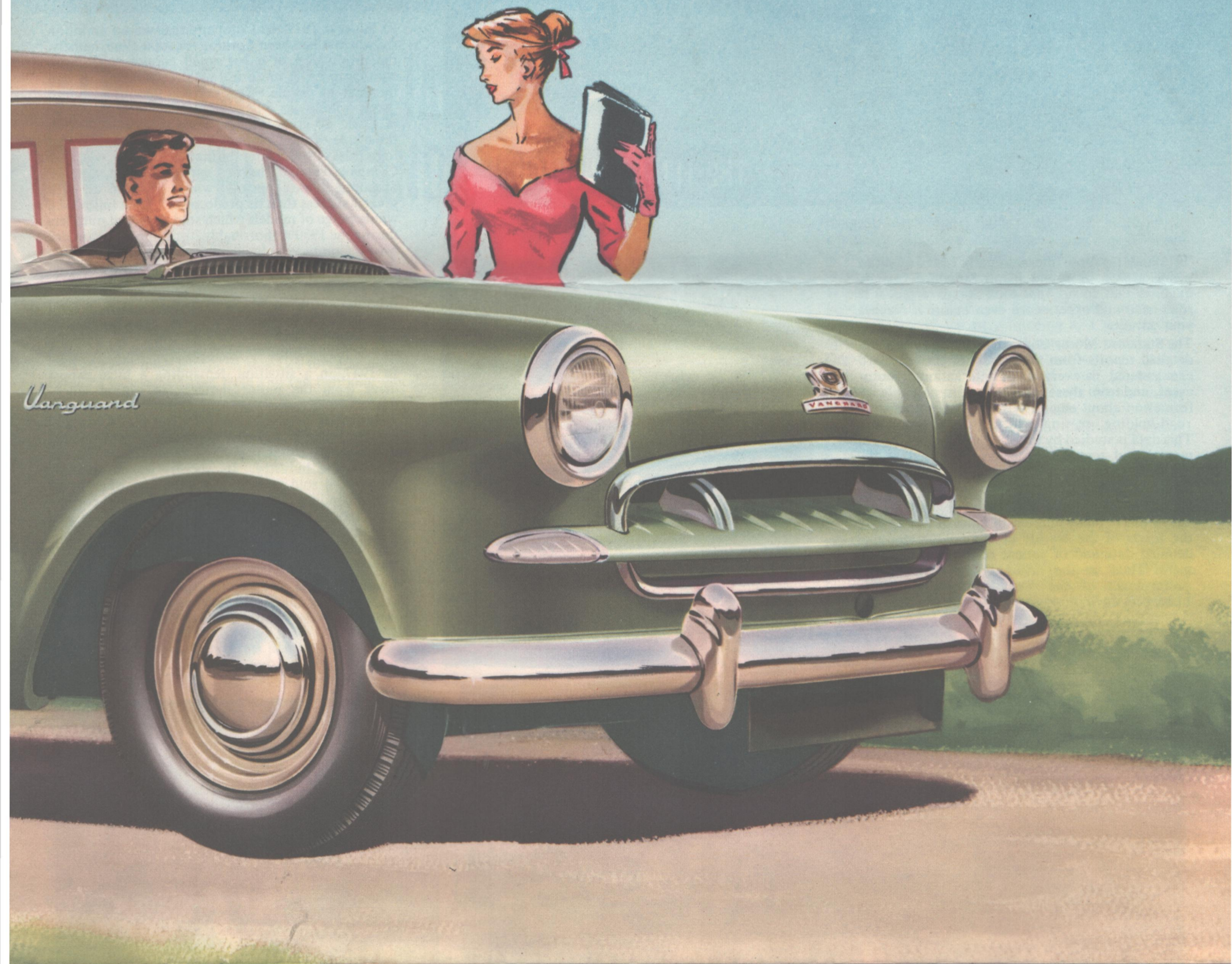




makes history!



THE NEW STANDARD VANGUARD III

Bred from a long line of sturdy forbears

When the Standard Motor Company was formed in 1903 it was one of the very first of the British motor manufacturers. During the 52 years of its existence it has produced many famous models, each of which has played an important part in the development of speedier, safer and more comfortable motoring for all.

