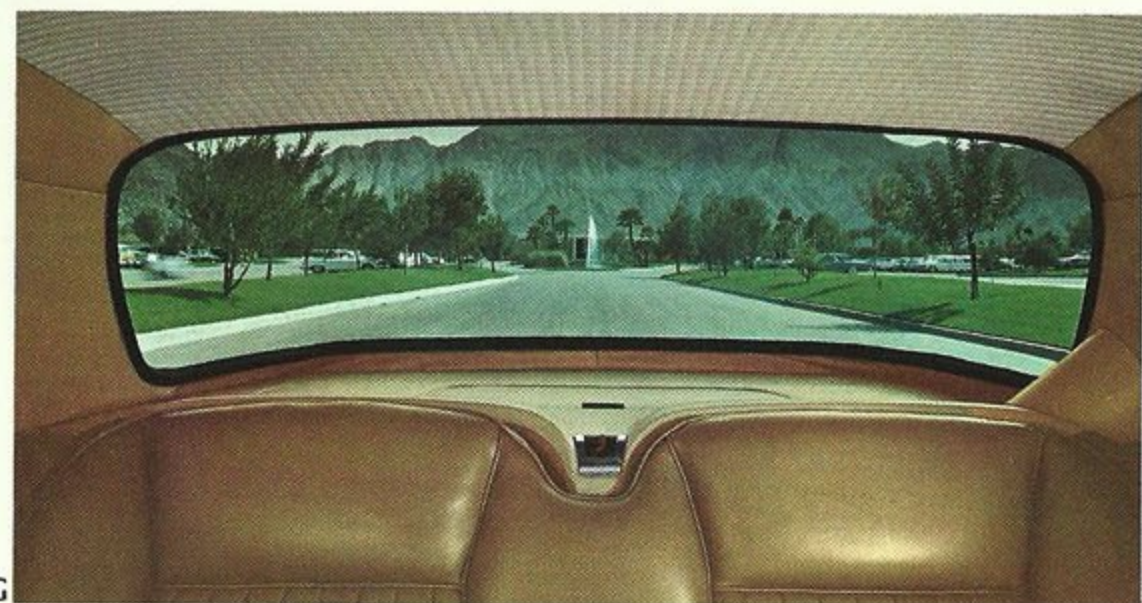
E/ Command performance. The Avanti's high performance demands functional instrumentation, accessible controls and exceptional visibility. Note how these requirements are met in the Avanti interior. A glare-reducing windshield eases daytime driving and at night instrument lights are red for superior night vision.

F/ Aircraft practice dictates the position of lighting and fan controls. Overhead, these two-way push switches are readily accessible, easy to operate.

G/ Panoramic vision. The Avanti's unusually large rear window is treated for glare and heat protection. Its "bubble-canopy" design blends into the car's overall aerodynamic shape and provides exceptional visibility.



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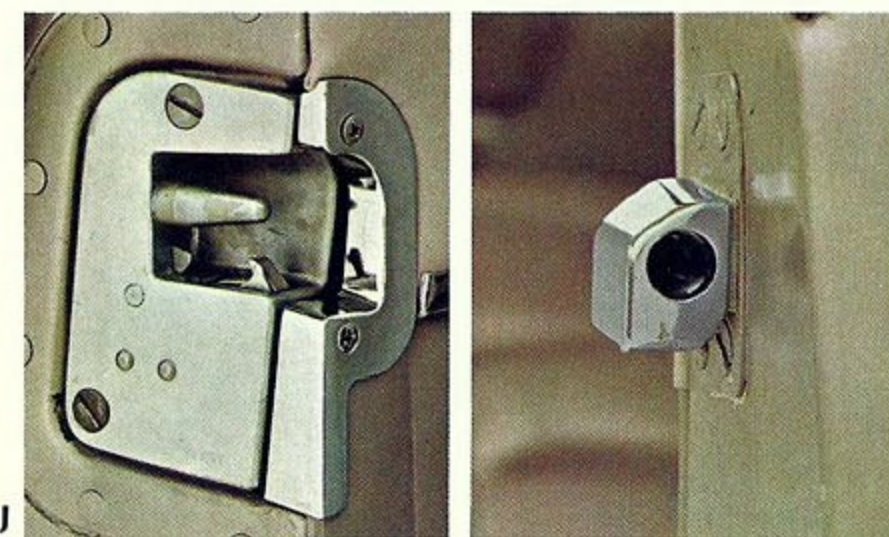
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H/ Unique access panel permits passengers to reach the trunk without leaving the car. Wonderful in the rain or snow!

