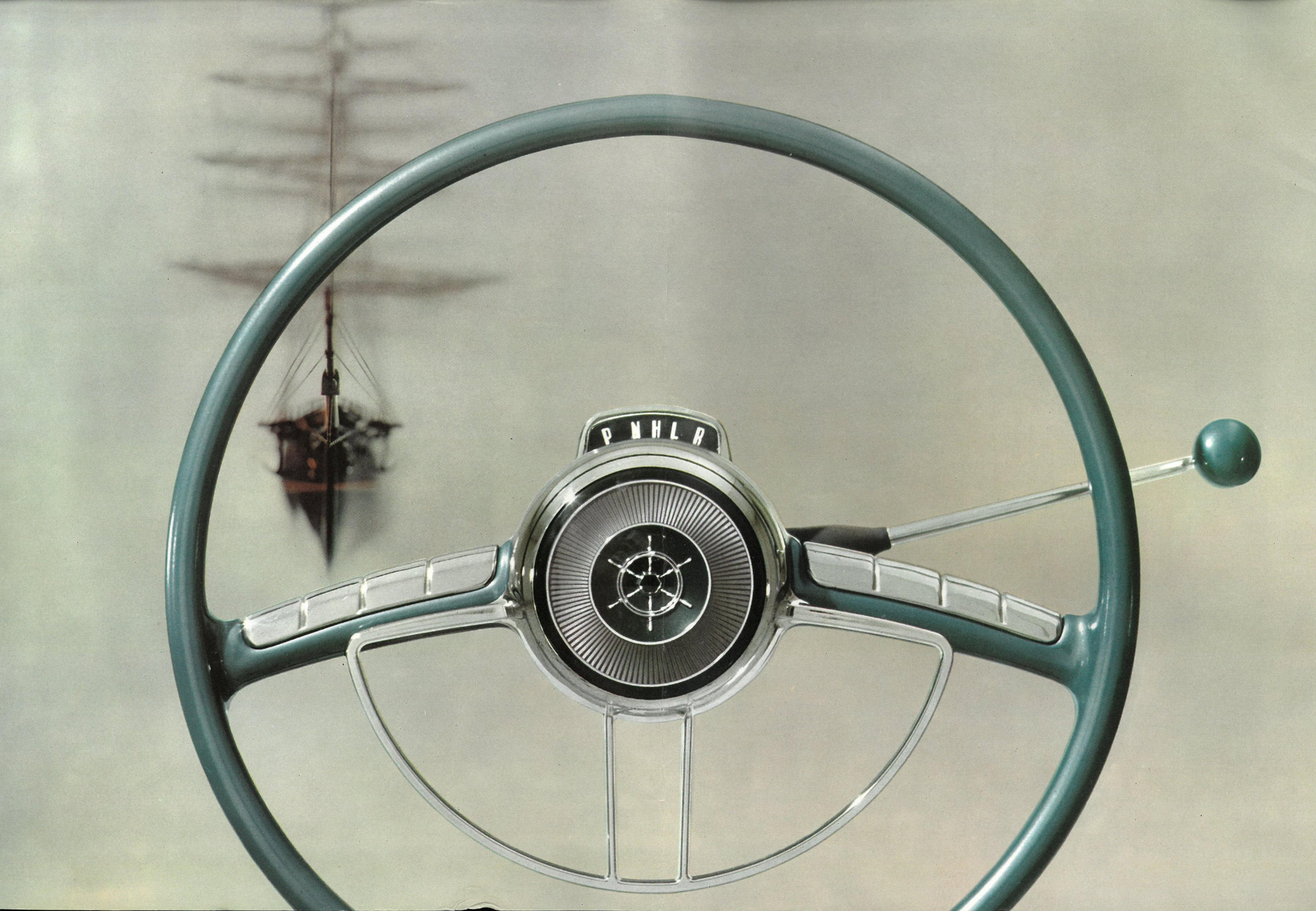


America's newest medium-priced car

THE PACKARD
CLIPPER



Presenting the new Packard

CLIPPER

with more fine-car values for your dollar
because Packard builds it

Two things must be uppermost in the mind of anyone reading this book: The fact that the Packard CLIPPER is a new car is obvious at a glance, but . . .

—just how new is it?—exactly what new features and qualities does it have?

You will find the answers to these questions in full detail as you read on—and they are answers that we are confident will prove to be the big news of this automotive year.

But a few words of introduction first:

The Packard CLIPPER for 1954 is brand-new—new in style, new in comfort, new in many important engineering features.

YET—You will notice it retains the regal “Packard look.” This is Packard style, the style that stays in style.

You will notice new features that will make the CLIPPER one of America's most talked about cars—including a new richness of finish in interiors, the finest new appointments.

You will notice, too, engineering features offered by no other car in the medium-price field. This is as it should be, for these cars are redesigned and built by Packard—foremost builder of fine cars for 5 years!

