

Studebaker



Different by Design

Versatile Wagonaire

America's only 3-in-1 car

A smart family wagon, sunny open-top sedan, handy hauler for mile-high loads! Great for work or family wanderlust. Lark models with 6 or 259 V8 — Daytona has Power Thrust 259 V8. Non-sliding roof also available.





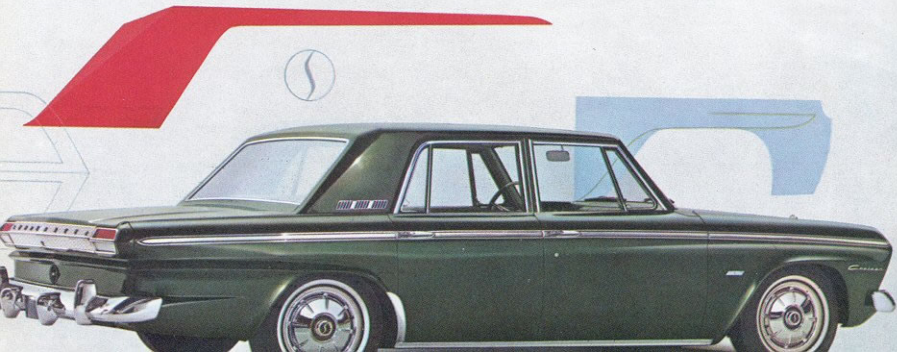
Daytona delivers all the famous Studebaker extra value features plus rousing Power Thrust 259 V8! Interiors are luxurious tasteful nylons or colorful, glove-soft vinyl and deep-pile carpets. Choose from 4-Door Sedan, Convertible, Hardtop or Wagonaire.

Daytona/ Studebaker's spirited fun car



Cruiser/Big on luxury and family appeal

Here is a challenge to everyone's concept of big car value. Limousine-proportioned head room, leg room with stretch-out comfort. Elegant fittings plus handsome fabrics compliment the most demanding taste. Wall-to-wall carpeting, rear seat center arm rest, pleated storage pockets. Thunderbolt 289 V8 powers this elegance.



Bright selections in interiors

Luxury and long wear? Choose long-wearing nylons, glove-soft vinyl. Even rich, soft broadcloth available in Cruiser. Beauty, comfort underfoot? Deep-pile carpets—wall-to-wall in Daytona, Cruiser, Hawk! Special seating? Individual front seats, sporty buckets—reclining back, headrests too!



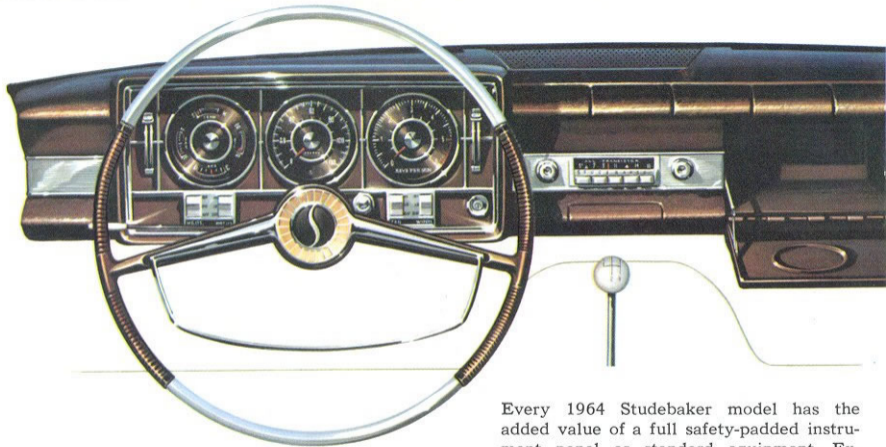
Cruiser luxury in green nylon and vinyl



Daytona Convertible bucket seats in glove-soft red vinyl



Commander comfort in blue nylon and vinyl



Convenience & Safety / *Are standard features*

Every 1964 Studebaker model has the added value of a full safety-padded instrument panel as standard equipment. Exclusive Beauty Vanity with pop-up mirror — obviously for the ladies — in Cruiser, Daytona and Avanti. Available in Challenger and Commander.