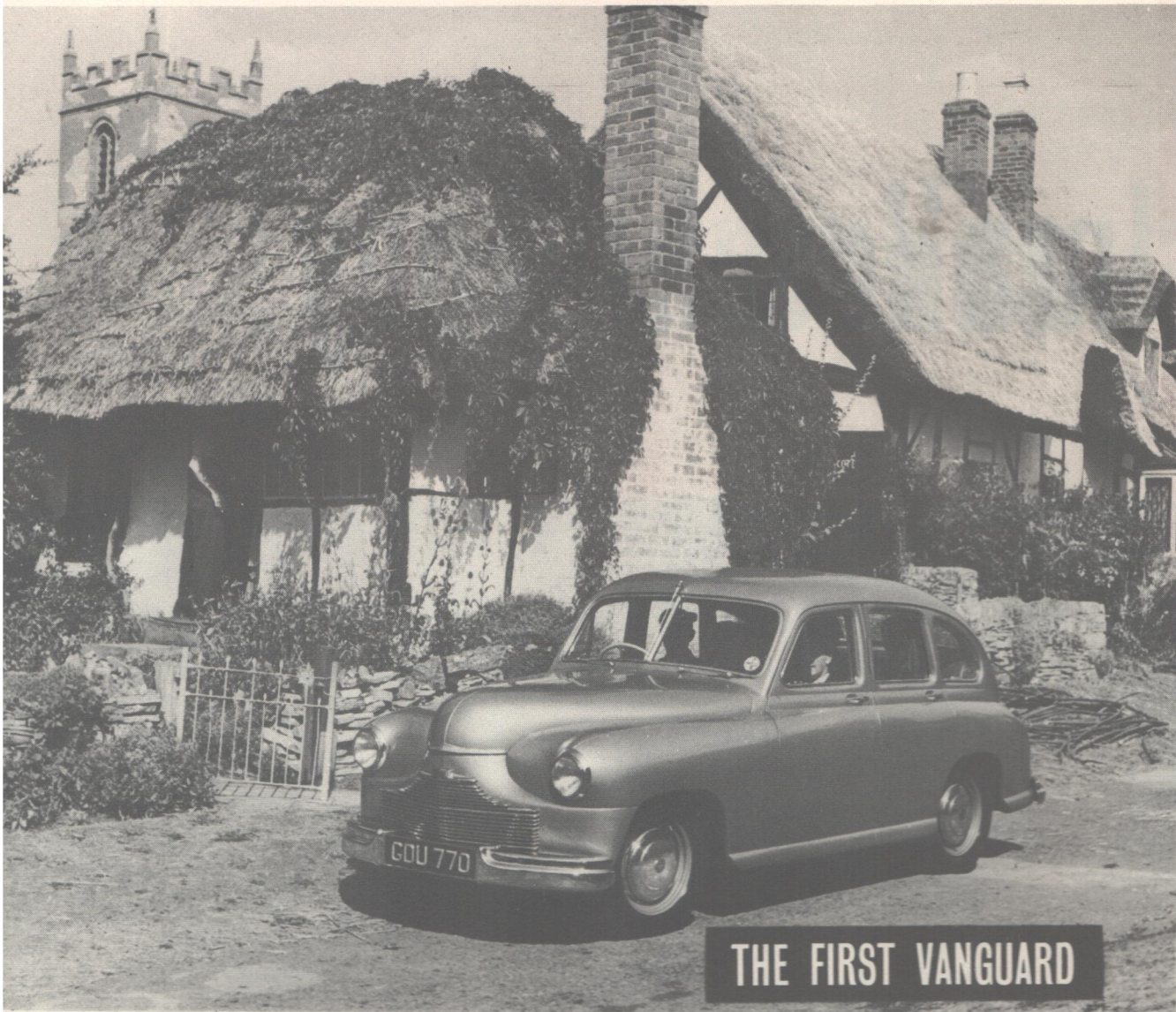
The very first model—a big, imposing four-seater—introduced the idea of four-door access for driver and passengers. In 1905 came the sensational six-cylinder model which achieved world-wide fame and brought the Company new prestige and prosperity.

In the year 1912 the Company realised an ambition for which it had been working for some time, namely, the production of a car small enough and cheap enough to bring motoring within the means of vast numbers of people. This was the famous Standard 'Nine' which was offered at the relatively low price of £200. So great was the demand for this car that the whole of the Company's resources were devoted to its production. After the first World War, when the Company resumed normal car production, another Standard 'Nine' appeared which achieved an even greater success than its predecessor. Then followed a whole range of models which sold in record numbers during the 1930's, thoroughly justifying the Standard Motor Company's slogan of those days, 'Count them on the road'.

The famous 'Flying Standard' range of models was produced prior to World War II and was proving outstandingly popular when war was declared in September 1939 and the Standard factories went over to war production.

In 1947, in a situation demanding a huge export drive from the motor industry to obtain much-needed dollars, the Standard 2-litre Vanguard was announced. In styling it broke from tradition and showed a completely new approach to post-war car design in this country, giving a bold and courageous lead to the industry. Its success was immediate. Overseas it sold in great numbers, and when home selling conditions relaxed it also became very popular with motorists in this country. Its 2-litre engine proved to be one of the finest post-war power units produced in this country—and its superb performance remains to-day unbeatable.

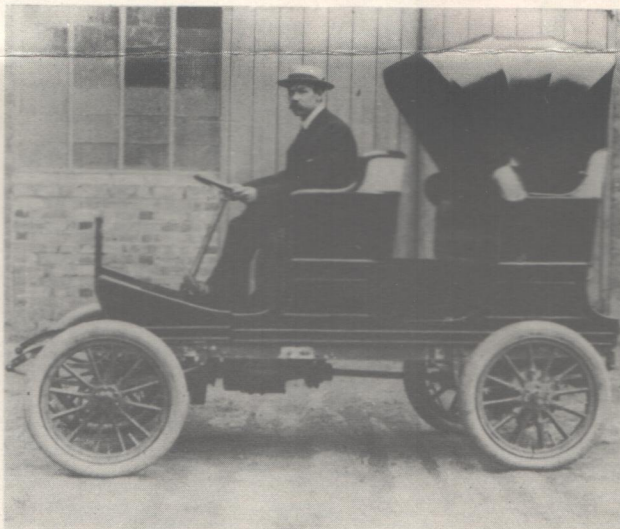
From this great tradition of experience and achievement emerges the Standard Vanguard III—a worthy successor to the famous Standard models of the past.



'IT' stands for those Internationally Tested qualities which are to be found in all Standard cars — qualities that ensure that each Standard model is road-tried and experienced even before it reaches your garage.

The Standard Motor Company constantly receives detailed reports from the drivers of the Standard cars entered in every great international motor event, and from these reports it gains valuable information about engine performance, suspension, road-holding, seating and petrol consumption. This data is studied by the Standard factory experimental and research engineers and used as the basis for adding new features and for improving even further the quality of performance.

