

Introducing  
*Avanti II*

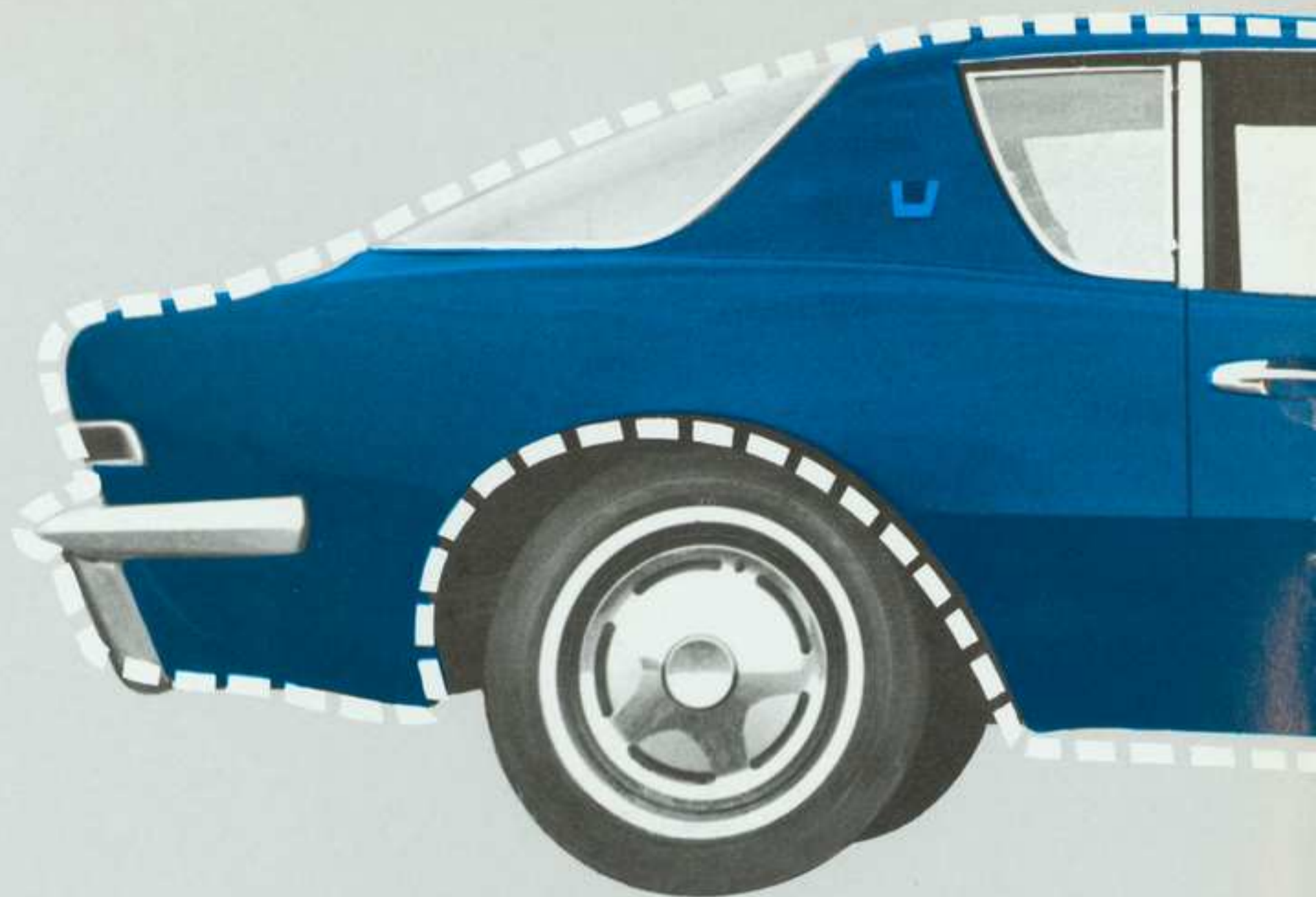


- Outstanding in:**
- **STYLING** • **HANDLING** • **SAFETY**
  - **DURABILITY** • **PERFORMANCE**

This car is a tremendous improvement over Avanti I — which was itself a great record-setting performance car!

Learn how YOU can OWN ONE, explained in detail inside . . .





