



Studebaker

THE COMMON-SENSE CAR

'65



This is the new Studebaker, with all the spacious, comfortable, accommodating features of a much larger car . . . with all the maneuverability, handling and parking characteristics of a much smaller car. Studebaker is a full size car in every respect combining luxury and comfort . . . performance and economy. 30 "extra value" features add to your driving and owning enjoyment and protect the life of your new Studebaker. The elimination of yearly styling changes protects the investment in your new Studebaker, and will keep your car looking new year after year.

...now enter the world of the Common-Sense Car

the Elegant World of the Cruiser... Spacious, Luxurious and Family-Styled

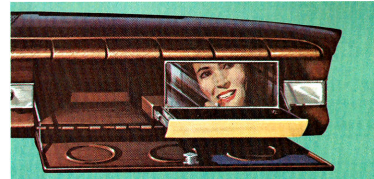


In the elegant new Cruiser, you will find a superb example of how quality, beauty, luxury, common-sense features and styling are blended together in a car offering more in its price class than any other. You'll ride in luxury and real stretch-out comfort in a car whose glamorous trim and deluxe interior complement its uncluttered exterior lines. Designed to draw admiration in any setting, Studebaker's beautiful body style doesn't need yearly styling changes. The money saved is passed on to you in added comfort, quality and in continuing engineering improvements. And because Studebaker styling won't become obsolete, your car will look new year after year.

■ INSIDE—FEATURES AND SPACE TO SPARE!

The Cruiser's common-sense styling and construction give it the great maneuverability, handling and parking ease of a small car. Yet, inside there is a spacious living room that holds six people most comfortably. You can stretch your legs out, your hat doesn't bump the roof... and the Cruiser's flat floors make it so easy to get in and out, so easy to clean. Features like deep-coil seat springs and deluxe foam rubber cushions—front and back, rear center arm rests, color-keyed luxury fabrics, some with striking Mylar thread, heavily chromed hardware, ventilating rear side windows, deluxe horn ring, electric clock, fully padded instrument panel and safety windshield washers are just a few of the many standard features you get in the Cruiser that you pay extra for in other cars.

This is the Cruiser, spacious and beautiful. A lavishly appointed luxury car at one-half the luxury car price. (Available with either 6 or V-8 engine).



Exclusive Beauty Vanity in glove compartment—(opt.).

the Common-Sense Car is Beautiful!

the Lively World of the Daytona Sports Sedan... the "Fun-to-Drive" Car at a "Fun-to-Buy" Price!

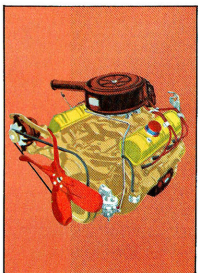
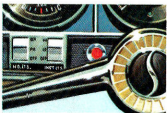
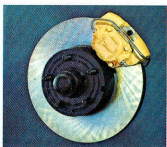
The moment you glance at this Daytona's striking two-tone exterior with its decorator matched full vinyl-covered roof, complemented by its deluxe chrome trim... instantly you sense that this is a car beyond the ordinary. Slide behind the wheel of the all new Studebaker Daytona Sports Sedan (glamour leader of the Studebaker line) and you enter a breath-taking world of driving excitement. Studebaker, which set 266 new USAC speed and performance records last year at Bonneville, has marshalled its total engineering know-how in this great new personal and prestige sports sedan. The Daytona's husky, brand new 283 cu. in. 195 h.p. Thunderbolt V-8 engine provides instant acceleration and effortless performance at turnpike speeds. Here's a true sports sedan whose instant response answers your every command and whose positive control gives you a feeling of being a part of the car yourself.

■ LUXURIOUS INTERIOR WITH POSTURE DESIGNED BUCKET SEATS

Soft, but firm, posture designed contour bucket seats keep you comfortable, mile after mile. Studebaker common-sense design and construction gives you lots of leg room, plenty of head room, flat floors and wide doors make it easy to get in and out... truly comfortable to drive over long distances. "A sports-oriented car doesn't have to be uncomfortable," was the challenge given Studebaker engineering. In the brand new Daytona Sports Sedan you'll find the common-sense answer to this challenge.

