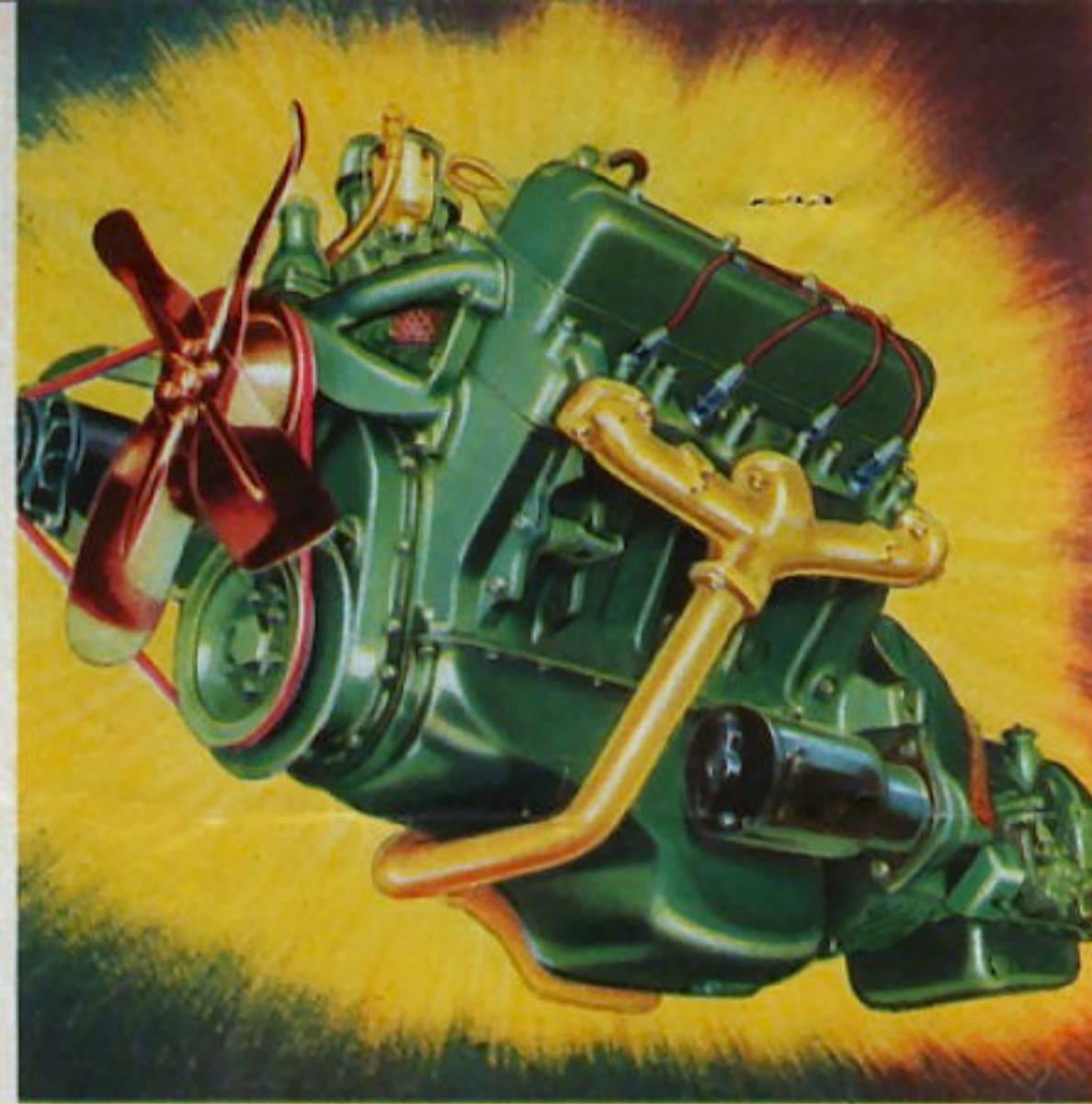




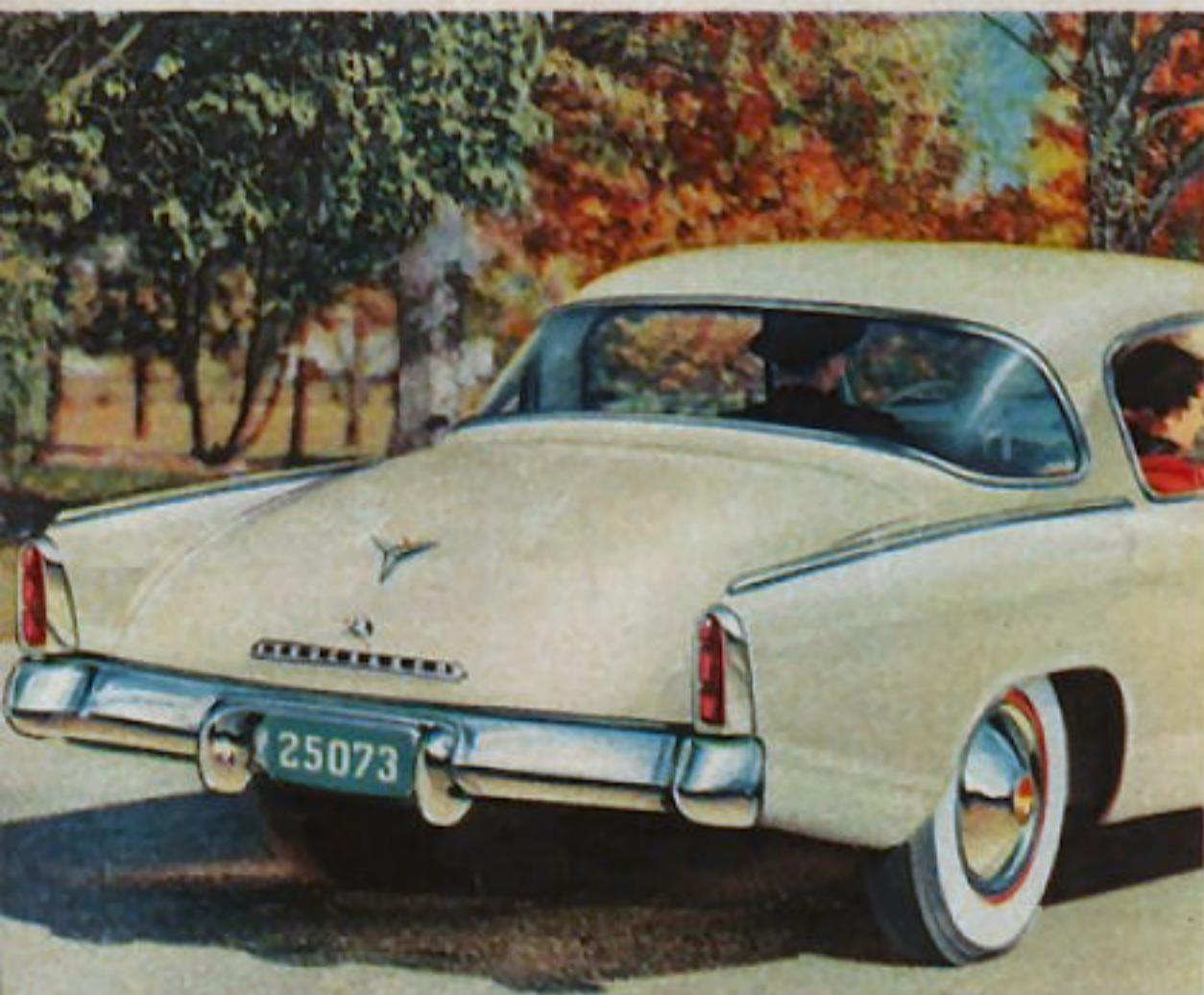
The new American car with the European look

**THE NEW
1953 STUDEBAKER**



Spectacular performance in the thriftiest "8" in America! The 120 H.P. Studebaker Commander V-8 engine combines sparkling performance with standout gasoline economy—and it doesn't require premium fuel. The official records of the A.A.A. Contest Board show that in actual mileage per gallon the Studebaker Commander V-8 with Overdrive transmission beat all other eights entered in the 1952 Mobilgas Economy Run.

The new American car with the European look The 1953 Studebaker Commander V-8



The first American car with a real foreign-car look—an impressively long and racy new Studebaker that's so very low most people can see right over it. Here is the most daring step forward of our times in automobile designing—a car utterly different in style concept—a car sparkling with breath-taking originality.



New Flair for today—A stunning combination of Cardinal Red nylon and vinyl leatherette in the roomy interior of the Starliner "hard-top" convertible, available either as a Commander V-8 or a Champion. Another combination is gray nylon with Dove Gray vinyl. Pleated door panels are new molded vinyl leatherette.



1953 STUDEBAKER COMMANDER V-8 STARLINER "HARD-TOP" CONVERTIBLE FOR 5

CHOICE OF THREE TRANSMISSIONS

Studebaker Automatic Drive or gas-saving Overdrive available at extra cost. Studebaker silent conventional transmission is standard.



Automatic Drive lets you drive relaxed all day long! Simply set the selector lever at "D"—your Studebaker Automatic Drive "shifts for itself." The gear ratios change automatically, smoothly, dependably.



No clutch pedal on Automatic Drive models. The brake pedal is oversized—may be used with either foot. For your added safety, engine won't start unless selector is at "N" or "P."



Thrills and thrift with gas-saving Overdrive! It goes into action automatically at cruising speeds. Engine effort is reduced about 30% without slowing road speed. Overdrive is available on all '53 Studebaker models at moderate extra cost.



No annoying creep at traffic lights! The Automatic Drive has built-in "anti-creep" protection. Even on slight downgrades, car won't move after you stop until you touch accelerator.



Plenty of extra power when you need it. You boss the Studebaker Automatic Drive—it doesn't boss you! Step all the way down on the accelerator and you get an extra burst of power in a flash when you need it for quick, emergency passing.



Forget filling stations for miles on end! No matter which Studebaker transmission you choose, you are assured of real Studebaker gas economy at all driving speeds—on the highway and in city traffic.