## What do owners think of Avanti I?

In a recent survey of 1257 Avanti owners these opinions and experiences were revealed in answer to this survey question:

*"Based on your experience and observations, do you consider molded fiber glass or steel superior (as a car body) in the following qualities?"*

	Molded Fiber Glass	Steel	Equal	Don't Know	Total Number of Answers
Light weight	92.38%	2.22%	1.77%	3.63%	1128
Rust, corrosion resistance	100.00	0	0	0	1218
Freedom from rattles, body noise	92.10	3.78	2.58	1.54	1164
Resistance to dents, casual damage	77.05	13.70	2.40	6.85	1168
Ease of repair	48.51	28.41	3.41	19.67	1144
Safety (absorbs shock)	66.94	14.81	2.08	16.17	1107
Quality of surface finish	68.98	21.47	7.18	2.37	1183
Less maintenance	86.89	3.91	3.91	5.29	1152
Better resale value	58.18	8.85	3.66	29.31	1119
<b>TOTAL AVERAGE PREFERENCE</b>	77.01	10.75	3.00	9.24	10383

## What owners like most about the Avanti:

More than half bought their Avantis because of its distinctive styling and it is the feature the majority like the best. Next, they named its outstanding performance among things they liked most, followed closely by the fiber glass body.

Other factors mentioned most often included safety features, riding comfort and

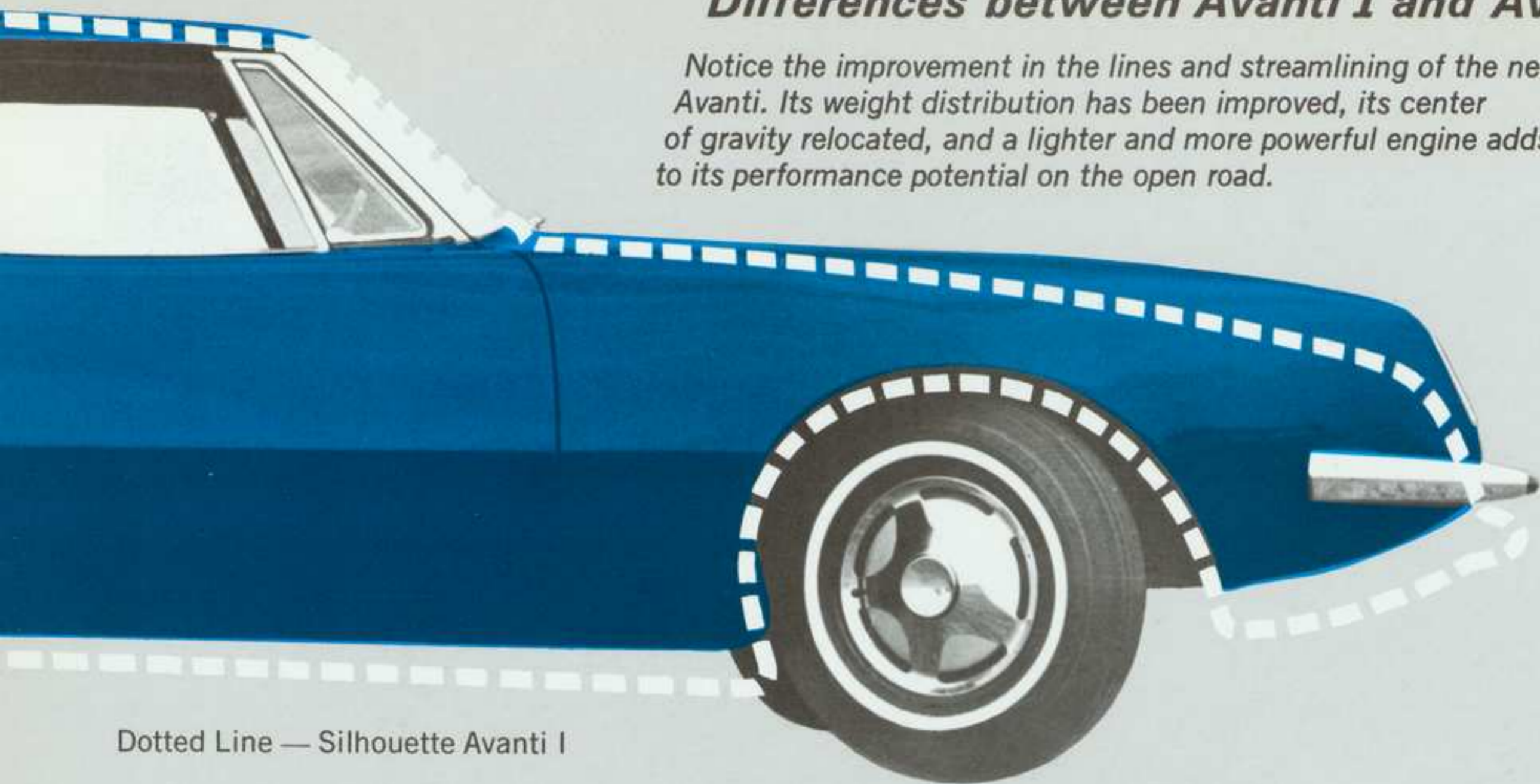
interior details. 97% said they would buy another car with a molded fiber glass body, especially since 76% rated the present condition of their car's body as excellent.