■ DISC BRAKES, PADDED INSTRUMENT PANEL, ROCKER TYPE SWITCHES, NEW V-8 ENGINE

Studebaker's exclusive caliper type disc brakes give incomparably smooth, fast straight-line stopping. Even wet, disc brakes give you 40% more stopping with no fade or swerve. (An important safety option available on all Studebaker models.) Deep fully padded dash, aircraft type rocker switches, full instrumentation and parking brake warning light are four more extra value features standard on the Daytona and all Studebakers. Studebaker's dynamic, brand new Thunderbolt V-8 engine (283 cu. in. displacement, 195 h.p.) is alive with power, alert to your slightest whim, but so very gentle with fuel.



the Common-Sense Car is Sporty!

the Wide-Open World of the Wagonaire... Flexible, Functional Fun for the Family



Meet Studebaker's great Wagonaire family...the ideal station wagons for people who go places and do things. The only sliding roof station wagons on the North American market... so versatile, so adaptable to so many uses. A willing and dependable work-horse when you have loads to haul, a convertible type family wagon and a sleek sedan—truly three cars in one. Common-sense, certainly! You can choose from three great feature-studded models... Commander Wagonaires with Skybolt 6 or V-8 engines... Daytona with 283 V-8. Each one a real fun car for your whole family.

OPTIONAL ELECTRIC TAILGATE WINDOW

Features child-proof safety interlock... will not operate with ignition off. Driver-controlled switches on dash and key-operated outside tailgate lock.

CONVENIENT FOLD-DOWN TAILGATE STEP

A great help in getting up on rear platform. Saves you time and energy when loading or unloading. A very useful accessory (standard on Daytona).

TOPSIDE LUGGAGE RACK

A handsome, practical accessory finished in sparkling, durable chrome. Ideal for stowing extra gear—adds to the beauty of any Wagonaire. (Optional).

SUPER-SPACIOUS SEATS

Another distinguishing Wagonaire comfort characteristic. Finished in wide choice of beautiful, easy-to-clean, long wearing vinyls.

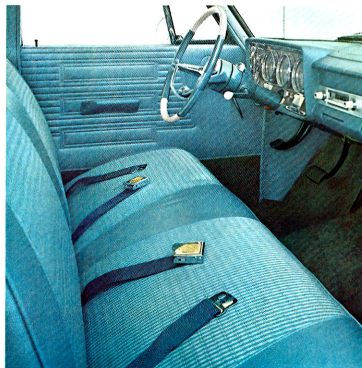


Studebaker
THE COMMON-SENSE CAR

the Common-Sense Car is *Versatile!*

the Get-About, Gad-About World of the Commander...Hustle, Muscle...Common-Sense Price

Extra room, extra comfort, extra style, extra features, and extra savings are all standard equipment on the value-packed new Studebaker Commander. With no unnecessary over-hang, fins or mish-mash, the Commander's easy to park size has great maneuverability and yet, like all Studebakers, is really big inside, and beautiful, too. Tasteful use of chrome and decorator fabrics give it a luxury touch. Common-sense features like big 15-inch wheels for longer tire life and larger brakes, aluminized rustproofing so effective that it meets U.S. Army specification MIL 13380 for extreme duty vehicles, 18-gauge steel found only in the biggest and most expensive cars of other makes, and rigid armor guard frame are just a few of the many common-sense reasons for choosing a Commander. Dual sun visors, padded arm rests—front and rear, fully padded dash, cigarette lighter, large readable instruments (no blinking lights) are all standard equipment. Around the block or around the country the smooth performing, gas conserving Studebaker Commander will get you there . . . so very comfortably.



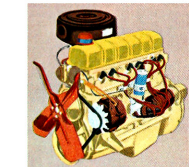
■ DUAL SAFETY BRAKE SYSTEM

Actually two brake systems in one. If one fails, the other still provides safe stopping power. Self adjusting for greater safety.



■ WINDSHIELD WASHERS

Keeps windshields clean of slush, splash, and insects for greater driving safety. An option you pay extra for on most other cars.