One more thing. Relaxed driving. In the 1954 CLIPPER you will find the world's most relaxed driving! The exciting new story on that score needs more than this brief mention. Look for the details in the pages that follow.

But first, meet the Packard CLIPPER for 1954!

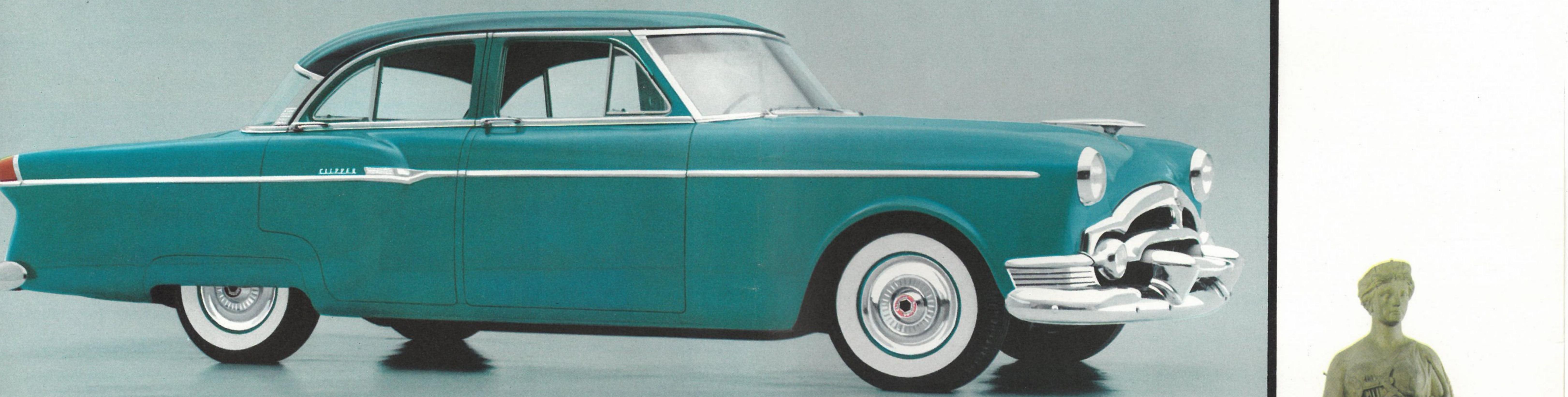


THE CLIPPER PANAMA
America's newest glamour car is this
dream-lined hardtop beauty

Your first comments when you see America's newest hardtop beauty may be on the jaunty rear quarter section. "Built-in sedliners"—"The lines of a sports car" are likely to be among them.

The glamorous new interior trim is finished in rich vinyl and genuine leather—the smart new instrument panel is clean-lined and functional.

1954 is a power year, and this is a power car with such features as Ultramatic, Power Brakes, Power Steering, and Power Windows optional at extra cost. The new power of the 165-hp. engine will claim its share of attention, too!