Who knows better than Avanti I owners the satisfaction which comes from owning a car with a molded fiber glass body — free from rust, rot, corrosion, rattles, or other deterioration.



## Differences between Avanti I and Avanti II

Notice the improvement in the lines and streamlining of the new Avanti. Its weight distribution has been improved, its center of gravity relocated, and a lighter and more powerful engine adds to its performance potential on the open road.



Dotted Line — Silhouette Avanti I

### **SAFETY FEATURES, all included in the new Avanti II...**



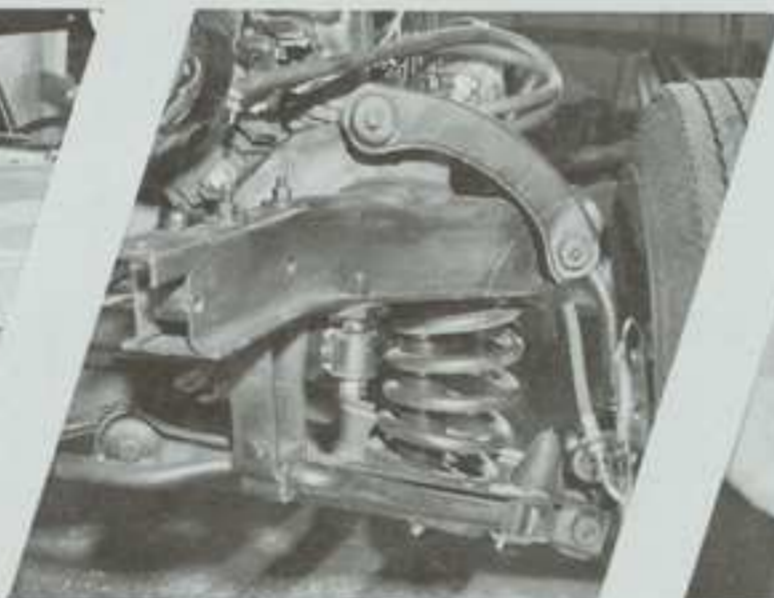
**HEAVY X-FRAME.** This X-frame construction is the most rugged in the industry; it is stronger than needed, thus adds an extra safety-factor.



**BUCKET SEATS, PADDED DASH.** Carefully contoured seats, plus fully padded dashboard, padded visors and interiors, combine comfort and safety.



**ENERGY ABSORPTION OF MOLDED FIBER GLASS BODY.** Will not dent or bend as metal does. If blow is hard enough to break, damage is localized; not transmitted as thru metal. You're not "pinned-in" as in crumpled metal.



**FRONT END SUSPENSION.** Unequal A-arms, coil springs, tube shocks and stabilizer bar of extra-rugged construction.



**SAFETY CONE DOOR LOCKS.** Cause the closed Avanti door to become a structural member of the body . . . cannot open accidentally.



**SAFETY ROLL BAR.** Racing-type, padded steel roll bar completely encircles and protects passenger compartment.



**CALIPER DISC BRAKES.** Combine with rear fin drums to give Avanti II 40% more stopping power than conventional brakes.

**4-WAY S. O. S. FLASHER SYSTEM.** Optional emergency lighting available.





**MOLDED FIBER GLASS  
UNDERBODY IS ALL ONE PIECE —  
CAN'T ROT, RUST, DETERIORATE**

Protecting the entire underside of the car from road salts and splash, the molded fiber glass underbody extends the life of the car and reduces its weight.

**TWIN EXHAUST AND RESONATORS**

Mufflers used in combination with resonators, keep that powerful motor purring quietly, as it races over the highways.