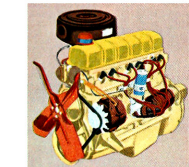
■ FOOT OPERATED PARKING BRAKE

Light toe pressure sets brakes instantly and firmly. Finger touch release. New parking brake warning light protects lining life.

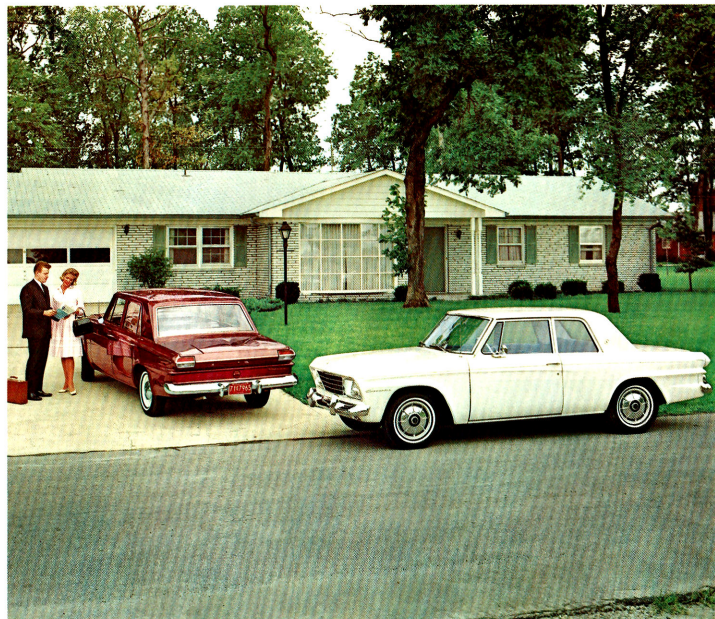


■ NEW SKYBOLT 6 ENGINE

All new for '65. Smooth, responsive, dependable and economical—120 h.p. gives you power to spare on either in-city or cross-country driving.

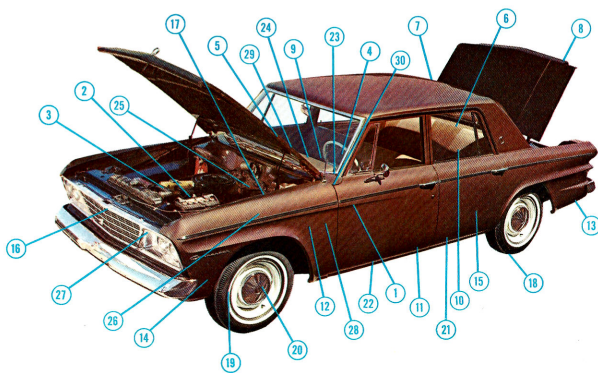


(The Commander is also available with high-performance 195 h.p. V-8)



the Common-Sense Car is Economical!

30 "Extra Value" Features Make the Common-Sense Studebaker Today's Best Automotive Value!