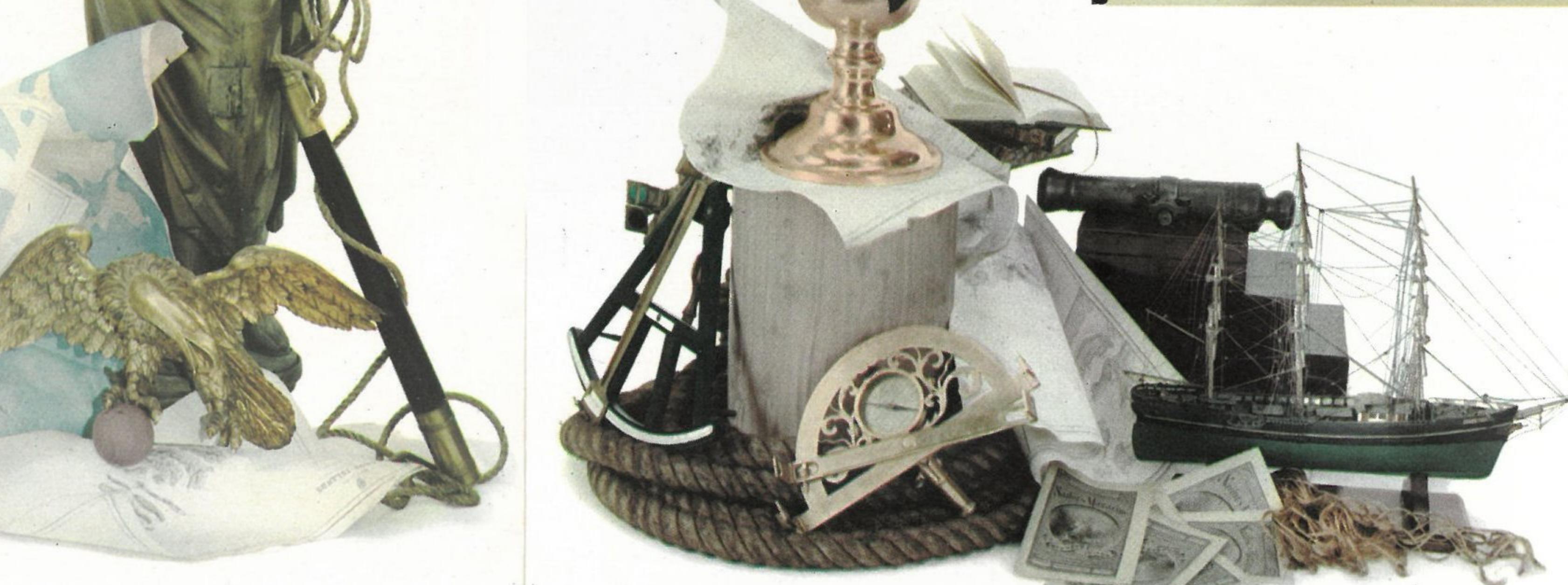
165-H.P. CLIPPER SUPER TOURING SEDAN

Here in the CLIPPER Super Touring Sedan you will find a superb example of Packard style—the style that stays in style.

People on the street have been heard to comment, "Looks longer, is longer"—and it is... over 215 inches in over-all length.

High fenders and low hood look better, let *you* look better, too. That's modern Packard contour styling, and makes it the "fastest" looking car of them all!

We would like to add that a CLIPPER brings you ease of handling, comfort of ride, pride of ownership that cannot be matched by any other car at a popular medium price.



165-H.P. CLIPPER DELUXE CLUB SEDAN