**PERFORMANCE AND  
THRILLS BORG-WARNER  
TRANSMISSION**

Drive stick-shift or automatic; your option at any time to suit your mood . . . and smoothest power transfer.



**X-FRAME**

Chassis is extra-heavy frame type, for low center of gravity, better road-gripping performance.



### **MOLDED FIBER GLASS BODY AND ITS GREAT FEATURES**

The Avanti's fiber glass body gives the car insulating qualities for more quiet, vibration-free operation. Resists all corrosion and rust; saves 200 pounds over equivalent strength metal; stays showroom new year after year!

### **LIFETIME BODY**

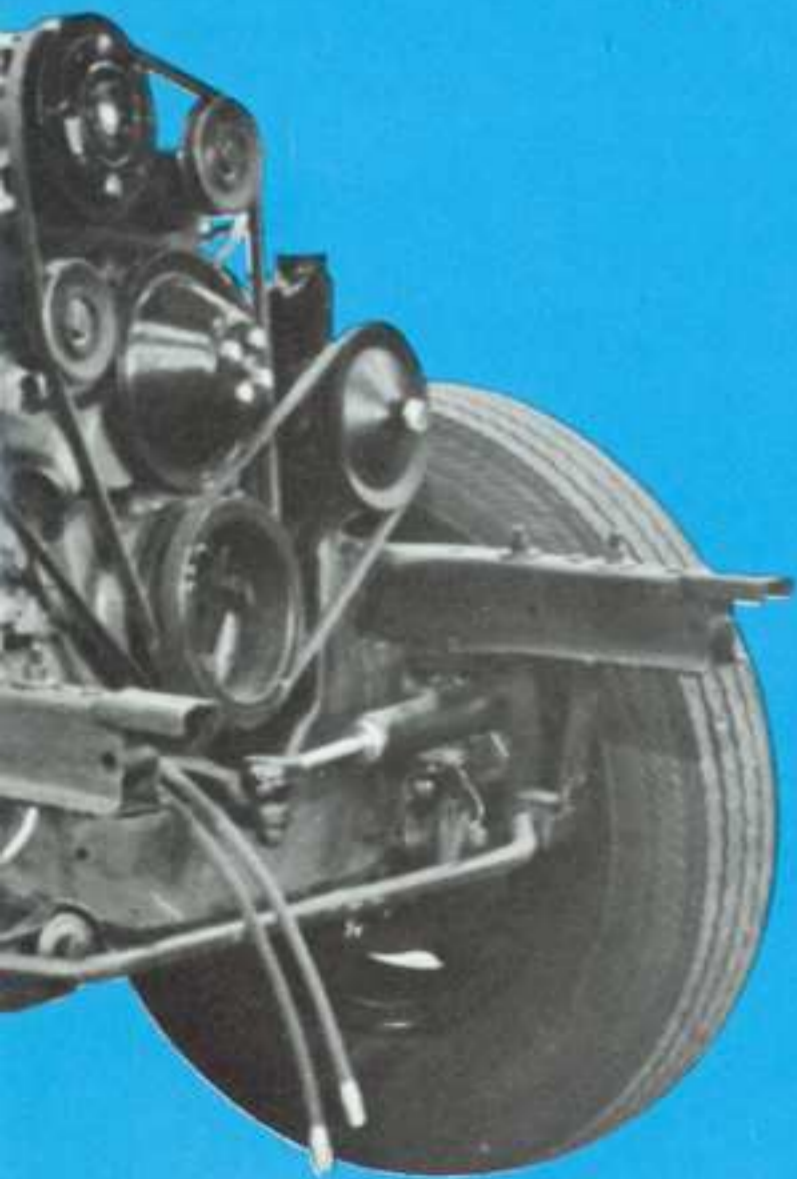
It is the strongest, safest body material known. It won't dent or bend out of shape. If distorted, it springs back into shape. Complete immunity to rust, making it especially valuable in salt water areas or where street salts quickly ruin metal cars.

Acrylic hand-rubbed lacquer finish requires only normal waxing and care. Won't deteriorate from underneath. Makes the car worth more to buy, to drive and to trade.



### **POWERFUL CORVETTE 327 ENGINE**

Recognized as the greatest sports car engine ever made — the famous Corvette 327 cu. in. power plant is serviceable at General Motors facilities throughout the world.