- 1 CONVENIENT INSIDE HOOD RELEASE—Opens easily at a touch, protects engine components against theft.
- 2 HYDRAULIC VALVE LIFTERS—Provide quick, trouble-free engine performance and extend engine life.
- 3 ENGINES—Choice of two brand new engines—a powerful responsive V-8 and a high performance 6-cylinder on regular fuel.
- 4 LARGE INSTRUMENTS WITH CALIBRATED DIALS—No blinking lights, but practical, easy-to-read instruments that tell you what is happening. Rheostat control brightness.
- 5 ELECTRIC WINDSHIELD WIPERS—Positive dependable action... two-speed control as weather conditions dictate.
- 6 MORE HEAD, HAT AND LEG ROOM—Front and rear, more comfortable spaciousness than many of the highest priced luxury cars.
- 7 ONE-PIECE, ALL-WELDED SAFETY BODY—Thoroughly insulated against sound and weather... mounted on rubber for reduce vibration... provides added strength and protection for passengers.
- 8 CAREFREE SAPPHIRE LUSTRE FINISHES—Tough and durable... wash sparring clean... available in a choice of ten beautiful colors with complementary interiors!
- 9 COURTESY LIGHT SWITCHES—Automatic switches are a big attention-getter on entry and exit.
- 10 COMFORT-CONTROL SEATS—Big coil spring, foam-padded seats deliver greater comfort, reduce fatigue level even on long trips.
- 11 EXCLUSIVE WEATHER-GUARD ALUMINIZED RUSTPROOFING—The industry's finest protection against rust, corrosion and road chemicals at every vulnerable point throughout the car.
- 12 BOLT ON FENDERS AND FRONT END SHEET METAL—Cut crash repair time and costs by as much as 50%! Save hours of cutting, fitting and welding necessary with unitized bodies.
- 13 ALUMINIZED MUFFLER AND TAILPIPE—An outstanding, money-saving Studebaker feature that delivers much longer life at critical points of rust, corrosion and salt damage.
- 14 EXTENDED LUBRICATION INTERVALS—Reduces maintenance costs, allows more miles of driving pleasure between service intervals.
- 15 RUGGED BODY-ON-FRAME CONSTRUCTION—Rigid foundation for automobile quality... a better, safer ride with box section frame construction and heavy side rail protection.
- 16 PROTECTOR SERVICE—An exclusive maintenance program for Studebaker owners... included with standard domestic warranty.
- 17 DUAL BRAKE SYSTEM—Doubly safe... if one brake system fails, the other still provides safe stopping power.
- 18 BIG 15-INCH WHEELS AND TIRES—For a smoother, more comfortable ride, better roadability. Give 20% bonus in extra tire mileage over 13-inch wheels.
- 19 LABYRINTH-SEALED BRAKE DRUMS—Keep out dust and dirt to improve braking action and prolong brake life.
- 20 CONTINUOUSLY DEPENDABLE SELF-ADJUSTING BRAKES—Automatically adjust to compensate for wear and to provide continuous safe braking action.

- 21 FLAT, EASY-TO-CLEAN FLOORS—An outstanding Studebaker advantage. No-trip entry and exit... cannot catch heels or collect water... easy to sweep out.
- 22 WIDE, EASY-TO-ENTER DOORS—Open wider... Less stooping and bending... make for much more graceful entrance and exit.
- 23 SAFE ROCKER-TYPE ILLUMINATED FLUSH-MOUNTED SWITCHES—No knobs to fall off. Positive control for windshield wipers, lights, heating and ventilation.
- 24 FULLY PADDED INSTRUMENT PANEL—A standard feature on every Common-Sense Studebaker. A great safety factor for front seat passengers... cuts glare, adds to interior beauty.
- 25 TRANSMISSIONS—Choice of smooth, efficient automatic, economical overdrive or manual transmissions.
- 26 RECIRCULATING BALL STEERING—Effortless, finger tip steering control with oval steering wheel that combines to give you sports-car like steering power.
- 27 LEVEL RIDE FRONT STABILIZER BAR—Provides better, no-way control, level cornering.
- 28 NEW, FOOT-OPERATED PARKING BRAKE—Keeps car secure even on steepest grades. Easy fingertip release.
- 29 WINDSHIELD WASHERS—Keep windshield clear of slush, splash, dirt and insects for greater safety.
- 30 BRAKE WARNING LIGHT—New "parking brake" warning light protects brake life.

Options and Selected Accessories

Although Studebaker's standard features give you a complete, well-rounded automobile in every respect, the following wide range of options and accessories are also available through your Studebaker dealer so that you can tailor your Studebaker to your exact pleasure specifications.

Air Conditioning

Provides fresh, cool, pollen-free comfort in the hottest, most humid conditions. Includes viscous-fan drive for top efficiency.

Radio

High fidelity Studebaker radios make every trip more enjoyable.

Climatizer

Heats, defrosts, ventilates for maximum driving comfort under all conditions.

Power Steering

Eliminates 75% of turning effort for effortless parking, added safety. (V-8 only)

Power Brakes

Fast, smooth action takes the work out of stopping. Reserve mechanical system. (V-8 only)

Twin Traction

Directs power to wheel with most traction... aids starts, reduces skidding on slippery surfaces.

Back-Up Lights

Automatically light when car is in reverse. Illuminate dark areas, warn approaching vehicles. (Standard on Cruiser and all Daytona models.)