Built to last & last . . .

Studebaker's Armor Guard frame is the rigid foundation for a different kind of automobile quality. It is a longtime Studebaker quality feature and one that is returning to use by other manufacturers who had switched to unitized construction. A better — safer ride through suspension and body firmly supported by a rugged frame of immense strength. Studebaker's all-welded, one-piece body is built by experts of the metal craft. They apply Weather-Guard aluminized rustproofing — a unique process Studebaker developed to protect your investment. Bolt-on fenders cut crash repair time and costs by as much as 50%!

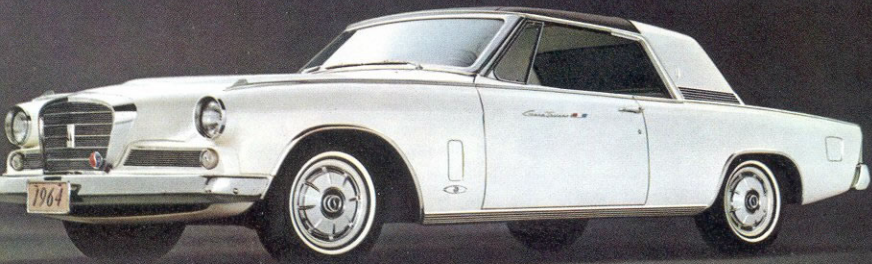
This neat, complete "control center" is pleasingly different. Large, readable instruments show engine temperature, oil pressure, electrical charging rate, fuel level. Speed and mileage on large center dial. Electric clock on Cruiser and Hawk. Flat, safe rocker switches for lights, heat, wipers. Oval wheel easy to slide under — see over. Theft protective inside hood release and convenient foot-operated parking brake.



Gran Turismo/Hawk

Classic performer full family style

Here is the look and feel of Europe's fabulous road cars. Yet, Hawk's price, comfort and performance are in the best American tradition of family motoring. 120" wheelbase provides 5-passenger comfort—Thunderbolt 289 V8 gives sports car response.



Safety-padded panel carries complete instrumentation.





Interior glove-soft black vinyl/car in Avanti Gold

Avanti

America's only 4/passenger
high-performance personal car!

This sleek, aerodynamic shape carries the safest, most luxurious interior of any American car. Lines that please the eye and appease the wind — proved by Avanti's many national performance records. But mere speed potential is unimportant compared with Avanti's elegant way of making the most routine trip a thrilling experience.



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Studebaker's Great Extra-Value Features

1/Rugged body-on-frame construction 2/One-piece, all-welded safety body 3/Bolt-on fenders and front-end sheet metal 4/Exclusive Weather-Guard Aluminized Rustproofing 5/Choice of seven proven engines 6/Six transmissions including Overdrive 7/Wide, easy-to-enter doors 8/Flat, easy-to-clean floors 9/More head, hat and leg room than many luxury cars 10/Coil spring, foam-padded, comfort-contour seats 11/Fully padded safety instrument panel 12/Large instruments with calibrated dials 13/Convenient, inside hood release 14/Safe rocker-type, illuminated flush-mounted switches 15/Automatic courtesy light switches 16/Two-speed electric windshield wipers 17/Big 15-inch wheels and tires—longer tire life than 13-inch 18/New, foot-operated parking brake 19/Double-safe dual brake system 20/Labyrinth-sealed brake drums to keep out dirt 21/Continuously dependable self-adjusting brakes 22/Care-free Sapphire Lustre finishes 23/Effortless recirculating ball steering with oval steering wheel 24/Level-ride front stabilizer bar 25/Aluminized mufflers and tailpipes for long life 26/Autothermic pistons for extended engine life 27/Extended lubrication intervals 28/Protector Service maintenance program for owners.



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