New flight into the future

STUDEBAKER
STARTS ITS
SECOND CENTURY

New flair for today

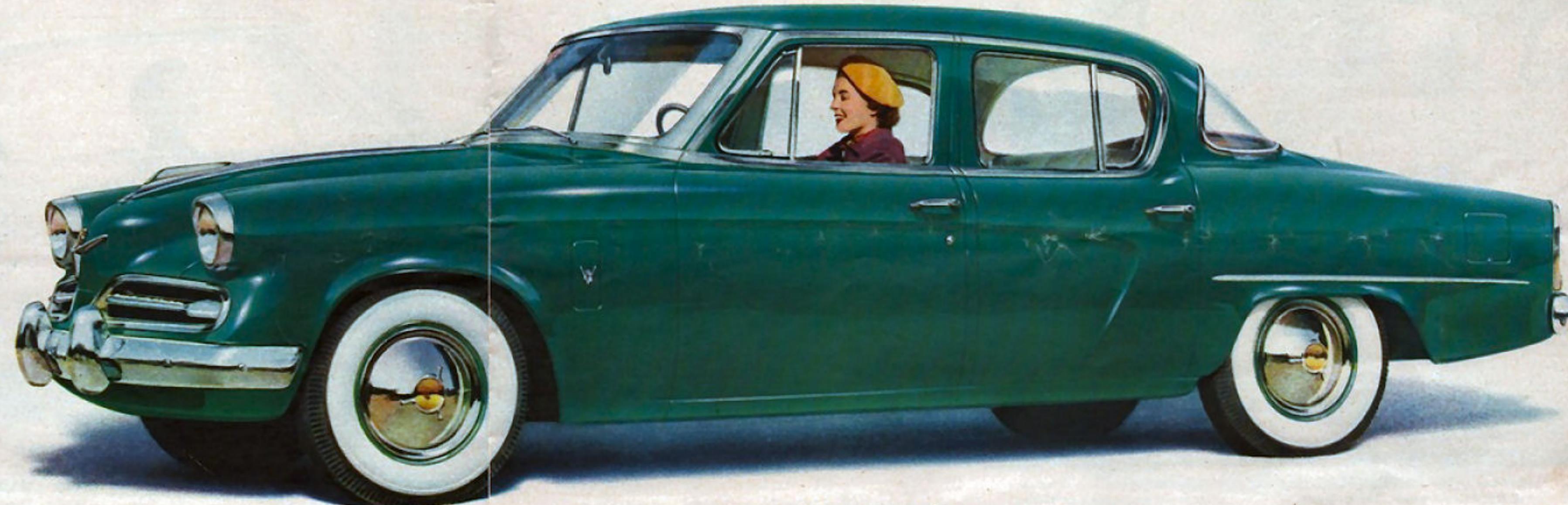
New flight into the future

STUDEBAKER
STARTS ITS
SECOND CENTURY

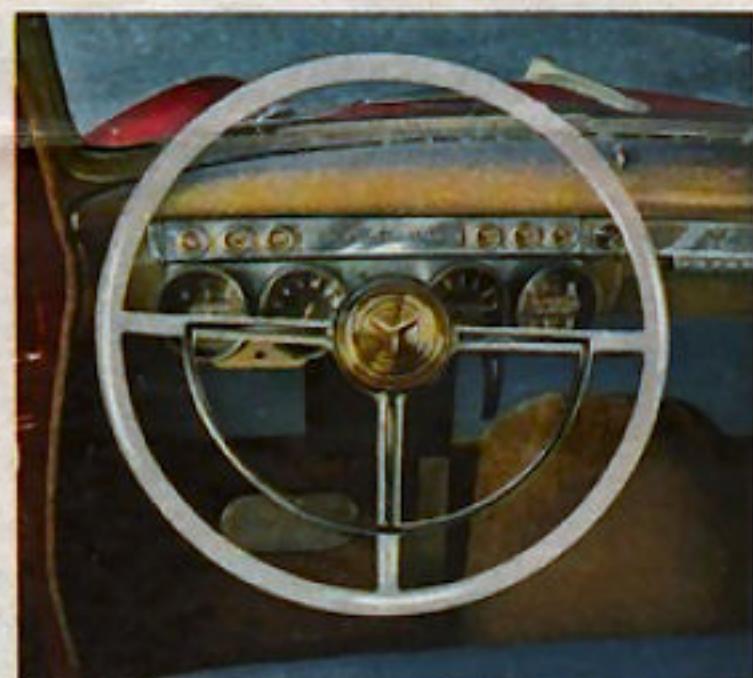
New flair for today



The luxurious interior of the Land Cruiser V-8 is richly upholstered and finished. You have a choice of either the rich striped nylon illustrated or smart two-tone broadcloth. Seat backs are bolster styled with fold-away center arm rest in the rear. The front seat has a two-way adjustment to provide maximum comfort for the driver.



1953 STUDEBAKER V-8 LAND CRUISER FOR 6



The Commander V-8 instrument panel is designed in the European manner with large easy-to-read individual dials, hooded to prevent glare. New toggle switches control lights and accessories. Pistol-grip parking brake handle is conveniently located.

Studebaker's "Miracle Ride"—the most restful in motoring. A low center of gravity, scientific weight distribution, a wide, low body and center-point steering—all combine to give you a reassuring feel of complete control and solid safety over rough roads or when rounding sharp turns.



Plenty of room for all the family luggage in this spacious sedan trunk. A new "wing" type trunk lock release makes it easy to open the trunk. Thanks to its new "over-the-center" springs, the trunk lid requires very little effort to lift. The springs actually help to lift it. Floor mats to protect your luggage are provided in all models (except Custom Champion).



1953 STUDEBAKER COMMANDER V-8 REGAL STARLIGHT COUPE FOR 5



Eye-catching beauty in every detail! Sparkling new chrome ornamentation and hardware accent the interior and exterior beauty of the new 1953 Studebakers. The hood top ornament shown is available as an accessory on sedan models.



It's easy to step into or out of a Studebaker. Doors are wide, floors are low. Four-door sedan models have rear doors hinged at center post. Coupe models have extra wide right front seat backs that swing out of the way to permit easy entrance to rear seat.

New flight into the future

STUDEBAKER
STARTS ITS
SECOND CENTURY

New flair for today



Luxurious nylon upholstery—introduced into motoring by Studebaker—is a feature of all Regal Commanders. The interior of the 4-door sedan model shown has a distinctive gold stripe nylon. Deep pile carpets cover the floors. Door panels are smartly styled of attractively tailored fabric and a brand new type of molded vinyl leatherette.