Disc Brakes

For smooth, fast, straight-line stopping, nothing compares to Studebaker's exclusive caliper-type disc brakes with power assist. Even when wet, they give you up to 40% shorter stops with no fade or swerve.

Rear Seat Speaker

High fidelity stereo effect increases listening pleasure for you and your passengers.

Wheel Discs

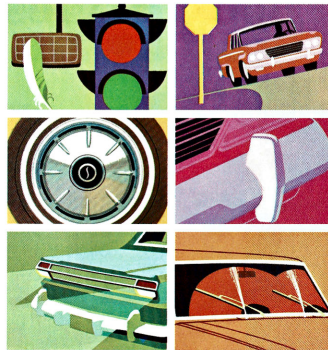
Exclusive Studebaker full wheel cover in sparkling, durable stainless steel.

Bumper Guards

Bumper guards add beauty and protection front and rear. (Front—standard on Cruiser.)

Glare Free Mirror

Two position mirror eliminates headlight glare.



1965 SPECIFICATIONS

MODEL AND BODY STYLE	Cruiser (V-8)		Thunderbolt (V-8)		Cruiser (V-8)		Thunderbolt (V-8)	
	Wt. (lbs.)	Wt. (lbs.)	Wt. (lbs.)	Wt. (lbs.)	Wt. (lbs.)	Wt. (lbs.)	Wt. (lbs.)	
Wheelbase	109	113	113	109	113	113	113	
Overall Length	190	194	193	190	194	193	194	
Head Room (Front)	39	39	40	39	39	40	39	
Head Room (Rear)	39	38	36.5	38	38	36.5	38	
Leg Room (Front)	39.9	39.5	39.0	39.9	39.9	39.0	39.9	
Leg Room (Rear)	31.8	35.7	36.12	31.8	35.7	36.12	31.8	
Turning Circle	37.6	39	39	37.6	39	39	37.6	

Type	Engines: Skybolt Six		Thunderbolt V-8		Type	Engines: Skybolt Six		Thunderbolt V-8	
	OHV 6	OHV V-8	OHV 6	OHV V-8		OHV 6	OHV V-8	OHV 6	OHV V-8
Bore—Stroke (inches)	3.563 x 3.25	3.875 x 3.00	3.563 x 3.25	3.875 x 3.00	U. S. Gallon—	18 gallons	U. S. Gallon—	18 gallons	
Pluton Displ. (cu. in.)	194	283	194	283	Imperial Gallon—	15 gallons	Imperial Gallon—	15 gallons	
Horsepower (maximum)	120 @ 4,400 revs.	195 @ 4,600 revs.	120 @ 4,400 revs.	195 @ 4,600 revs.	Regular	35	Regular	35	
Torque, Max. in. Lbs. Ft.	177 @ 2,400 revs.	285 @ 2,400 revs.	177 @ 2,400 revs.	285 @ 2,400 revs.	Alternator Amperage	35	Alternator Amperage	35	
Compression Ratio	8.50 to 1	9.25 to 1	8.50 to 1	9.25 to 1	Battery Voltage	12	Battery Voltage	12	
Carburetion, Downdraft	1 barrel Rochester	2 barrel Rochester	1 barrel Rochester	2 barrel Rochester					

To continue its program of quality and design improvement, the manufacturer reserves the right to change specifications, designs or prices without notice and without incurring obligation. Information contained herein is from data available at the time of printing.

Cars built for overseas markets may vary from the specifications listed in this catalogue.

Save the Cost of Changing Automobile Body Styles Every Year!



Studebaker's beautiful modern style doesn't need yearly styling changes. The money saved is passed on to you, in added comfort and quality, and in continuing engineering improvements. And, because Studebaker styling won't become obsolete, your car will look new year after year. See your dealer. Now!



Studebaker
THE COMMON-SENSE CAR

STUDEBAKER AUTOMOTIVE SALES CORPORATION... SOUTH BEND, INDIANA
STUDEBAKER OF CANADA LIMITED, HAMILTON, ONTARIO, CANADA
STUDEBAKER INTERNATIONAL, SOUTH BEND, INDIANA, U. S. A.