You've heard manufacturers talk about relaxed driving, but now in the new CLIPPER, here it is! It's real! And you can feel it the moment you slip under the wheel.

Posture—visibility—ride—silence—transmission—steering and brakes. All are new and scientifically designed for your greater comfort in 1954. They add up to "the world's most relaxed driving"—and it's yours in this CLIPPER Deluxe Sedan. Relaxed driving... built in! It's a new idea in motor car comfort—and the most important new idea in many a year. You'll find the famous Packard ride not only a revelation in luxury but a restful release from ordinary motor driving tension.





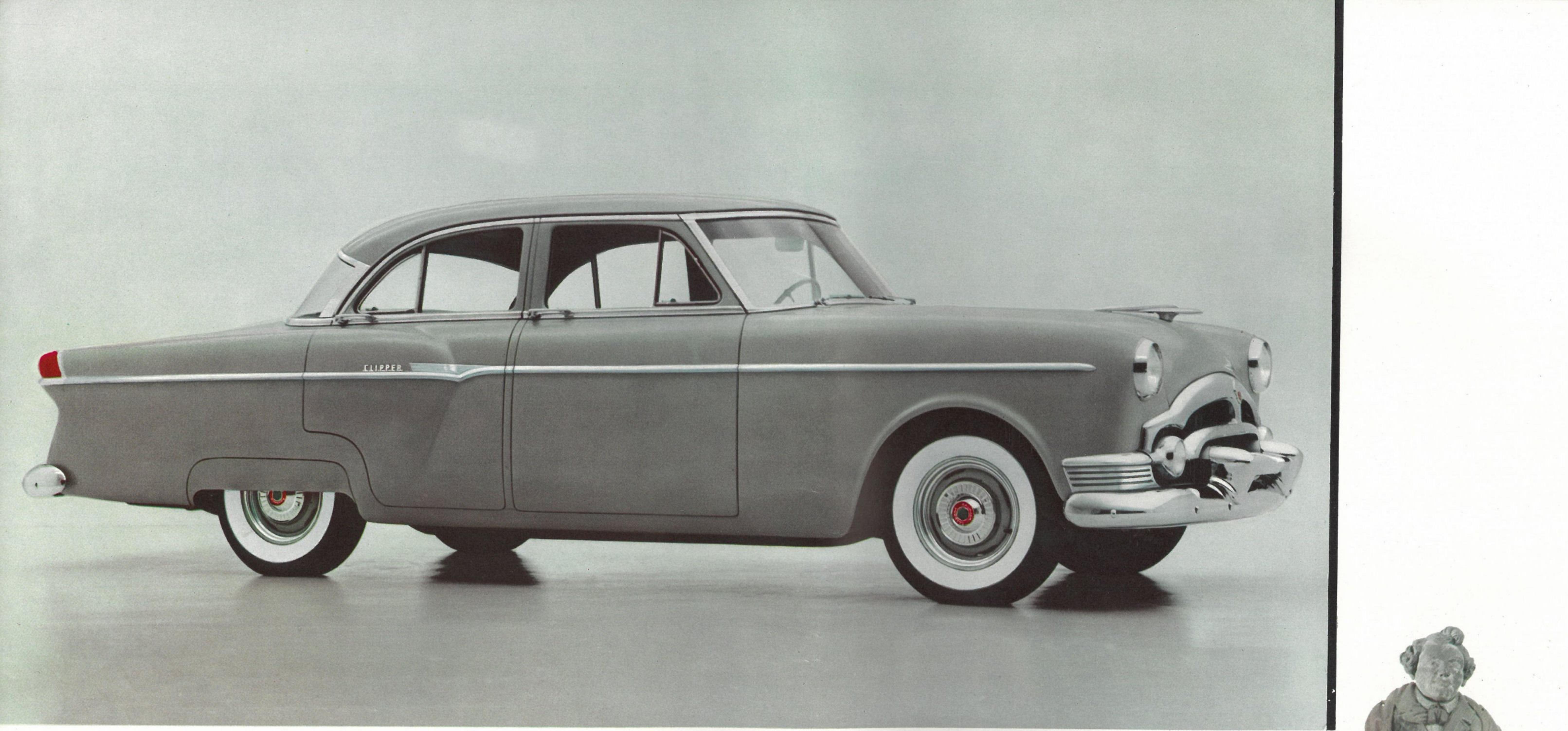
THE CLIPPER SPORTSTER
A thrilling new car with hardtop styling
... at a pleasing low price