Embodied in the new Standard Vanguard III are the results of many millions of miles of testing over the roads of the world; of meticulous study of detailed data and of patient research and experiment. Thus, in the brilliant new features and performance of the Vanguard III, 'IT' makes history again!



The first Standard model ever produced. This was a single cylinder model of 6 h.p., with shaft drive and three-speed gearbox, and the year was 1903.



TRIED AND TESTED THE WORLD OVER

The famous 2-litre engine of the Standard Vanguard III is the same as that which has powered the Standard Vanguard and proved so successful in hundreds of thousands of Standard vehicles which have come from

the Standard factories since the war. In tropical heat, arctic cold and over gruelling mountain passes and jungle tracks it has proved its outstanding efficiency, making it in truth 'the world's most experienced power unit'.



THE NEW STANDARD VANGUARD III

ALL THESE BRILLIANT FEATURES ARE IN THE NEW STANDARD VANGUARD III

Here, briefly, are some of the outstanding features of the new Standard Vanguard III:

SUSPENSION

Front: Low periodicity independent suspension system with screwed bush wishbone shackles top and bottom. Patented screwed bottom bush and top ball joint wheel swivels. Coil springs, controlled by piston-type dampers. Taper roller hub bearings. **Rear:** Long, semi-elliptic springs controlled by piston-type hydraulic dampers.

GEARBOX

Three forward ratios and reverse. Remote control gear change on steering column. Change lever points to centre of car in both left and right hand drive models. Laycock de Normanville overdrive on 2nd and top gears if required as an extra.

CLUTCH

Borg and Beck single dry plate, 9 in. diameter. Light action pedal, hydraulic operation. Ball thrust bearing (Export). Copper carbon thrust pad (Home).

GEARS

Patented positive synchromesh on all forward ratios. Silent helical gears.

BRAKES

Hydraulic operation, 9 in. x 1 $\frac{3}{4}$ in. wide. Lining area 121 sq. in. Two-leading-shoe type on front wheels, leading and trailing shoe type on rear wheels. Alloy cast-iron brake drums. Pedal operates on all wheels hydraulically. Handbrake operates on rear wheels mechanically. Lever located under scuttle.

FRAME

Unitary body and chassis construction, forming light but rigid assembly.

SEATING

Front and rear seats of the divan type, and each fitted with centre folding arm rest. Combined elbow rest and door pull to all doors.

LOCKS

Locks to all doors. Both front doors locked internally or externally with key as required. Rear boot locked externally with separate key which also fits glove locker. One-piece bonnet arranged with lock-release control operated from inside body under facia to prevent bonnet being opened when doors are locked. A safety catch secures bonnet if release is inadvertently operated whilst car is in motion.

VENTILATION

All four doors fitted with pivoting glass ventilators, providing anti-draught ventilation or air flow into interior, and all doors fitted with drop windows. Window winders to all doors.

GENERAL EQUIPMENT

All door windows are framed with extruded anodised aluminium. Sun visors adjustable to all positions.

Interior driving mirror, providing maximum view to rear. Flush fitting sealed unit. High beam warning light. Pre-focus bulbs. Double dipping, foot operated switch. Horn ring, semi-circular, concentric with steering wheel. Parking lights, mounted in grille extremities below headlamps. Rear lamps. Two tail and stop lamps. One reversing light, number plate illumination light. Twin rear reflectors. Interior panel lights. Interior illumination light in centre pillar with integral switch. Entry lights to all doors. Horns, twin windtone, concealed mounting. Large type ashtrays at front and rear. Moulded rubber mats in front, carpets at rear with thick felt underlay. Head lining of washable plastic. Flashing type direction indicators showing amber lights at rear. Bonnet is spring counterbalanced for easy opening and will remain open automatically. Boot lid has spring-loaded prop. One-piece bumpers of deep substantial design with over-riders at front and rear chromium plated. Twin screen wipers, electric motor under bonnet. Lucas type windscreen washers. Spare wheel and tyre. Smith's heater and air-conditioning under bonnet; receives fresh air from scuttle vent and boosts it, if necessary, to the interior. Demister and defroster provide a current of air to the windscreen. Controls conveniently placed below facia. System provides cool or heated air as desired.