1953 STUDEBAKER COMMANDER V-8 REGAL 4-DOOR SEDAN FOR 6



The newest and finest Power Steering—a Studebaker exclusive—requires minimum effort yet gives maximum safety. Makes parking effortless yet retains positive control of the car on the highway. This new advance in power steering is available on Commander models at moderate extra cost.

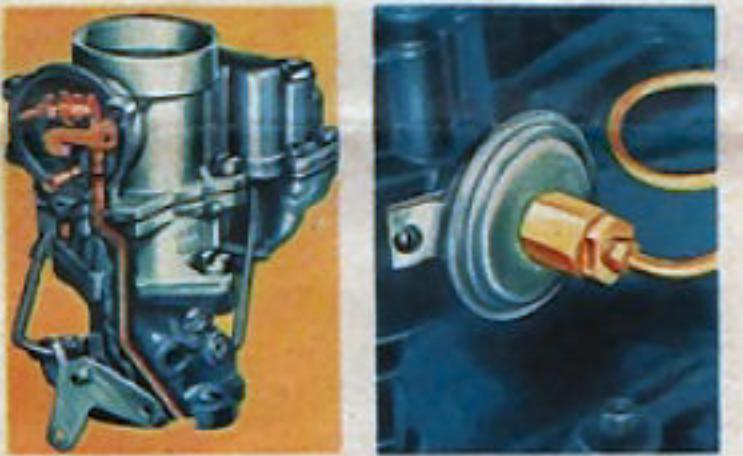
Easy to park in tight spots! That's one of the joys of owning a Studebaker—it has a smoothly responsive steering assembly that enables you to edge in and out of tight parking spots with delightful ease.



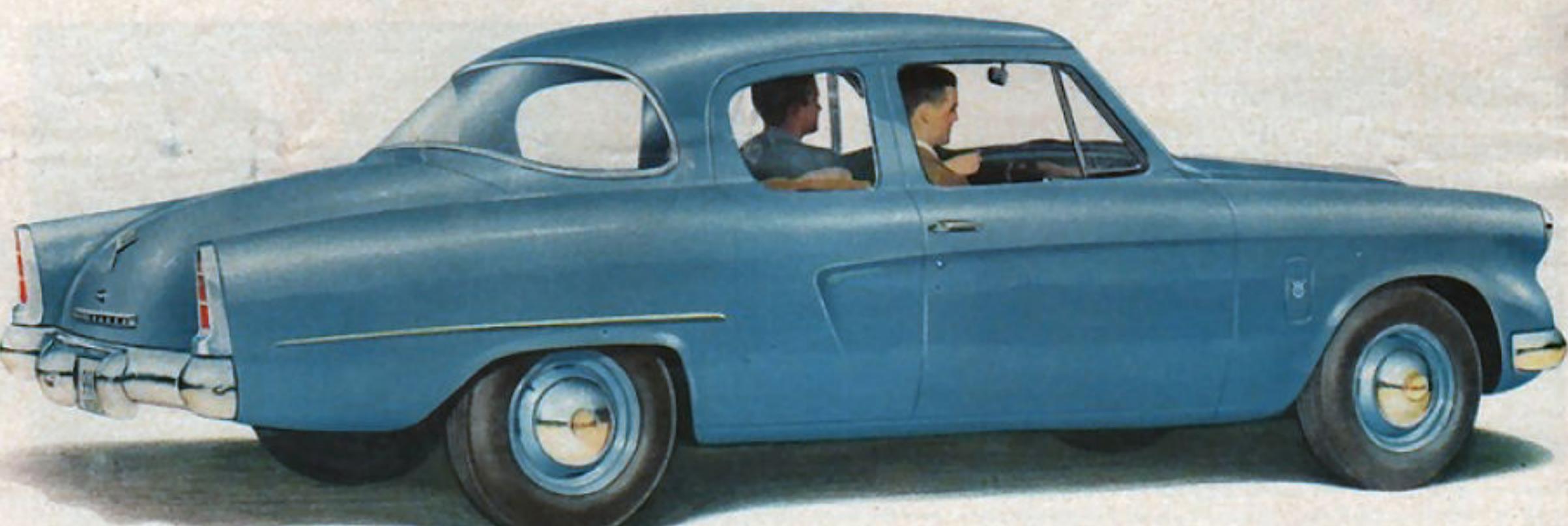
Automatic dome light flashes on when either of the front doors of a Land Cruiser or a sedan is opened (except Custom Champion). Light illuminates front and rear compartments. May also be controlled from inside.



You sit back and relax in easy-chair comfort. Foam rubber softly cushions the wide, luxurious seats of every Land Cruiser, Regal sedan and coupe model. It's firm, restful support that lasts for years.



The convenience and economy of an automatic choke and automatic spark control. Automatic choke means easier starting, reduced engine wear. Automatic manifold heat control and water thermostat serve to keep engine at most economical operating temperature.



1953 STUDEBAKER COMMANDER V-8 DELUXE 2-DOOR SEDAN FOR 6



Easy-to-operate pedals. New positioning of the clutch and brake pedals reduces the effort of driving. Front seat adjusts to comfortable position.