This is a "young" car. And in the swift, racing lines of the Sportster, you almost hear the sing of tires . . . catch the sound of laughter tossed back by the breeze.

Inside you find smart, new hardtop styling in a choice of four two-tone combinations. Gleaming chrome roof bows accent the leather and vinyl upholstery that is every bit as practical as its brilliant color.

Here, too, you find Packard quality at a price. You find the famous 15-h.p. Packard engine and all the "hidden" engineering extras that make the wonderful difference between a Packard-built car and others in its field.





165-H.P. CLIPPER DE LUXE TOURING SEDAN

The new CLIPPER ride—the new ease of handling—are two of the most impressive things about this brilliant new car for 1954.

You'll find a new thrill in the way this car sweeps along the highway—skims over chuckholes—smooths out the roughest stretch of road.

We could explain the new driving characteristics by such things as new front suspension supports—less unsprung weight—new, longer over-all length—new brakes with wider linings and drums.

But it is the ride itself and the handling that is important. And no one has yet matched Packard on this score. Proof? Try a CLIPPER out on the road.



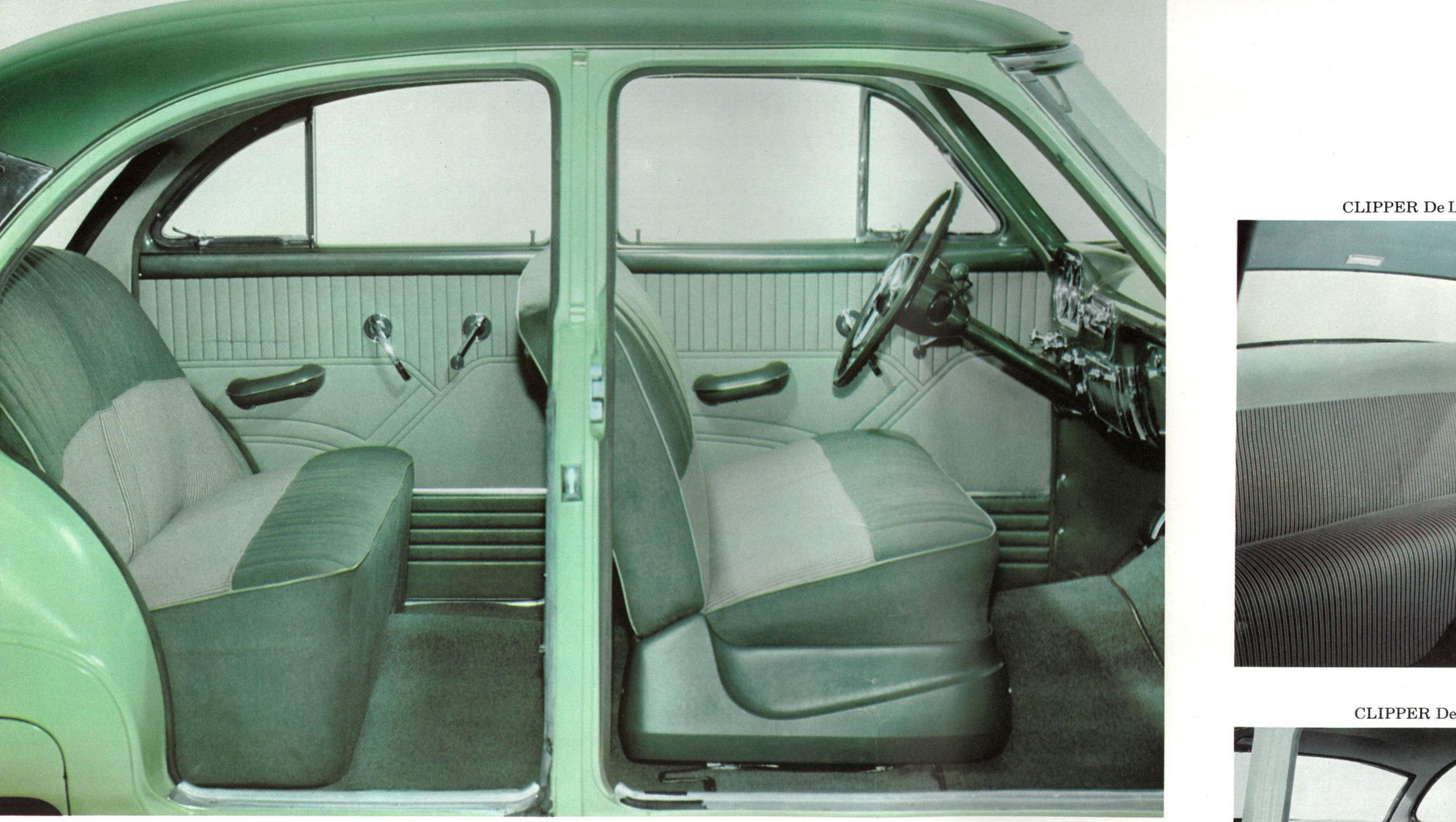
150-H.P. CLIPPER SPECIAL CLUB SEDAN

"The flair of a hardtop . . . the price of a standard two-door sedan." That's one way to sum up what this car has to offer. Another is "Luxury at a lot less."

But there are extras, too—not things that you see and list, but important things.

For example: the "extra" of Packard design and engineering, with more than 5 successful years of experience behind them. The "extra" of the Packard ride—with new spring liners and calibration. The "extra" of Packard style that says it all.

And price is an "extra," too—extra low in this case, for you will find this Packard CLIPPER priced to compete with the lowest in its field.



CLIPPER Super Custom Interior

FLAIR... style and color inside and out!

Twenty-three exterior color combinations! Five bright new colors and four special color schemes—plus eleven optional two-tone choices!

A rainbow of color (as shown on opposite page) lets you tailor your new Packard CLIPPER to your personal taste!

For interiors, you find four different upholstery materials in more than twenty standard and optional single-tone and two-tone combinations.