**Meticulous  
is the word for**

**AVANTI II  
production**

No other car looks or performs like Avanti II. It is designed as meticulously and as personally for you as your own home, or your custom-tailored suit.

Every detail, every appointment is PERFECT. This is NOT a production-line car. Each step is completed and working perfectly before it moves to the next operation.

Avanti II is fashioned and built by craftsmen with the precision and care of old masters who love YOUR CAR as much as you will!



## *AVANTI* → II

**is as personalized  
as any car can be!**

The color and trim inside and out  
are selected by you.

Since each car is hand crafted to your  
specific order — many details of its appointments  
can be provided to suit your preferences.

Purchasers are invited to visit the plant to  
see their own car being produced.



## *AVANTI* → II

**seats are custom-built and  
upholstered in the fabrics —  
vinyls — or luxurious genuine  
leathers of your choice**

We have upholstery fabrics of all patterns  
and colors, with floor rugs to match or contrast.

If you desire, you may select your own  
fabrics locally and send them to be built into  
your own personalized car.







## How to buy an *Avanti II* also is unique:

The sales technique is as unusual as the car itself . . .

Purchase may be made direct from the Factory. This includes taking your trade-in which assures you of top value for your car.

All service is guaranteed by the Factory throughout your warranty. You have the work done at any reputable service shop in your area; Factory maintains complete service for Avanti II, regardless of age or mileage.

### HOW TO ORDER AN AVANTI II

Enclosed in this brochure is a Proposal form and Suggested Price List.

Describe on this form the car you intend to trade-in. Select the optional equipment items you desire on your Avanti II. Return proposal form to Avanti Motor Corporation.

Once we receive the questionnaire we will send you a bona-fide proposal order, (as shown here in miniature), indicating the cost of your Avanti II, less trade-in.

If you can conveniently drive your old car to South Bend and drive home your new Avanti II, this can be handled easily, and you save delivery charges. If not, we shall arrange to have your new car delivered, and the old one picked up.

RETAIL ORDER FOR MOTOR VEHICLE	
AVANTI MOTOR CORPORATION 745 S. Lafayette Blvd. South Bend, Indiana 46622	
Purchaser's Name: <u>Dr. John Doe</u> Date: _____ 19__ Address: <u>110 S. Street</u> City: <u>Los Angeles</u> State: <u>Calif.</u> Zip: <u>90007</u> Please Print My Order For: <input type="checkbox"/> New <input checked="" type="checkbox"/> Trade-In      Model: <u>Avanti II</u> Body Style: <u>2 Door Hardtop</u> Color: <u>Burgundy Maroon</u> Upholstery: <u>Black &amp; Maroon Suede-like Vinyl - 2 Tone</u> Serial No. _____      License No. _____ To Be Delivered (Or To Meet): <input checked="" type="checkbox"/> Here, at Possible <input type="checkbox"/> Elsewhere	
SUGGESTED PRICE OF CAR: <u>Avanti II, F.R.S. South Bend, Indiana</u> \$7795.00 EXTRA OR OPTIONAL EQUIPMENT, AND ACCESSORIES: Automatic Transmission      350.00 Brakes & Shock absorbers      100.00 Radio & Antenna      100.00 3-Way S.O.S. Flasher      15.00 Premium 4-87y 500 M.S. Tires      70.00 Power Steering      100.00	TOTAL      6430.00 LESS: CASH DELIVERED TRADE-IN      3500.00 CREDIT: <u>5000.00</u> Cash on Delivery      5000.00 TOTAL CREDIT      5000.00 BALANCE      1430.00 Less Deposit      200.00 Cost of Insurance      _____ Net Amount      1230.00
FILL OUT THIS SECTION IF USED CAR OR TRUCK IS TO BE TRADED IN AS PART PAYMENT: Make of Used Car: <u>Studebaker Avanti</u> Year: <u>1968</u> Model: <u>2 Door Hardtop</u> Mileage: <u>20000</u> License No. _____      Title No. _____ Make of Used Car: _____      Year: _____ Mileage: _____      License No. _____ Title No. _____ Make of Used Car: _____      Year: _____ Mileage: _____      License No. _____ Title No. _____	TOTAL      6430.00 LESS: CASH DELIVERED TRADE-IN      3500.00 CREDIT: <u>5000.00</u> Cash on Delivery      5000.00 TOTAL CREDIT      5000.00 BALANCE      1430.00 Less Deposit      200.00 Cost of Insurance      _____ Net Amount      1230.00
AS MY AGENT, PLEASE ENTER MY ORDER TO INQUIRE THIS VEHICLE AS FOLLOWS: <input type="checkbox"/> First and Last <input type="checkbox"/> Cash <input type="checkbox"/> Finance <input type="checkbox"/> Trade-In <input type="checkbox"/> Dealer's Name	PLEASE PRINT AT FOLLOWING: Name of Financial Co., Your Bank or any Finance Company Contact Person Address City and State Zip

