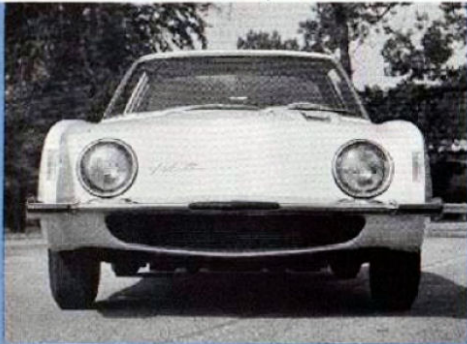


Avanti

Avanti
by Studebaker

*Features Accentuate
Sophisticated Style*

From its rakish asymmetrical hood to its Fastback rear design, the Avanti is distinguished for its advanced Aerodynamic-Wedge styling and engineering advancements. It is a prestige automobile—functional and practical in every way—incorporating many newly-designed features which further enhance its aerodynamic beauty.



HEADLIGHTS AND DIRECTIONAL SIGNALS

Note that the Avanti's single-unit headlamps are recessed. A clear plastic cover fits over the recessed area to form a harmonious flow with the Aerodynamic-Wedge design. The rectangular parking lights and directional lights are integrated flush into the fender design to enhance the Avanti's smooth airflow characteristics.

FULL-WIDTH AIR SCOOP

For more efficient cooling, the Avanti carries a full-width, aircraft-type scoop below the smartly designed front bumper. The large air scoop provides a full, unobstructed flow of cooling air to the radiator core.

CONTINENTAL HOOD

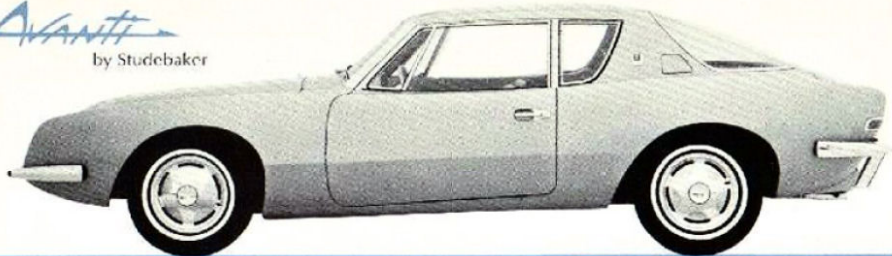
The rakish, asymmetrical hood imparts a continental flair to the overall styling—with the modern Avanti medallion adding a smart touch of distinction.

PANORAMIC VISION—The large, windshield and bubble-like rear window are tinted to reduce glare and for protection from heat. The "bubble canopy" design of the rear window also blends into the car's overall shape and affords exceptional visibility for safer driving.



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*Introducing
Aerodynamic-Wedge
Design!*

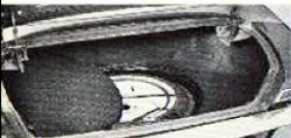
Because of its unique design characteristics, we refer to the Avanti's overall styling appearance as Aerodynamic-Wedge design. Its clean, crisp lines represent a fresh departure from today's trend toward over-ornamentation. Of all American cars only Avanti expresses this entirely new concept of modern design. Its wind-resistant wedge shape holds the body snug to the highway for better roadability — easier, smoother cornering. Here is America's most advanced automobile, built in the Studebaker tradition of engineering excellence and quality craftsmanship. Here is an incomparably new kind of car — precision built and proving ground tested — that pairs spectacular performance with sound new ideas about comfort and safety.



Avanti

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Styling



TRUNK COMPARTMENT

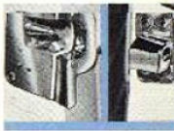
The carpeted trunk is functionally contoured for maximum luggage capacity. The spare tire, completely concealed in a well in the floor, can be removed with a minimum of effort. Trunk lid is unlocked by a latch inside the car, thus offering complete driver convenience when loading or unloading. Trunk also lights up automatically upon opening.



THE LIGHTS AND BACK-UP LIGHTS—The extra large tail lights and back-up lights are flush with body to form a harmonious flow with the overall Aerodynamic-Wedge design. When lighted, the wrap-around tail lights may be easily seen from the sides as well as the rear.

"LIVE" RUBBER BUMPER GUARDS—As added protection against minor bumps, the front and rear heavy-gauge bumpers have bands of shock-absorbing "live" rubber, securely anchored as an integral part of the bumper and fabricated to last the life of the car.

SAFETY CONE DOOR LOCKS—The ingenious safety cone latch mechanism holds so securely (even under maximum stress and strain) the door becomes a structural member of the body, adding greatly to overall strength and rigidity. Extra wide door openings add to comfort and convenience, assure effortless entry and exit.



Avanti
by Studebaker
Interior Styling

*Offers Luxurious
Interiors with Aircraft-
Type Controls*

The Avanti's prestige-fashioned interior is distinguished by the sophisticated appeal of its tasteful appointments. The aircraft-type precision-built controls offer complete "pilot convenience"—complement the exterior design. Rich, thick pile carpeting makes sound and provides a luxurious setting. One glance is convincing—no other American production car offers the combination of beauty, quality, safety and design of the glamorous Avanti interior.