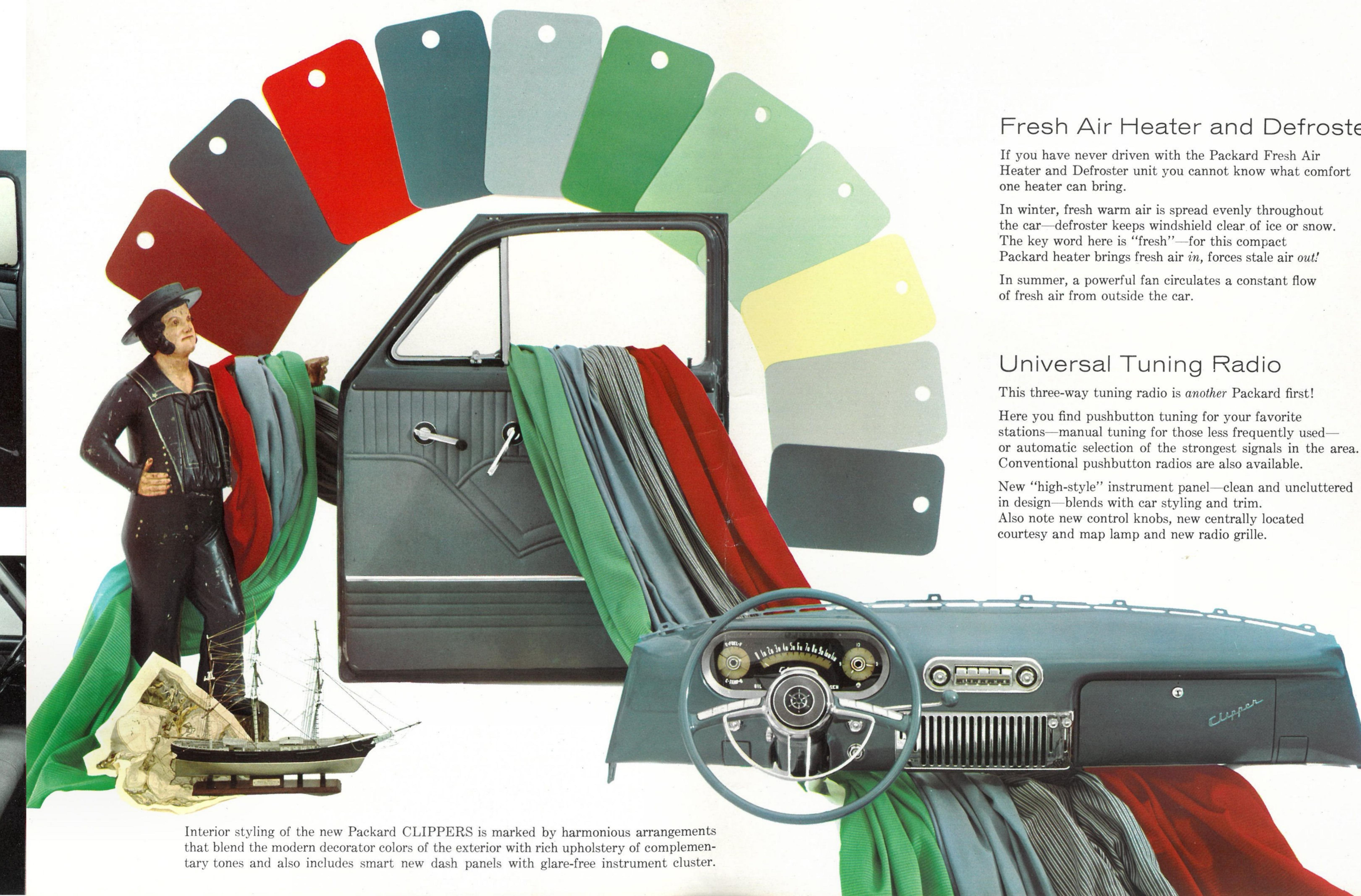
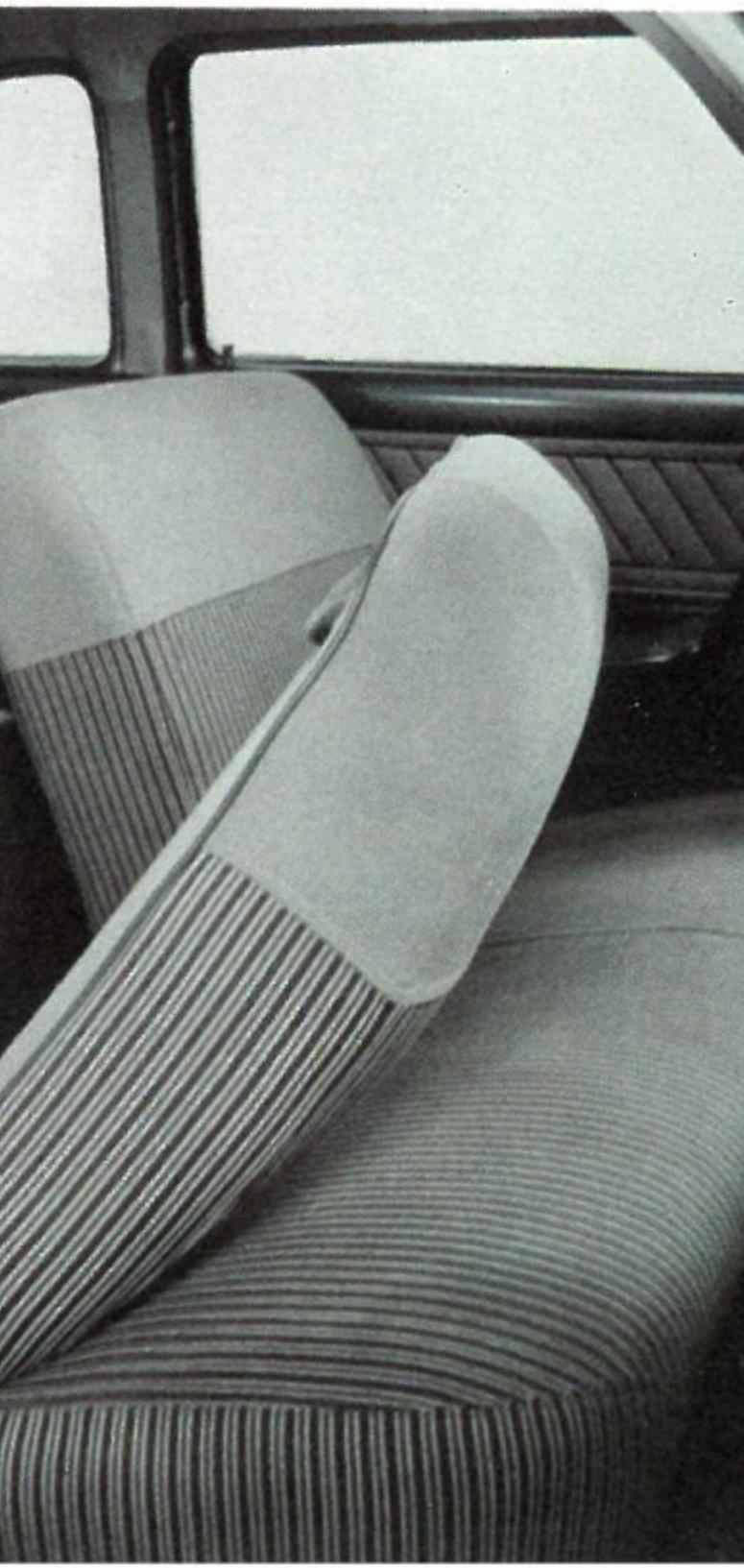
The new Custom interiors offer three different two-tone combinations of rich, faultlessly tailored broadcloth plus such de luxe features as thick foam rubber pads in front and rear seats available on CLIPPER Super Touring Sedan.