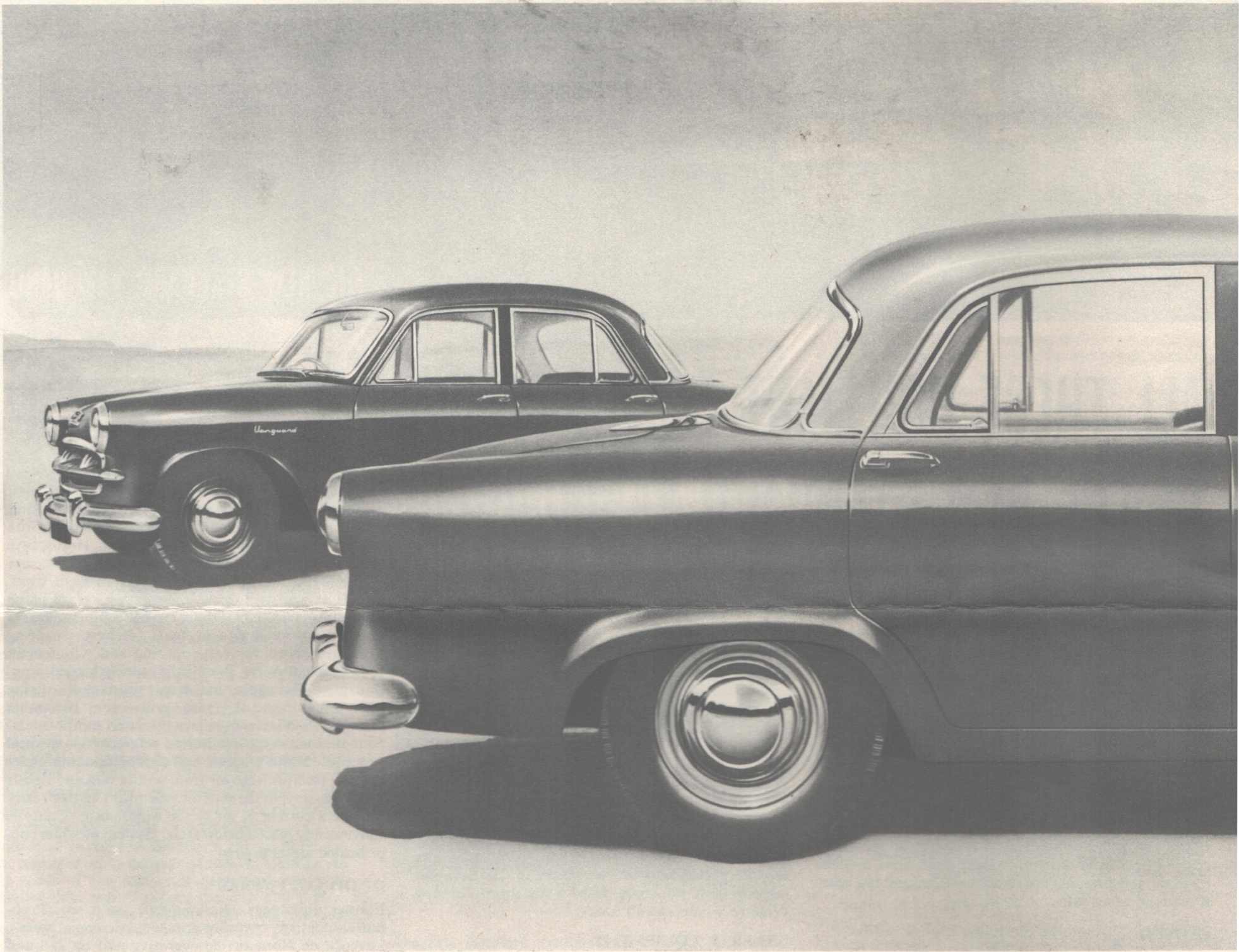
OPTIONAL EXTRAS

Leather upholstery. Radiomobile radio set (Push-button controls centrally grouped, telescopic aerial). Laycock de Normanville overdrive unit on 2nd and top gears.

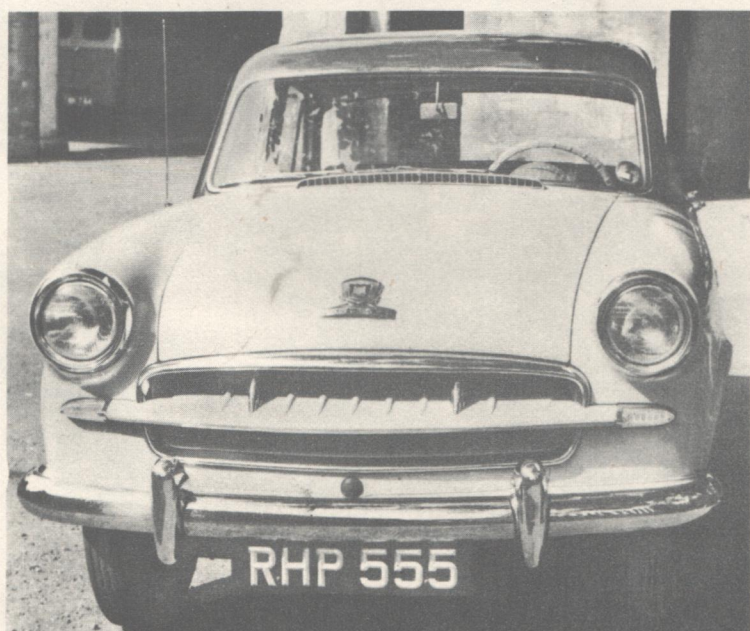
Choice of attractive dual colour paintwork.