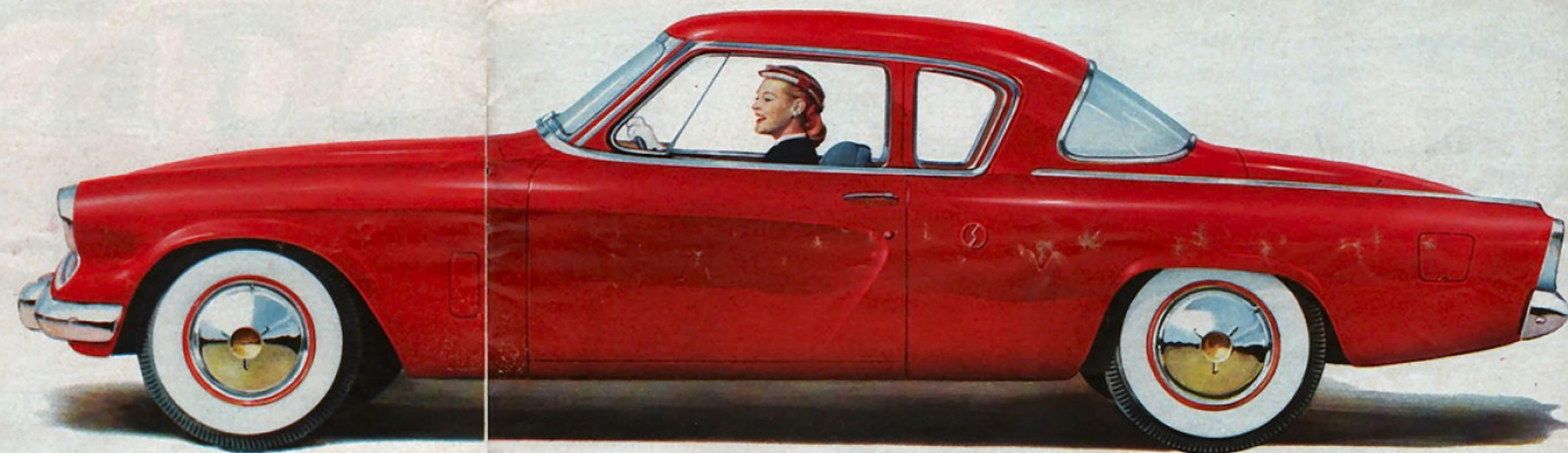
There's plenty of room in every Studebaker! Leg room, elbow room, head room and seating space have been increased in these commodious interiors. Studebaker engineers have positioned the passenger compartment ahead of the rear axle in the cradled "comfort zone."



Push button type exterior door handles open the doors easily. Rotary latches hold the doors securely shut without slamming. Push button inside locks are set in the window molding of each door.

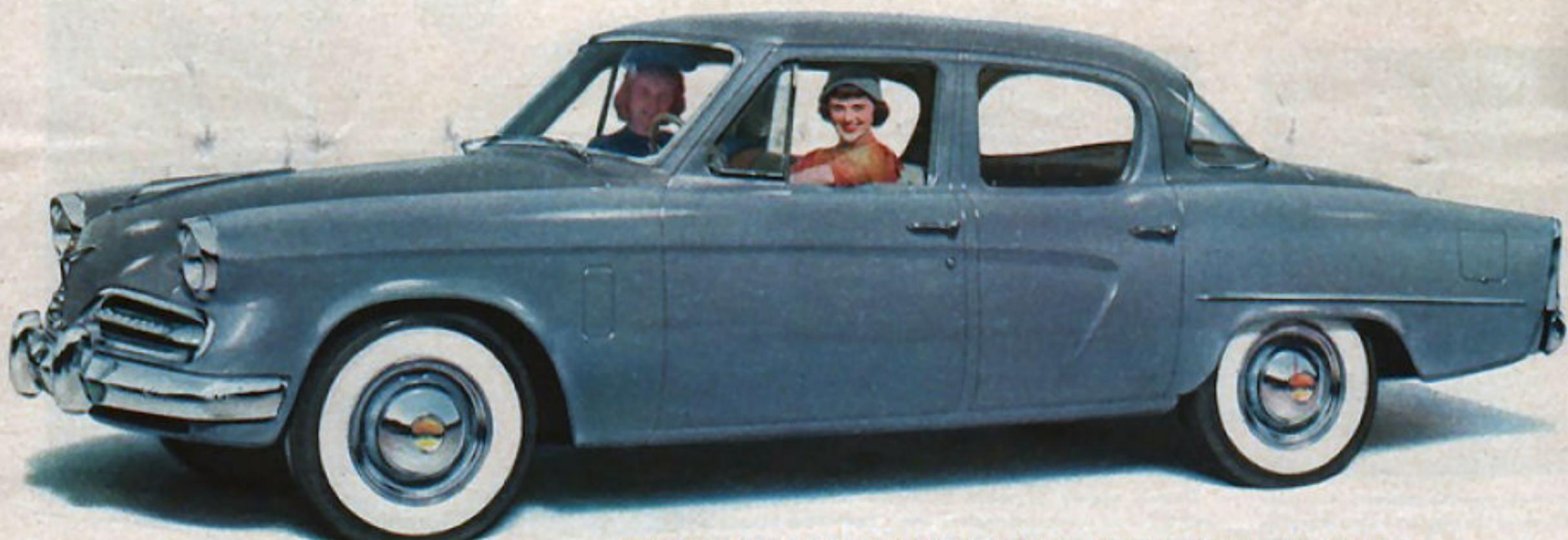


There's room for five in the coupe models. The wide, deep front seat accommodates three adults, and two individual rear seats are separated by a comfortable arm rest. Rear floor is recessed to give extra leg room. The Regal Champion illustrated is upholstered in an attractive wool cloth. Door panels are molded vinyl leatherette.