CLIPPER De Luxe interiors are beautifully finished in your choice of three nylon and broadcloth two-tone combinations. Genuine leather trim optional at extra cost in Touring Sedan.

CLIPPER De Luxe Touring Sedan Interior



CLIPPER De Luxe Club Sedan Interior



Interior styling of the new Packard CLIPPERS is marked by harmonious arrangements that blend the modern decorator colors of the exterior with rich upholstery of complementary tones and also includes smart new dash panels with glare-free instrument cluster.

Fresh Air Heater and Defroster

If you have ever driven with the Packard Fresh Air Heater and Defroster unit you can know what a comfort one heater can bring.

In winter, fresh warm air is spread evenly throughout the car—defroster keeps windshield clear of ice or snow. The keyword here is "fresh"—for this compact Packard heater brings fresh air in, forces stale air out!

In summer, a powerful fan circulates a constant flow of fresh air from outside the car.

Universal Tuning Radio

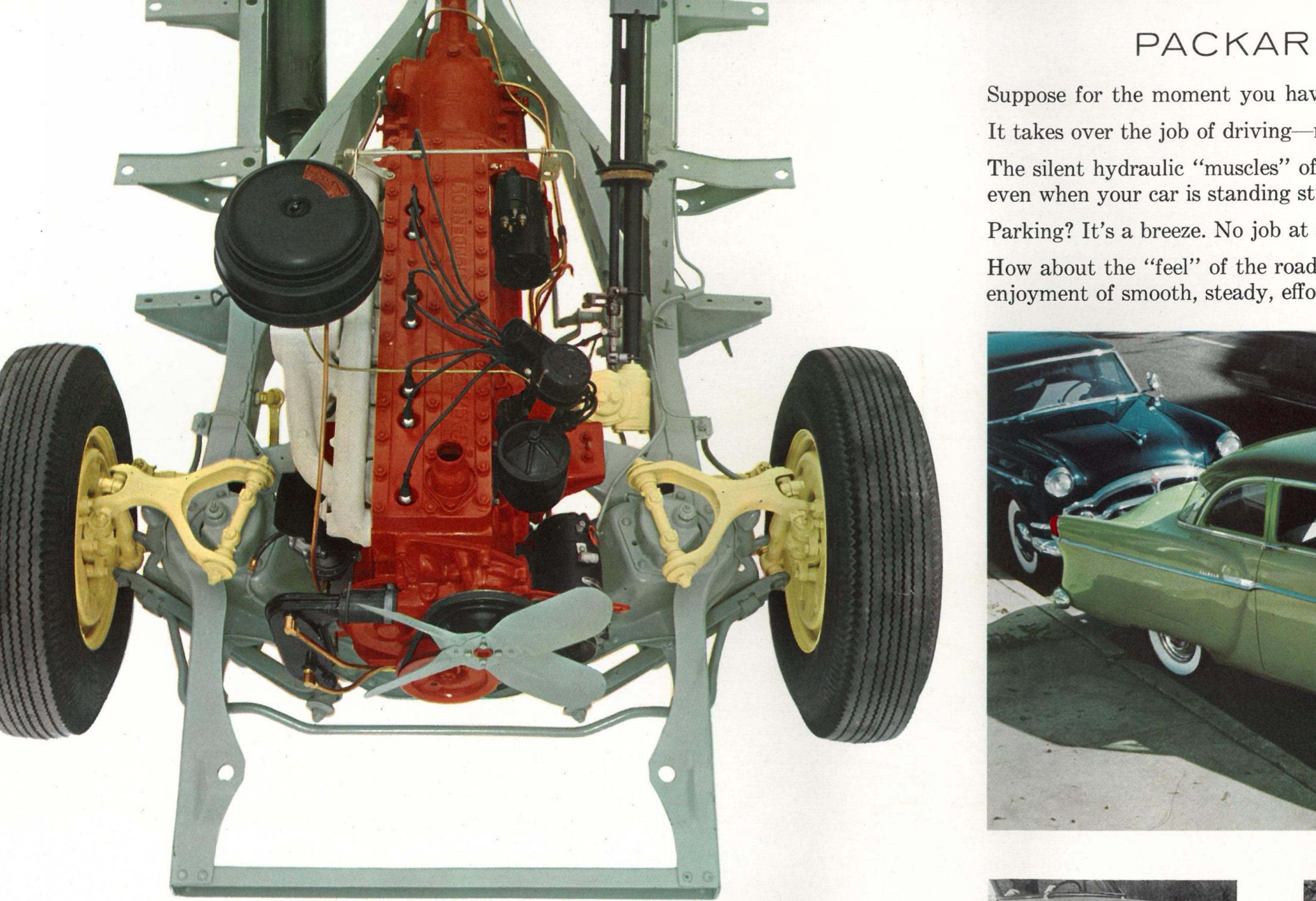
This three-way tuning radio is another Packard first!