THE NEW STANDARD

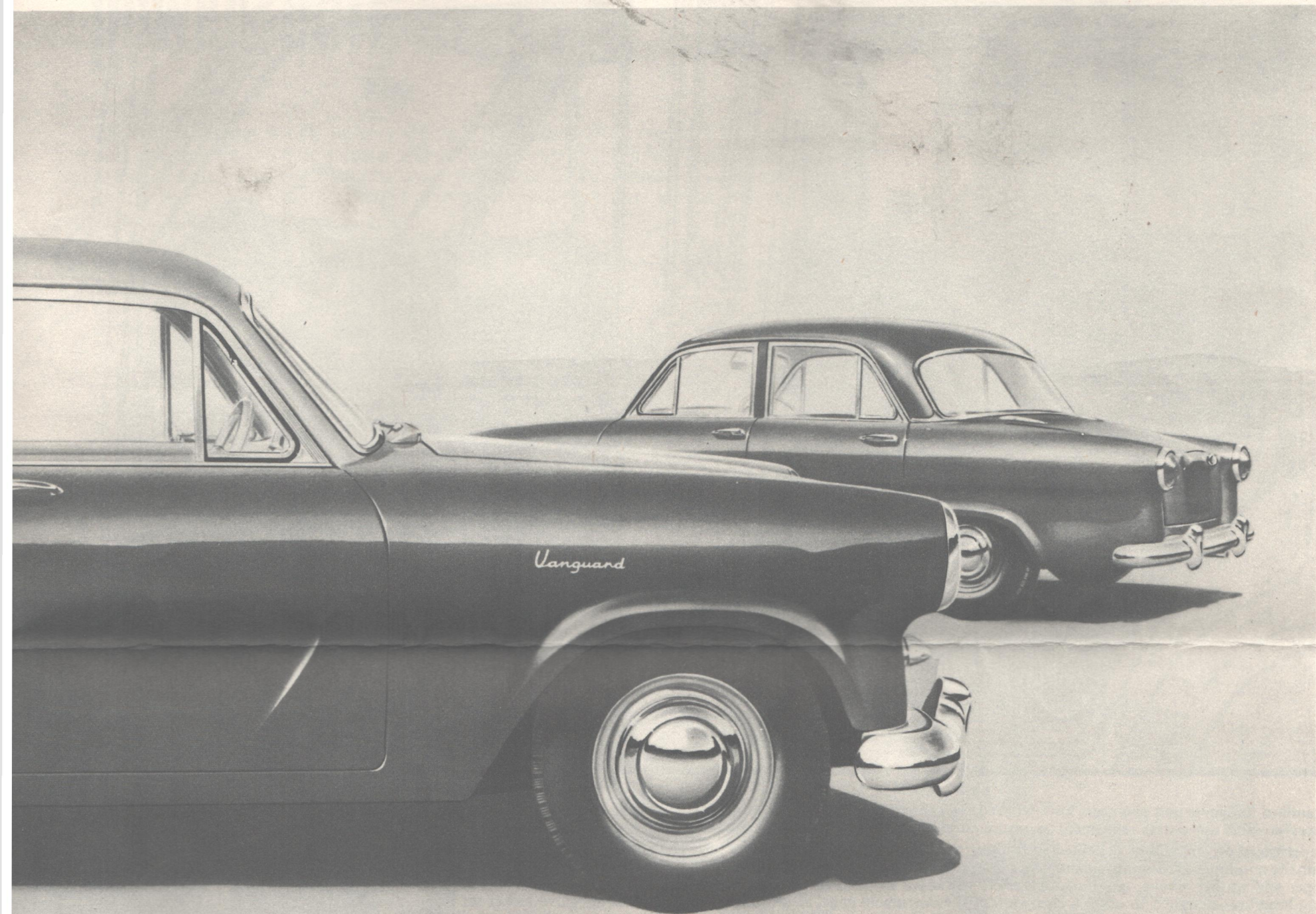


Boldly styled to make motoring history



The new Standard Vanguard III is not only good to look at—a car you'll be proud to park anywhere, against the world's best—but it also provides a completely new conception of luxury motoring. All the seats, large and deep cushioned, are within the wheel base, ensuring maximum comfort. Perfect vision for driver and passengers through the wide glass screens at front and rear; the four large doors are balanced for easy opening and shutting, and each fitted with automatic entry light switches; the twin tail and stop lamps are placed high so that all can be easily seen by following vehicles. A large, deep rear boot will take all the luggage you need.

RD VANGUARD III



For your comfort, safety and convenience



Standard designers and engineers have worked together to provide the driver and passengers of the Vanguard III with every possible up-to-date refinement to ensure comfortable, safe and trouble-free motoring.

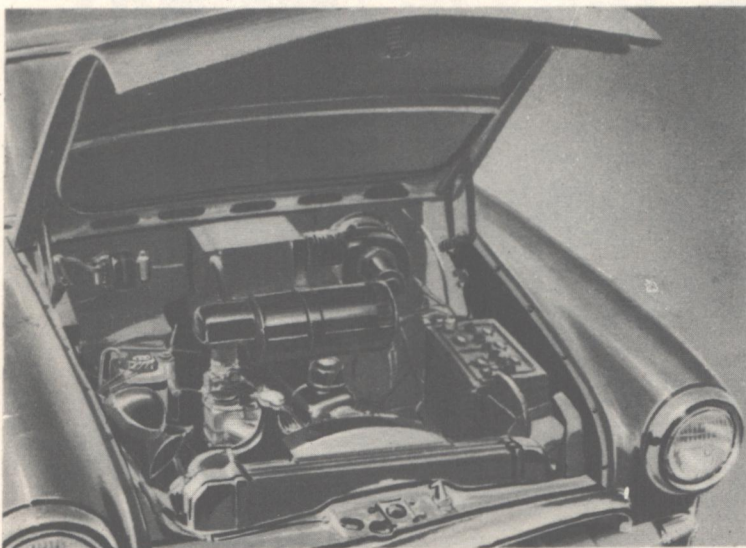
Experienced drivers will be delighted to see how the neat arrangement of the controls enables everything to be at hand with the minimum of arm movement. Lady motorists also will welcome the simplified controls, which comprise lighting, wiper and washer, choke, ignition and starter, all ranged in front of the steering wheel. The steering wheel and horn ring have been designed to allow a clear view of the instrument panel at all times. There is a roomy glove locker set in the fascia on the passenger side, which can be locked if required. When a radio is not fitted the unoccupied space in the fascia provides an extra cubby box.

All the seats of the Standard Vanguard III are within the wheelbase. Deeply cushioned and broad, they are easily accessible through four large doors opening rearwards—both front doors are fitted with locks that can be secured internally or externally by key as desired. In addition there are pivoted, adjustable, no-draught ventilators on all doors.