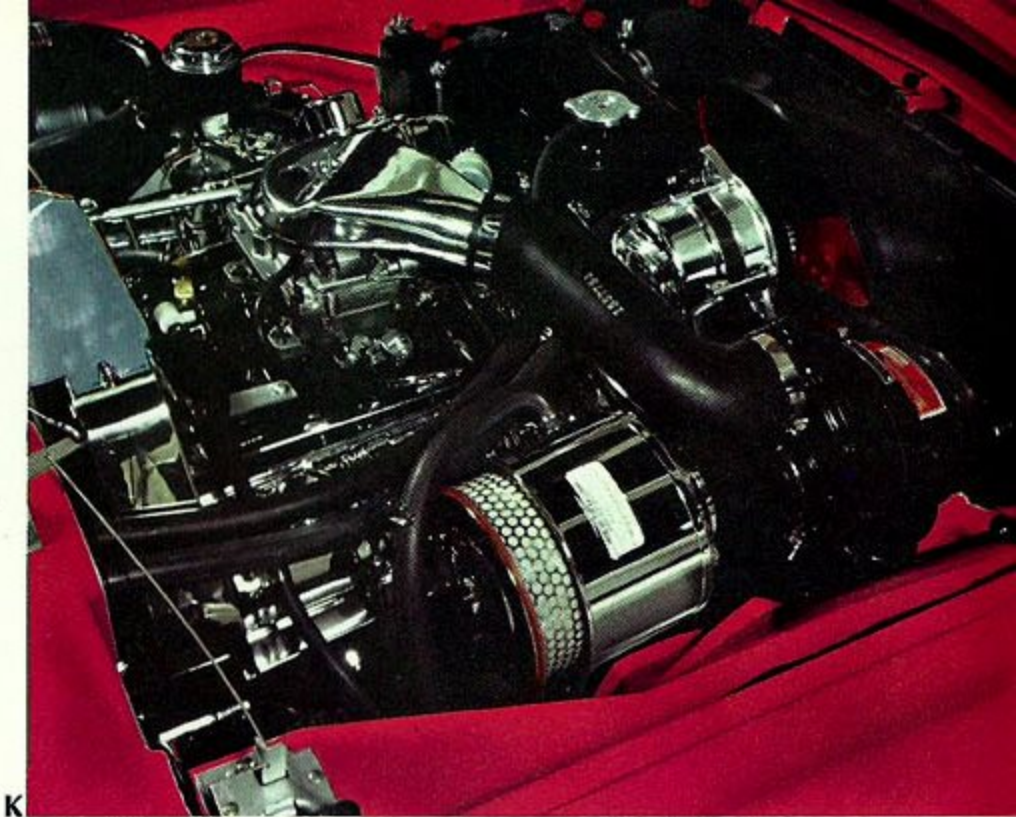
I/ Large trunk is contoured for maximum luggage capacity. The spare tire is under the trunk floor. The trunk can be unlocked by a latch from inside the car.

J/ Safety-cone door locks. The dovetail and tapered cone construction of the latch mechanism forms a solid seal that unites door and pillar rigidly. When closed, the door actually becomes a structural member of the body. The entire side of the body becomes almost a one-piece unit just as if the door opening did not exist. When the latch is engaged, it is virtually impossible for the door to open accidentally even though it is subjected to terrific stress and strain.