1953 STUDEBAKER CHAMPION REGAL STARLIGHT COUPE FOR 5

The new American car with the European look
The 1953 Studebaker Champion
 in the lowest price field



1953 STUDEBAKER CHAMPION DELUXE 4-DOOR SEDAN FOR 6



Glare reducing tinted glass is available in windshield and all windows at moderate extra cost. Eye-fatigue, due to brilliant sunlight or strong night lights, is reduced. Helpstemer heat from sun.



Studebaker self-adjusting brakes rarely need servicing. Brake shoes automatically reposition themselves as lining wears. The firm, reassuring brake pedal "feel" of a brand new car is yours—even after miles and miles of driving.



You won't roll back on upgrades with Studebaker's Automatic Hill Holder. After making an uphill stop, keep the clutch pedal down and car won't roll back. Standard on Commanders—extra cost on Champions.



You can make your own climate as you drive—Studebaker's unique Climatizer heating, ventilating and defrosting system is available at extra cost. Located under the front seat, it warms the whole car as it ventilates.



Factory approved accessories are custom-styled. Whether you want seat covers or back-up lights, a radio, or directional signals, you can purchase Studebaker approved accessories with complete confidence.



Glare-proof "perimeter" dial illumination. Studebaker dash gauges are lighted from the edges to reduce inside glare. This serves to cut down fatigue and eyestrain and helps make night driving safer.

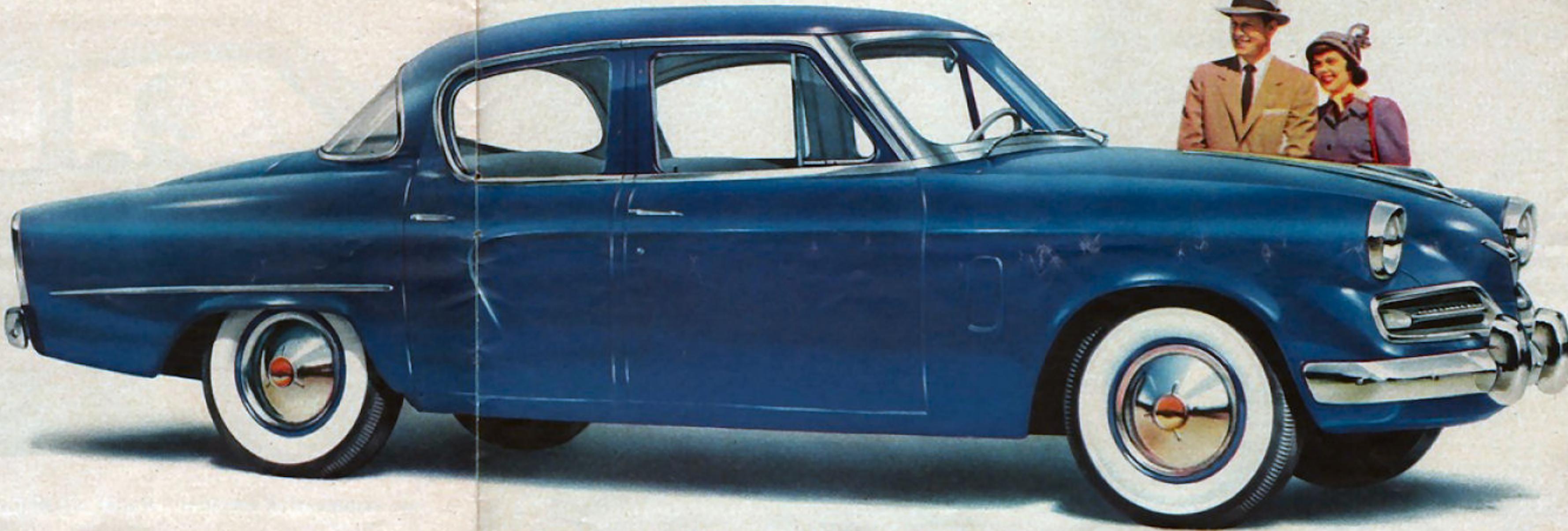
New flight into the future

STUDEBAKER
STARTS ITS
SECOND CENTURY

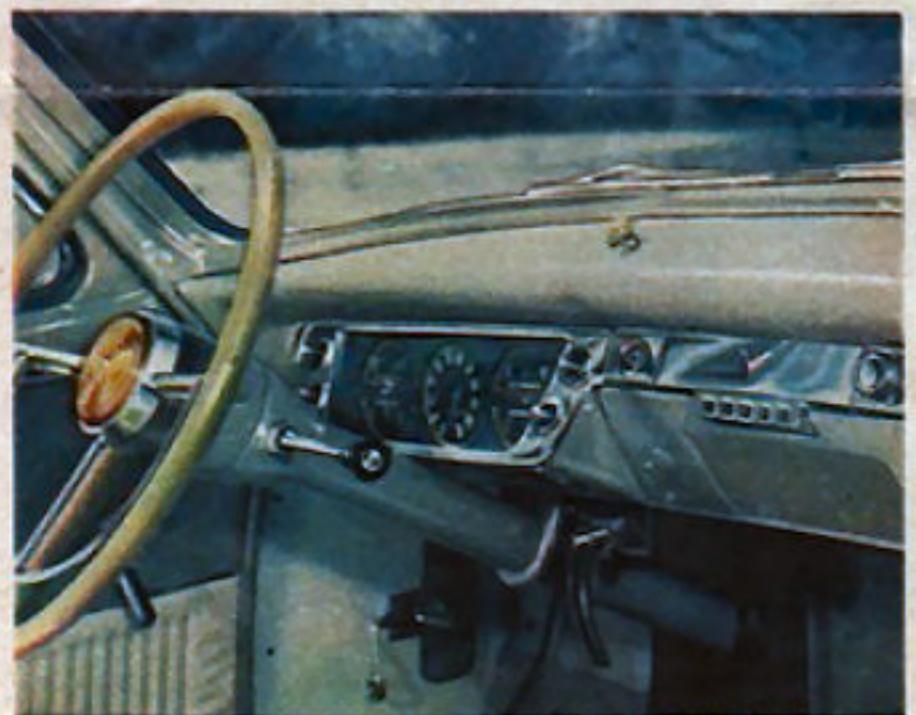
New flair for today



Excitingly new Champion interiors! The Regal model illustrated is richly upholstered in an attractive wool cloth. Door panels are molded vinyl leatherette in pleated design. The wide deep cushions are tailored over foam rubber. Comfortable, generously wide arm rests for both front and rear seat occupants. Harmonizing grey carpet in rear compartment.