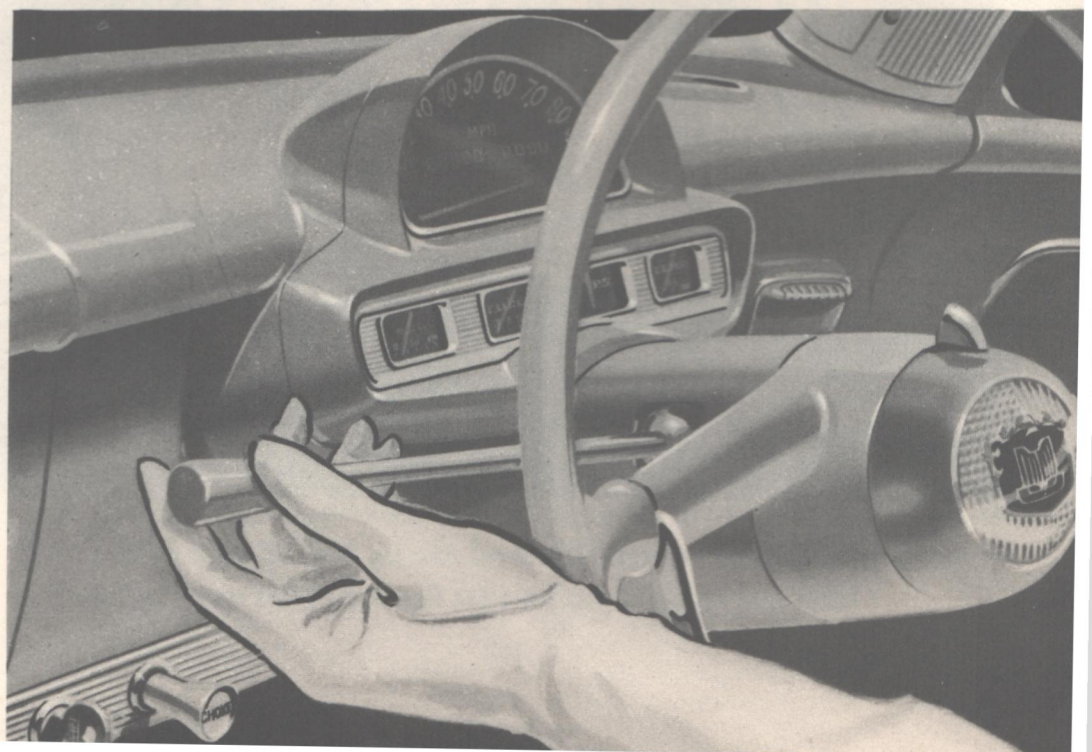
A heater and air-conditioning unit ensures well-distributed warmth in winter and provides cool ventilation in summer. It is sited under the bonnet, receiving fresh air from the scuttle vent and boosting it, if necessary, to the interior. Also fitted as standard is an electrically operated screen washer.



The spacious luggage boot is 15 cu. ft. (0.43 cu. metres) capacity. The lid opening width is 38 in. (965 mm.). Luggage for the longest journey will fit easily into the capacious interior. The spare wheel, housed in a separate sling, does not interfere with the luggage accommodation.



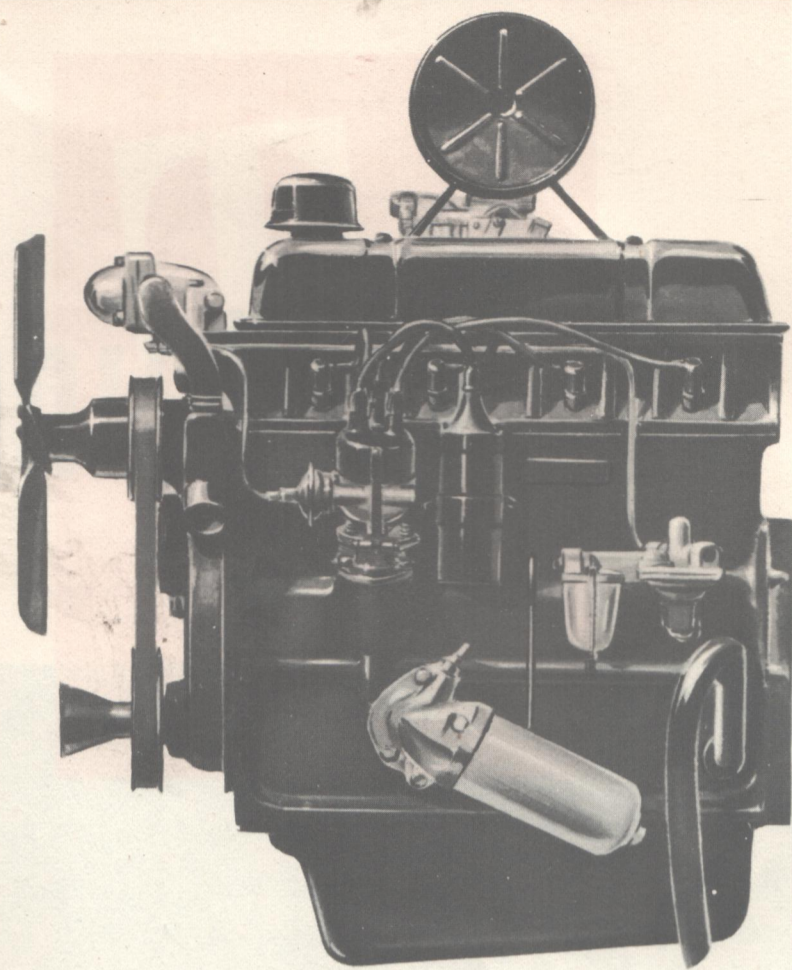
The wide one-piece bonnet, with lock-release control operated from the fascia panel, is also spring counter-balanced for easy opening. Opening upwards and remaining open automatically, it allows unrestricted access to all parts of the engine.