K/ High performance components are a feature of the Avanti's "Jet-thrust" V-8 engine, including high lift cams, special pistons, heavy-duty crankshaft bearings and a four-barrel carburetor. For exceptionally high performance a Paxton Supercharger is available.

Note: rocker covers, lifter cover, oil filler caps, air cleaner and voltage regulator are chrome plated.

L/ More horsepower than you'll ever need—the Avanti, with its supercharged engine and disc brakes, can accelerate from standstill to 60 mph in true competition time and stop from 100 mph in well under 450 feet—about two thirds the distance required by conventional braking systems.

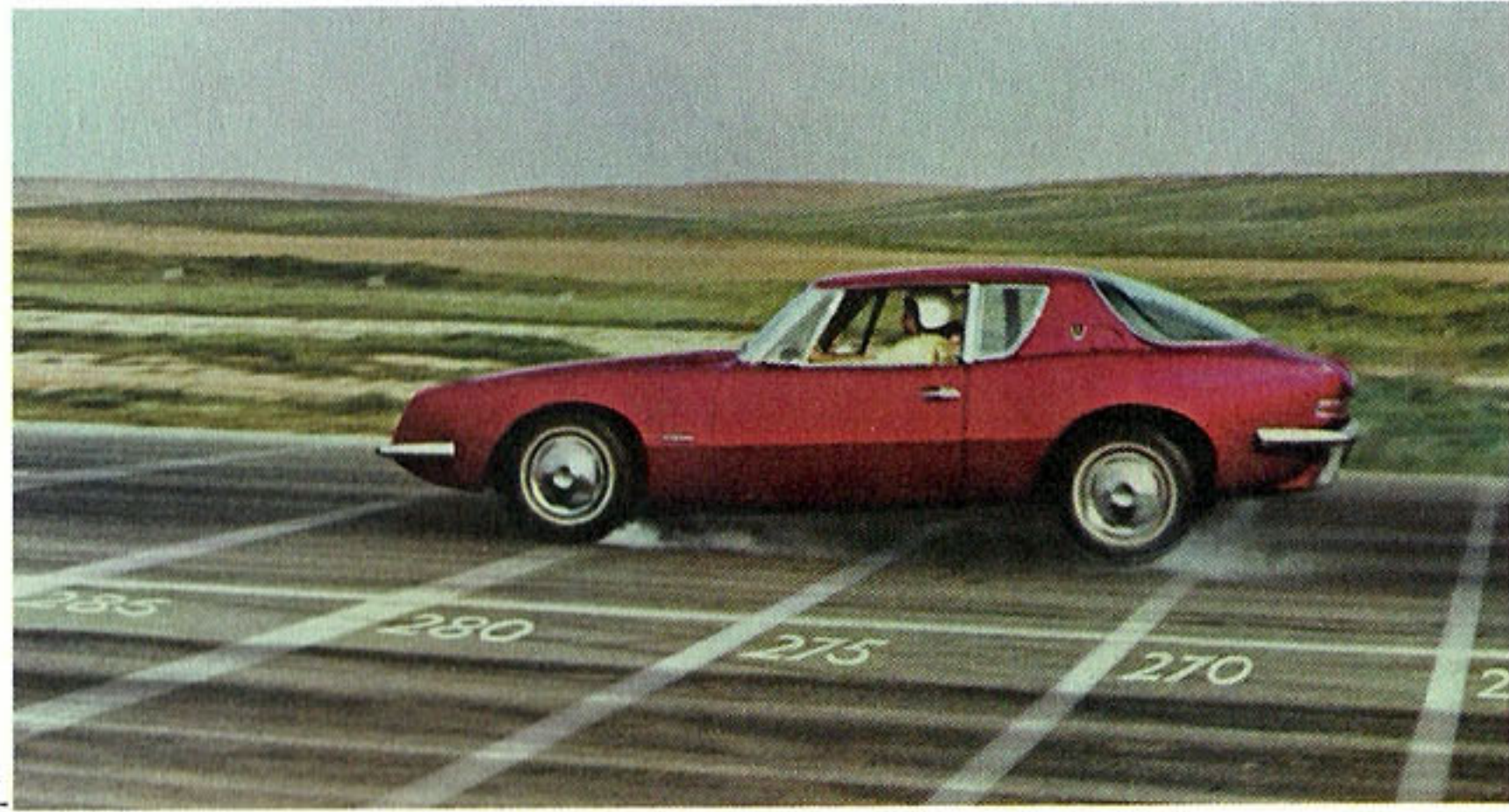
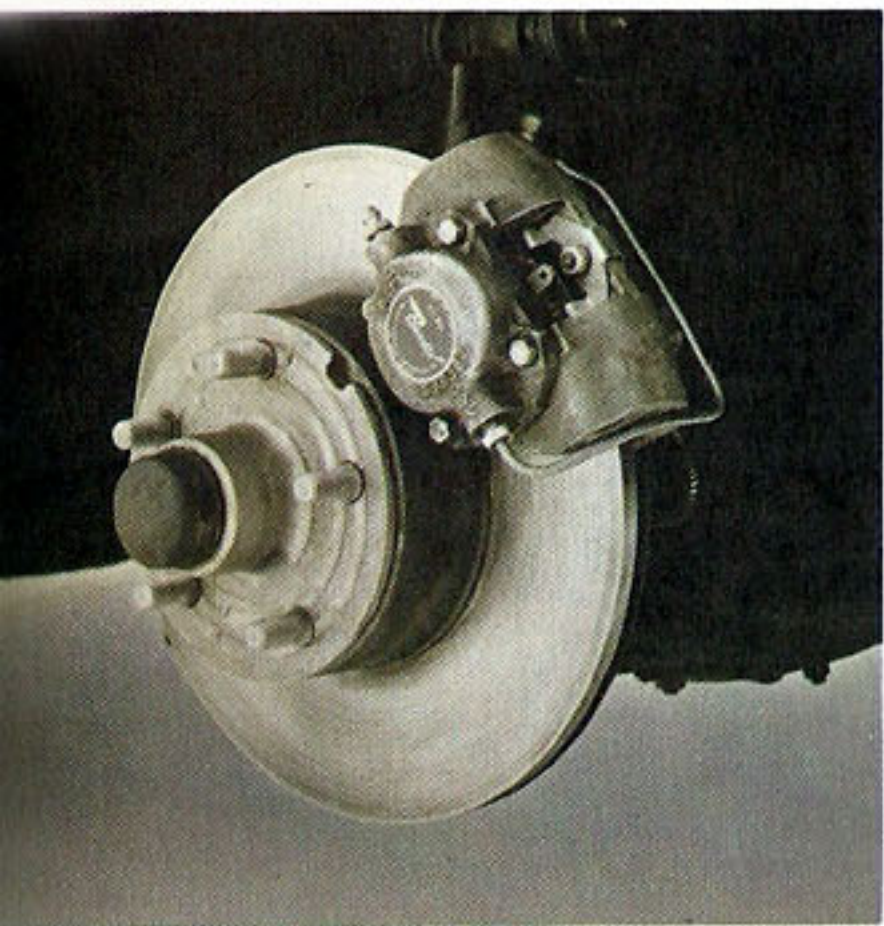