Total 6430  
Allowance 3500  
Difference 2930

NOTE: To order your Avanti II, fill-in the specifications of the features YOU WANT on the sheet inserted with this brochure. Mail it with a description of the used car you would like to trade. We will confirm its receipt, and send quotation as soon as we receive this form from you.



## Standard Equipment:

Buck Up Lights  
 Bucket Seats — Front  
 Car Lighter • Coat Hooks  
 Console Between Seats  
 Electron 12 Volt Alternator  
 Exhaust System — with  
 Resonators  
 Electric Clock  
 Electric Windshield Washers  
 Engine 327 cu. in. V-8  
 Full Viscous Drive 5 Blade  
 Fuel Barrel Carburetor • Gas Filter  
 Fuel Pump, Vacuum Pressure  
 Hand-Craft Tool Pouch  
 Instrument Board Padded  
 Mirror, Rear View, Non-Glare  
 Polyurethane Vinyl Trim

Oil Filter, Full Flow  
 Power Brakes — Front Disc Caliper  
 Radius Rods Rear Axle  
 Rear Axle Heavy Duty  
 Roll Bar, Safety Padded  
 Safety Padded Interior  
 Seat Belts, Front & Rear  
 Shock Absorbers, Heavy Duty  
 Speedometer, 140 MPH  
 Stabilizer, Front & Rear  
 Steering Wheel, DeLuxe  
 Sun Visors, Padded  
 Tachometer  
 Trunk Compartment Light  
 Vanity Tray  
 Wheel Disc, Hub Caps  
 Windshield & Rear Glass — Solex Tinted

## Optional Equipment (extra cost)

Automatic or 4-Speed Transmission  
 Defogger & Defroster  
 Radio and Antenna  
 Rear S.O.S. Flasher  
 Restone Premium 500 White Wall  
 Nylon Tires  
 Air Conditioning  
 Electric Windows  
 Tinted Side Windows  
 Inband Windshield and  
 Rear Window  
 Carpet or Raphael Vinyl

Simulated Fur  
 Genuine Leather Seats  
 Genuine Leather Seats and  
 Leather Trim  
 Bigelow Carpets  
 Headrest — Right or Left  
 Rear Seat Speaker  
 Day-Nite Mirror  
 Power Steering  
 Tilt Steering Wheel  
 Rear Window Defogger  
 Special Paint — Exterior or Interior

## Exterior Colors

Candia White, Burgundy Maroon, Caribbean Turquoise, Satin  
 Black, and Champagne Gold. Special colors available upon request.

## Specifications

Overall length	192.5
Overall width	70.4"
Overall height	54.0"
Wheelbase	109.0
Curb Weight	3,181
Turning Diameter (curb to curb)	37'5"
Trunk room — front-rear	36"-33.625
Passenger room — front-rear	47"-36.25
Front room — front-rear	49.5"-47.5
Shoulder-room — front-rear	52.5"-51.5
Stroke and stroke	4.00 x 3.25
Cylinder displacement	327
Compression ratio	10.5-1
Horsepower	300 @ 5000
Torque	360 @ 3200

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

**AVANTI**

**AVANTI MOTOR CORPORATION**

**65 So. Lafayette Blvd.**

**South Bend, Indiana 46623**

Telephone: Area Code 219 / 287-1836



Five-star wheel pattern is styled for distinction, quietness and strength at all speeds.



Fully padded dash panel features a full complement of sports-type instruments and gauges.



Air conditioning is built-in with choice of console mounted automatic or manual 4-speed transmission.



Light switches are overhead for easy access. Lower beam switch on floor operates at a touch of the toe.



Spacious trunk compartment has interior access door in addition to rear lid. Easy-to-reach trunk release lever behind driver.



Handsome, high-styled distinctive headlights and emblem, above rugged bumper, rubber-faced at impact points.