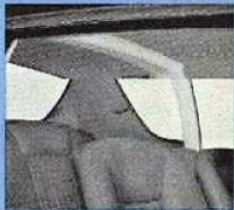


**PERFECT
PASSENGER COMFORT**

The body contoured bucket seats up front offer complete comfort combined with style-as-is beauty. And, they're conventionally adjustable. The steel, canvas upholstery is available in a choice of 18 harmonious combinations. With 18 choices in leather, vinyl, or cloth, wipe-clean.

SAFETY PADDING

The Avanti interior has an extra cushioning of safety padding throughout all vital areas for passenger protection. Even a padded steel Safety Arch spans the roof for additional protection in the passenger compartment.



Avanti

by Studebaker



AIRCRAFT-TYPE CONTROLS—

The center control console is conveniently located between the front bucket seats and houses the floor-mounted drive selector lever, map box, ash tray and cigarette lighter. Four aircraft-type levers on the console control — right and left air intake, heater, blower, defroster, and heater water temperature.



...within the curved Aircraft-Type instrument cluster are bathed in soft red illumination for better night visibility. Like all other controls, they are recessed in deep protective padding for added safety.

THE AVANTI "BEAUTY VANITY"—This surely will interest the ladies. Within the large glove compartment is the convenient, self-illuminating Avanti Beauty Vanity Tray, complete with pop-up mirror for that last minute primping before stepping out. And, there's ample room in the glove compartment for other articles.

THE ROCKER TYPE LIGHTING AND FAN CONTROLS follow aircraft design. They're just above the driver's eye level within easy reach.



Avanti
by Studebaker

CONTOURED REAR SEAT There's plenty of legroom, headroom and hip room, too, in the slightly elevated rear passenger compartment. The seat is body contoured to afford the utmost in lounge chair comfort. Soft, pliable foam rubber is used to cover the base of the comfortable seat. Deep coil springs are used in rear seat construction. The rear seat is also covered in attractive, washable Textileather. There's room for two — or even three passengers.

ASHTRAYS For the convenience of rear seat passengers, two handy ashtrays are set in the arm rests on either side of the rear seat.



UNIQUE TRUNK ACCESS DOOR

Permits passengers to reach into trunk compartment without leaving the car. The handy access door in the rear shell leads directly into the luggage compartment for reaching those indispensable items which clutter up a car's interior. A wonderful convenience feature during inclement weather.

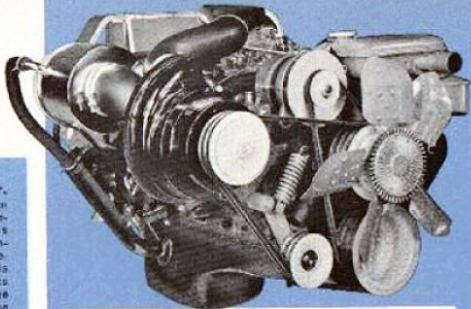
Avanti

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Engine Data

JET-THRUST V8 ENGINE DELIVERS JET-FLIGHT PERFORMANCE—Lean and lively in appearance and action—that's the Avanti by Studebaker. And the exclusive Jet-Thrust V8 engine is precision engineered to deliver stay ahead performance that's sure to please even the most knowledgeable performance enthusiasts. At first glance, this powerplant's quality characteristics show up in its *chromed* components: rocker arm covers, voltage regulator, air cleaner, oil filler cap, dipstick and tube and ignition emission shielding. It shows the lengths to which Studebaker has gone to create a car that in every way outshines all others.

The working parts of the Jet-Thrust V8 are even more significant. With an aluminum timing gear, heavy-duty valves and crankshaft bearings, chrome top ring, high-lift cams, special pistons and a four-barrel carburetor, the Jet-Thrust V8 is a capable, efficient performer...ruggedly built to offer maximum output with minimum maintenance...thanks to Studebaker's modern quality control procedures.



ENGINE SPECIFICATIONS

Bore and Stroke.....	3.56 x 3.62
Piston displacement.....	289 cubic inches
Compression.....	10.25:1 (9:1 with supercharger)
Carburetor.....	Four-barrel downdraft
Crankcase capacity.....	5 qts. (with standard filler)
Cooling system capacity.....	17 qts. (add 1 qt. for htr.)
Fuel tank capacity.....	21 gallons
Fuel required.....	Premium

- **FULL-FLOW OIL FILTER**—protects engine from excessive wear by removing dirt, sludge, and abrasives.
- **POSITIVE CRANKCASE VENTILATION**—puts unburned gases to work—minimizes air pollution.
- **VISCOUS DRIVE FAN**—increases horsepower available to engine by limiting fan speed.
- **FUEL PUMP RETURN LINE**—keeps fuel system cooler, prevents vapor lock.
- **40 AMP. ALTERNATOR**—for higher charge rate at idles, keeps electrical system at high output for fast, dependable starts.
- **EXCLUSIVE PAXTON SUPERCHARGER**—pressurizes the air to create more horsepower, increased performance. (OPTIONAL)

Avanti

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Body Data

FIBER GLASS REINFORCED PLASTIC CONSTRUCTION

The Avanti's fiber glass reinforced plastic body will not rust or corrode. The lightweight body shell is nearly three times as thick as 20 gauge steel and therefore has tensile strength comparable to the metal used in most automobile construction. Passengers are as safe in the Avanti body as in a steel one. The fiber glass reinforced plastic body is highly resistant to damage in minor accidents. However, if damage does occur, it tends to be localized and is not transmitted through the body. Repairs can be performed quickly and economically.

Fiber Glass Reinforced Plastic Dampens Noise... Makes the AVANTI Quieter!