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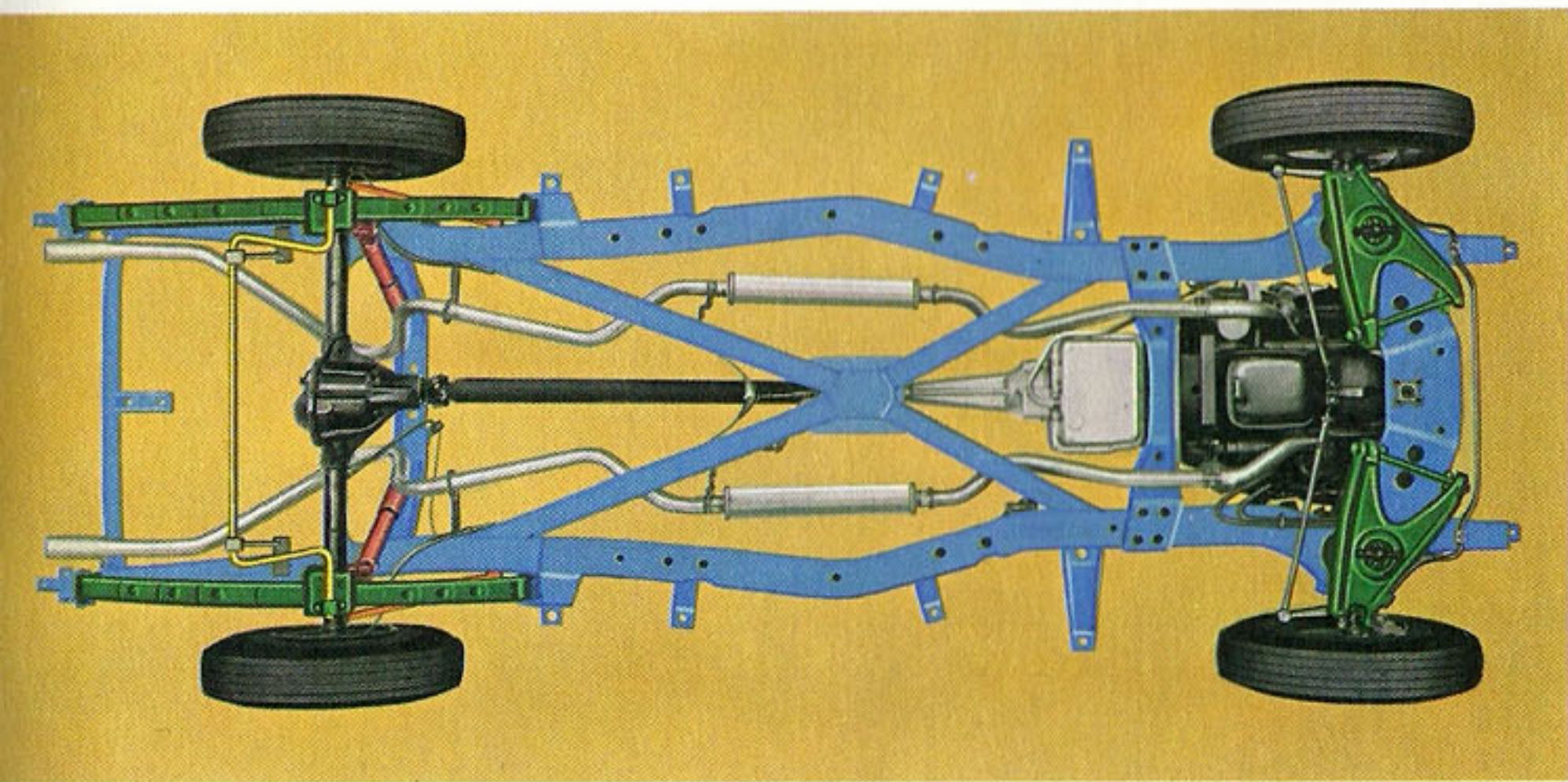
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M/ Exclusive disc brakes. The Avanti is the first American passenger car to possess the positive stopping power of caliper disc brakes. Thoroughly proved in European racing, the caliper-type disc brakes are on the front wheels. Able to absorb over twice as much energy as the ordinary drum and shoe brake, the efficiency of the power disc brakes actually rises under most demanding braking situations. Combined with flared-rib rear brakes, these "Power-grip" disc brakes give the Avanti the ability to make the swiftest, surest, straight-line stops of any American car in production today.