Britains most successful power unit

The 2-litre engine which powers the new Vanguard III is the latest power unit to come from a Company world-famous for its outstanding engineering achievements. This engine has already been used in the Standard Vanguard and is at present fitted, with certain slight modifications, to the famous Triumph T.R.2 sports car.

A four-cylinder overhead valve unit of 2,088 c.c. capacity, it has an R.A.C. rating of 17.9 h.p. Designed specially for premium fuels—in the new Vanguard III its performance will prove even better than before. It will give a top speed of 84 m.p.h. (135 km.p.h.) in top gear and overdrive; with overdrive and in 2nd gear it will give 65 m.p.h. (105 km.p.h.); in 2nd gear 50 m.p.h. (80 km.p.h.) and in 1st gear 20 m.p.h. (30 km.p.h.). Petrol consumption is 26/30 miles to the gallon. Oil consumption is 2,000 m.p.g. (750 km. per litre). Acceleration: Top gear 10-30 m.p.h. (16-48 km.p.h.) in 10 secs.; 30-50 m.p.h. (48-80 km.p.h.) in 11 secs. Through gears: 0-50 m.p.h. (0-80 km.p.h.) in 16 secs.



Steering wheel designed for clear view of instrument panel.

Large doors open rearwards and fitted with pivoting glass ventilators.

Wide windscreen with twin wipers and electrically operated screen washer.

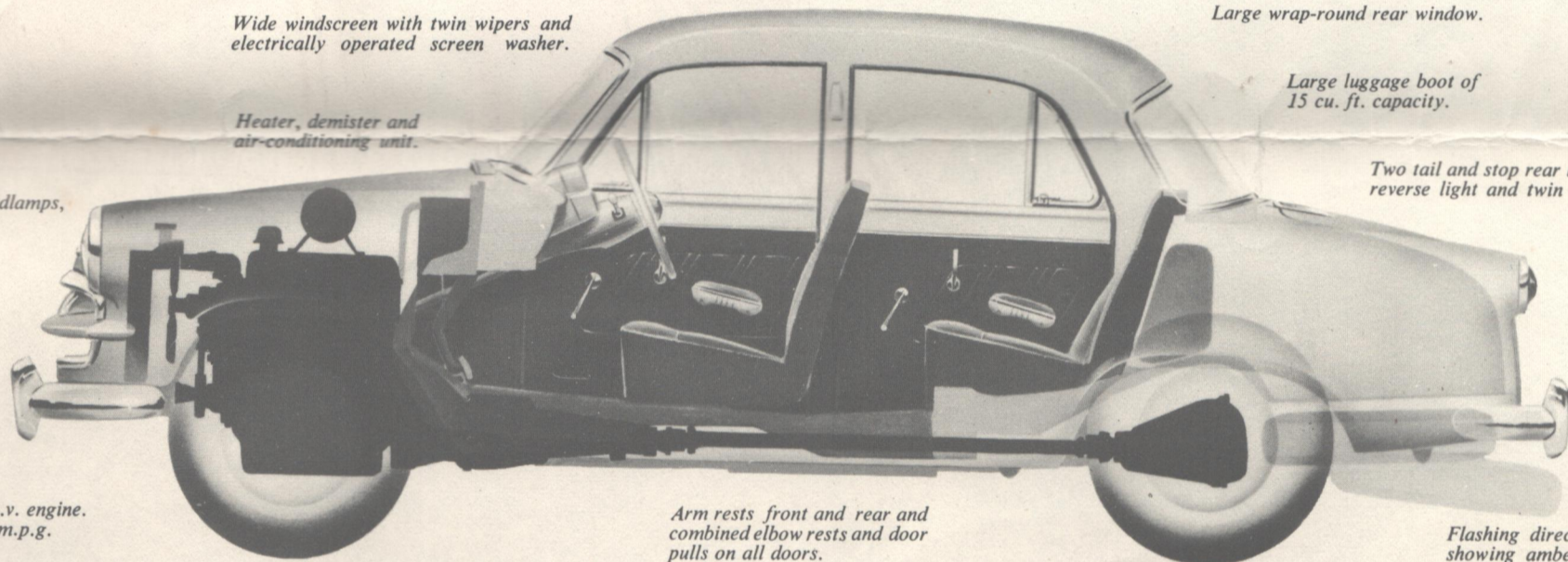
Large wrap-round rear window.

Heater, demister and air-conditioning unit.

Large luggage boot of 15 cu. ft. capacity.

Flush fitting headlamps, double dipping.

Two tail and stop rear lamps, one reverse light and twin reflectors.



2-litre, 4 cyl. o.h.v. engine. 68 b.h.p. 26/30 m.p.g.

Arm rests front and rear and combined elbow rests and door pulls on all doors.

Flashing direction lights showing amber at rear.

Lockheed hydraulic brakes.

Simplified controls. Instruments neatly grouped in front of driver.

All seats within wheelbase for greater comfort and easier access.