1953 STUDEBAKER CHAMPION REGAL 4-DOOR SEDAN FOR 6



Dash panel of the '53 Champion is of new bevel design to give extra knee room. Instruments are grouped in a glare-proof recessed panel. Switches are new toggle type. Large package compartment and built-in ash tray in all models.

New, safe, wide-view visibility gives driver and passengers an unobstructed view of the road ahead and behind and lets you see more through the huge windows. New larger one-piece safety glass windshield and rear windows add to appearance as well as comfort and safety.



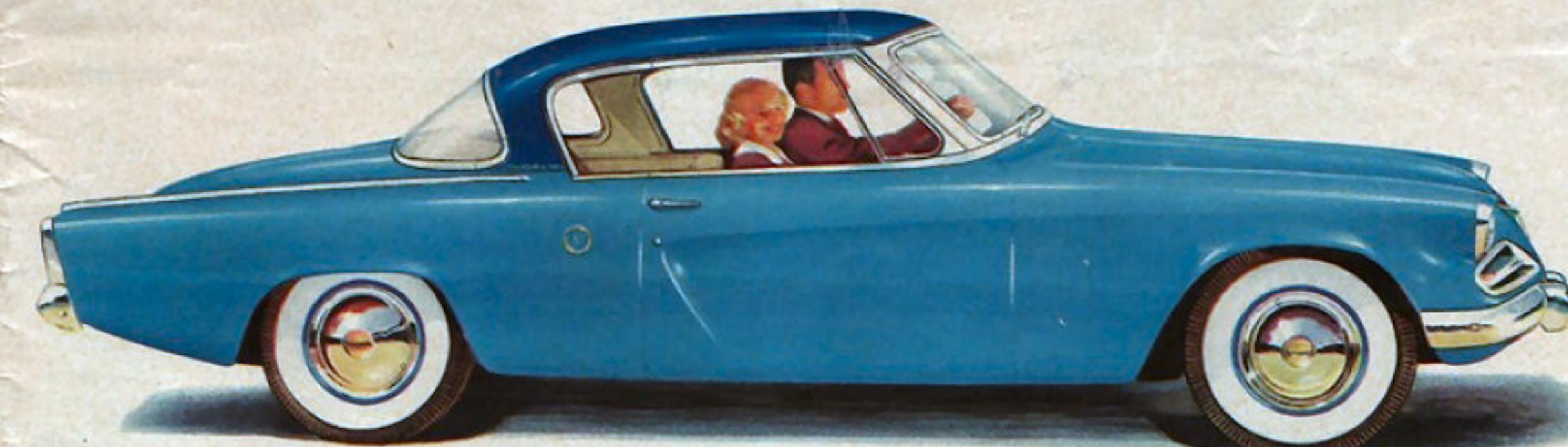
Studebaker's young-minded engineering staff has deservedly earned fame throughout the automobile world for its progressiveness and initiative. These men have developed many of the great automotive advancements that increase efficiency, economy and performance.



Best by test in actual gas mileage! In the 1952 Mobilgas Economy Run under official A.A.A. supervision, a Studebaker Champion, with Overdrive, finished first in actual gas mileage to lead a field of 23 standard class cars.