N/ The special Avanti frame has tremendous structural strength and torsional rigidity. (Note the "X" member and the size of front cross-member.) An effective combination of radius rods, stabilizer bars, hydraulic shocks, coil and semi-elliptic springs provide the Avanti with outstanding and precise handling characteristics.



O/ Unique new automatic transmission operates as a fully automatic or permits the driver to up and down shift if he wishes. The "Power-shift" transmission is floor-mounted with a stick lever, and its control system provides remarkable operating flexibility while limiting engine speed to a safe rpm when downshifting.

AVANTI SPECIFICATIONS

STANDARD EQUIPMENT

Alternator—40 Amp
Axle Ratios, choice of several
Back-Up Lights
Brakes, Power
Front—Caliper Disc
Rear—11" x 2" finned drums
Bucket Seats
Cigarette Lighter
Climatizer, Heater-Defroster
Clock—Electric
Console
Dual Exhaust
Electric Windshield Wipers
Fuel Tank—21 gallons
Gas Filter, in line
Gauge, Manifold Pressure
Internal Trunk Release
Lights—Courtesy
(2 dome & 1 instrument board)
Light—Trunk Compartment
Mirror, Rear View—Interior
non-glare
Positive Crankcase Ventilation
Radio, Push Button with
Rear Seat Speaker (at extra cost)

Radius Rods—Rear Axle
Roll Bar, safety padded
Safety Padded Interior
Seat Belt Anchors, Front and Rear
Shock Absorbers, Heavy Duty
Adjustable
Stabilizers, Front and Rear
Steering, Manual 22 to 1 ratio
Sun Visors, padded
Tachometer
Tinted Glass—Windshield
and Rear Window
Transmission—3-speed
floor stick shift
Vanity Tray (in glove locker with
lamp and mirror)
Wheel Discs

ENGINE FEATURES

Engine—90° V-8 OHV
Bore and Stroke—3.56" x 3.62"
Pistons—Aluminum, Tin-Plated
Autothermic Type
Compression Ratio
—with supercharger 9 to 1
—without supercharger 10 to 1

High Lift Cams
Heavy-Duty Valves
Heavy-Duty Crankshaft Bearings
Distributor, dual breaker
Viscous-Drive Fan with
Power Saving Cutout
Carburetor, downdraft 4 barrels
Fuel recommended—Premium
Oil Filter, full flow

DIMENSIONS AND WEIGHT

Overall Length 192.5"
Overall Width 70.4"
Overall Height 54"
Wheel Base 109"
Shipping weight 3140 lbs.
Turning diameter 37.5'
Tire and Wheel Size—6.70 x 15

COLORS

Avanti Black
Avanti Gold
Avanti Red
Avanti Turquoise
Avanti White

OPTIONS

Air Conditioning—(Not Available
with Supercharger)
Belts—Seat—Front and Rear
Hill Holder (Available with 3- or
4-speed transmissions)
Power Steering, 16 to 1 ratio
Speaker, Rear
Springs, Heavy Duty—Front & Rear
Steering, Manual 16 to 1 ratio
Supercharger, Paxton—(Not available
with 3-speed transmission or
air conditioning)
Tinted Glass with Sun Band—
Windshield and Rear Window
Tinted Glass—Side Windows
Tires, White Sidewall—
6.70 x 15 regular
6.70 x 15 Nylon 500
Tires, Black—6.70 x 15 Nylon 500
Transmissions:
Automatic (water cooled)
Power shift
Floor mounted control
4-speed—
Floor stick shift
Twin Traction
Windows, Electrically controlled
Windshield Washer, Electric