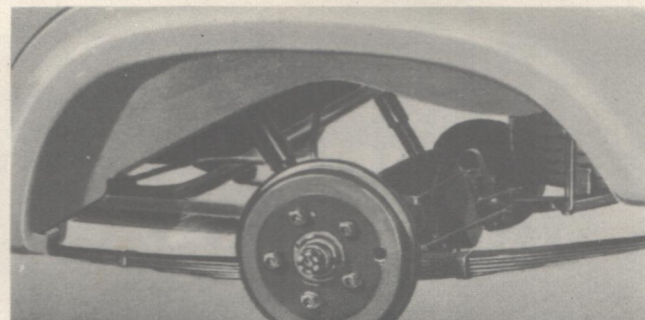
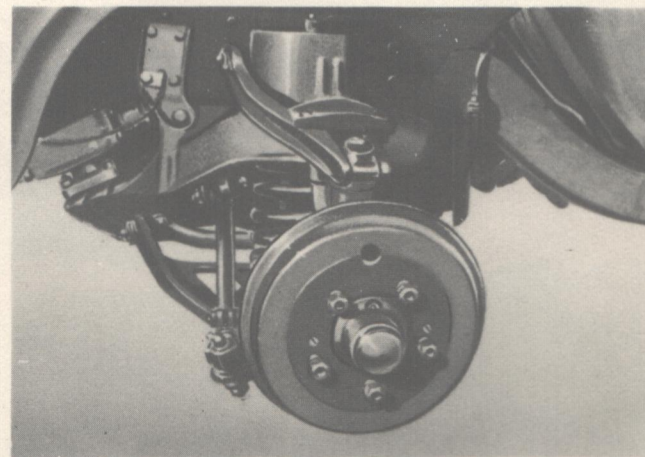
Steel disc wheels with large nave plates and Dunlop tubeless tyres.

Built for smooth-riding in safety

The Standard Vanguard III has a low periodicity independent suspension at the front with screwed bush wishbone shackles top and bottom. Coil springs are controlled by piston-type hydraulic dampers.

At the rear are long semi-elliptic springs controlled by piston-type hydraulic dampers.

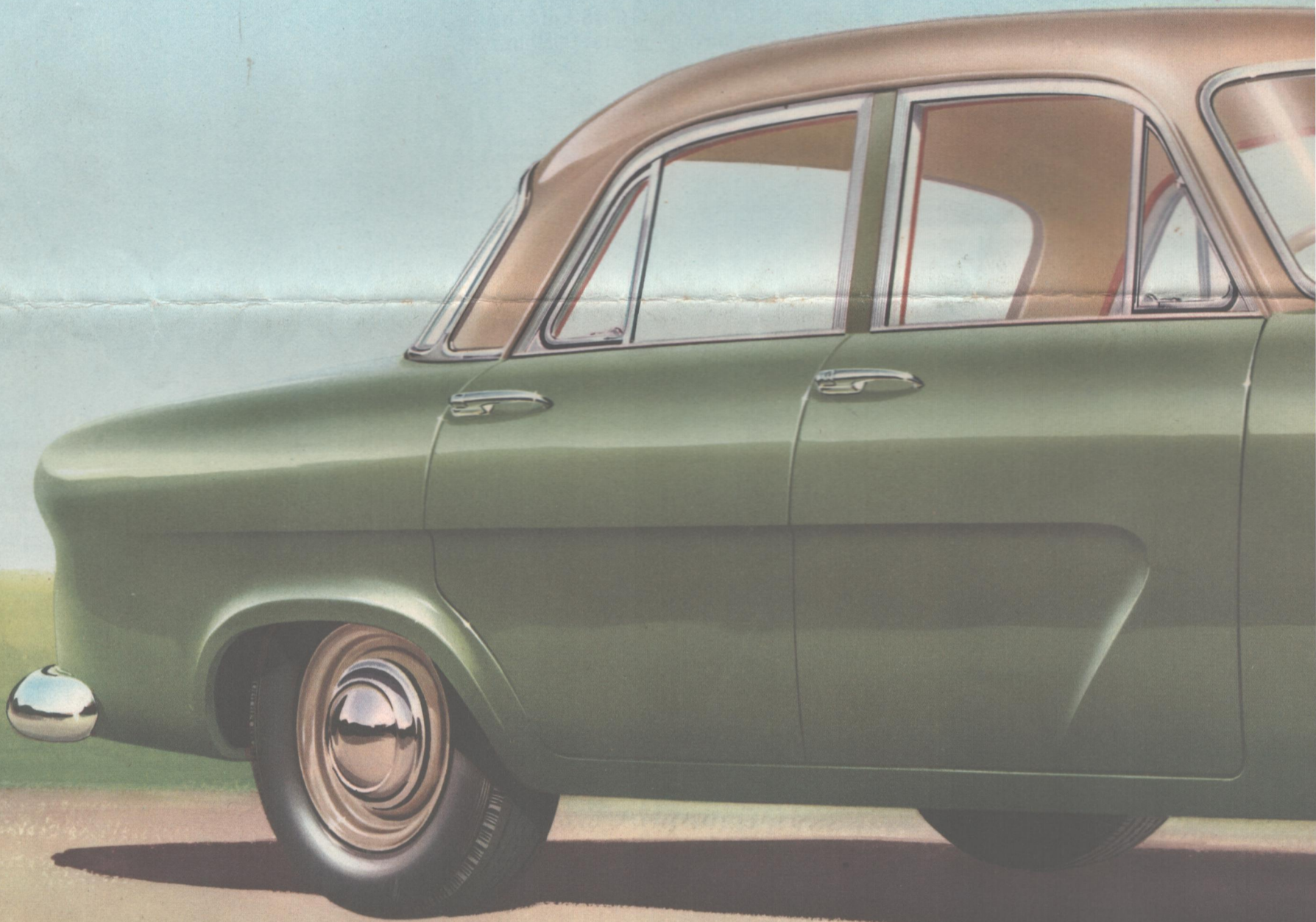
Whatever the surface, riding in the Standard Vanguard III becomes *gliding*—pot holes, corrugations and cobbles can be negotiated without fear, as the balanced suspension will absorb every shock. Lockheed hydraulic brakes and Dunlop tubeless tyres provide the utmost safety at all speeds.



1956



makes history!



0012

THE NEW STANDARD VANGUARD III