1953 STUDEBAKER CHAMPION CUSTOM 2-DOOR SEDAN FOR 6



1953 STUDEBAKER CHAMPION STARLINER "HARD-TOP" CONVERTIBLE FOR 5

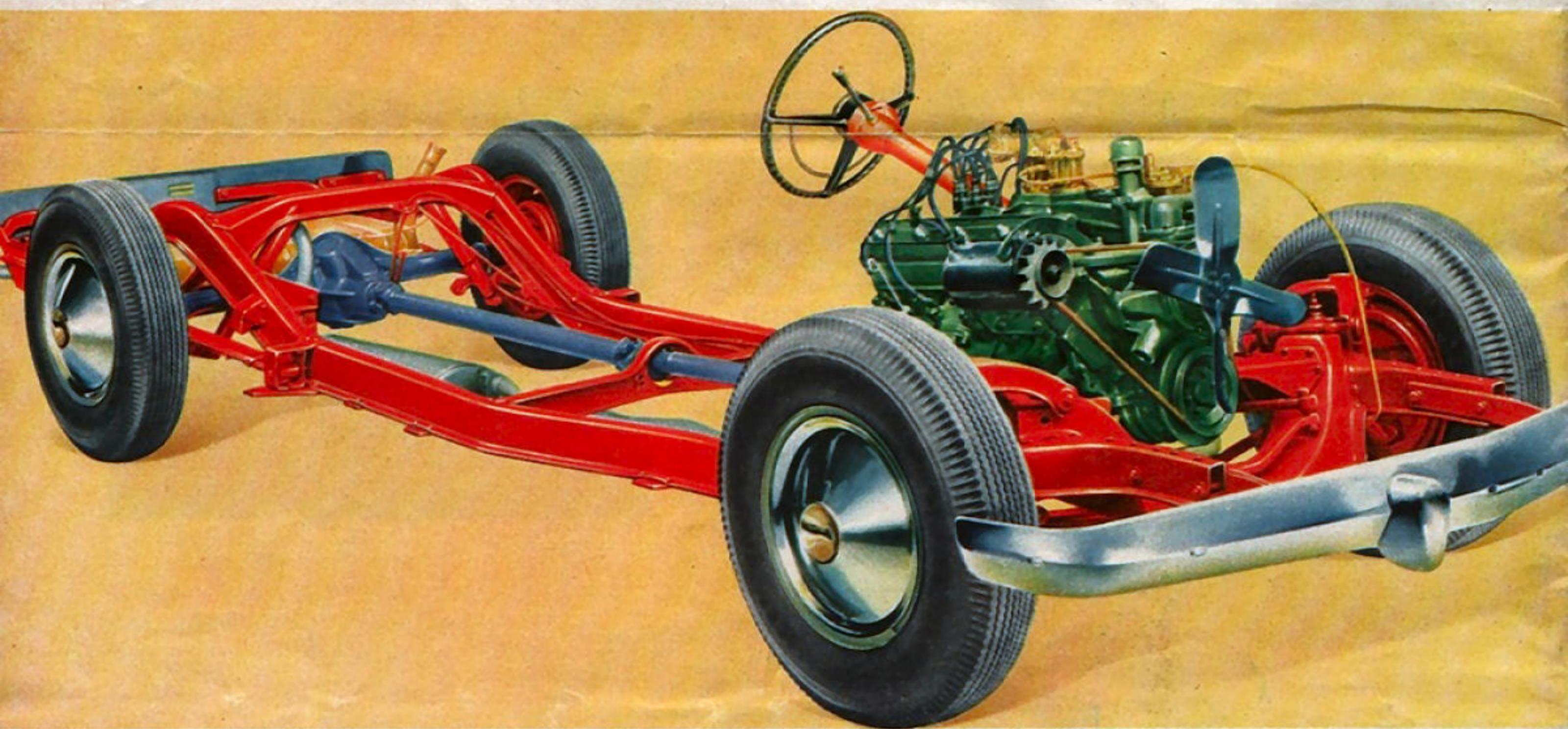
PAINSTAKING
STUDEBAKER CRAFTSMANSHIP
NOW ENTERS ITS
Second Century
1852 ★ 1953

One stand-out distinction of the Studebaker working force is the number of father-and-son teams throughout the shops and assembly lines.

The uniformly fine workmanship for which Studebaker cars are famous owes much to these father-and-son teams. For generations, they have been steadfastly fostering standards of quality that began with the founding of the Studebaker business more than 100 years ago.

Alongside the famed Studebaker father-and-son teams, thousands of other solid citizens of competence and conscience proudly work with painstaking care to uphold the Studebaker reputation for durability.

You pay nothing extra for this wear-resisting protection of your investment that Studebaker's century-old tradition of craftsmanship assures.



Specifications 1953 Studebakers

Studebaker Champion—6 cylinders • L-head engine • Bore 3" • Stroke 4" • Maximum H. P. 85 at 4000 R.P.M. • Taxable H. P. 21.6 • Compression ratio 7.0 to 1 (7.5 on Automatic Drive Models and optional for high altitude) • Displacement 169.6 cubic inches • Oil capacity 5 quarts • Cooling system capacity 10 quarts • Standard rear axle ratio 4.10 to 1 • With overdrive 4.56 to 1, 4.10 to 1 optional • With Automatic Drive 4.10 to 1, 3.54 to 1 optional • Tire size 6.40 x 15 • Height (loaded) Sedans 60½", Coupes 56½" • Width Sedans 69½", Coupes 71" • Length Sedans 198¾", Coupes 201½" • Wheelbase Sedans 116½", Coupes 120½".

Studebaker Commander—8 cylinders • Overhead valve, V-type engine • Bore 3½" • Stroke 3¼" • Maximum H. P. 120 at 4000 R.P.M. • Taxable H. P. 36.4 • Compression ratio 7.0 to 1 (7.5 optional for high altitude) • Displacement 232.6 cubic inches • Oil capacity 6 quarts • Cooling system capacity 17½ quarts • Standard rear axle ratio 4.09 to 1, 4.55 to 1 optional • With overdrive 4.55 to 1, 4.09 to 1 optional • With Automatic Drive, 3.54 to 1 • Tire size 7.10 x 15 • Height (loaded) Sedans 60½", Coupes 56½" • Width Sedans 69½", Coupes 71" • Length Sedans 198¾", Coupes 201½" • Wheelbase Sedans 116½", Coupes 120½".

Studebaker Land Cruiser—8 cylinders • Overhead valve, V-type engine • Bore 3½" • Stroke 3¼" • Maximum horsepower 120 at 4000 R.P.M. • Taxable horsepower 36.4 • Compression ratio 7.0 to 1 (7.5 for high altitude) • Displacement 232.6 cubic inches • Oil capacity 6 quarts • Cooling system capacity 17½ quarts • Standard rear axle ratio 4.09 to 1, 4.55 to 1 optional • With overdrive 4.55 to 1, 4.09 to 1 optional • With Automatic Drive, 3.54 to 1 • Tire size 7.10 x 15 • Height 60½" (loaded) • Width 69½" • Length 202½" • Wheelbase 120½".

Chrome wheel discs and white sidewall tires shown on cars illustrated in this catalog are optional at extra cost.