Here you find pushbutton tuning for your favorite stations—manual tuning for those less frequently used—or automatic selection of the strongest signals in the area. Conventional pushbutton radios are also available.

New "high-style" instrument panel—clean and uncluttered in design—blends with car styling and trim.

Also note new control knobs, new centrally located courtesy and map lamp and new radio grille.

PACKARD POWER STEERING



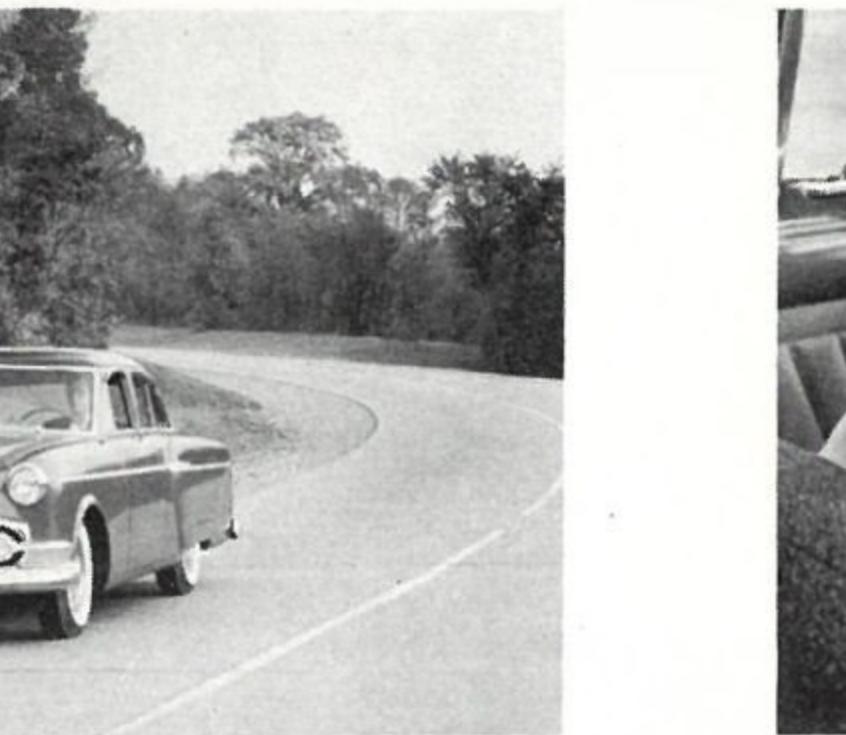
TWO GREAT ENGINES!

More power than you will ever need in two great Packard engines for 1954!

And in this field, too, Packard has had more experience than any other manufacturer—and is recognized for its supremacy in engines—on land, sea and in the air.

These two great Packard engines are designed by Packard... built by Packard... bring you all the smooth, dependable power for which Packard is famous around the world.

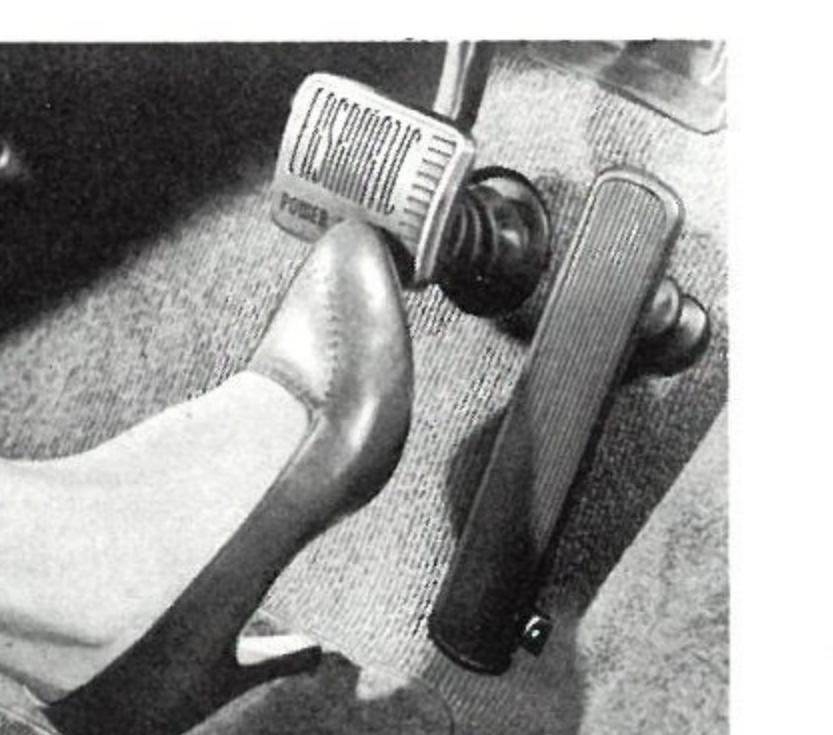
1. New 165-h.p. Packard engine in CLIPPER Super and De Luxe models achieves compression ratio of 8.0 to 1. High compression and high torque for thrifty new power.



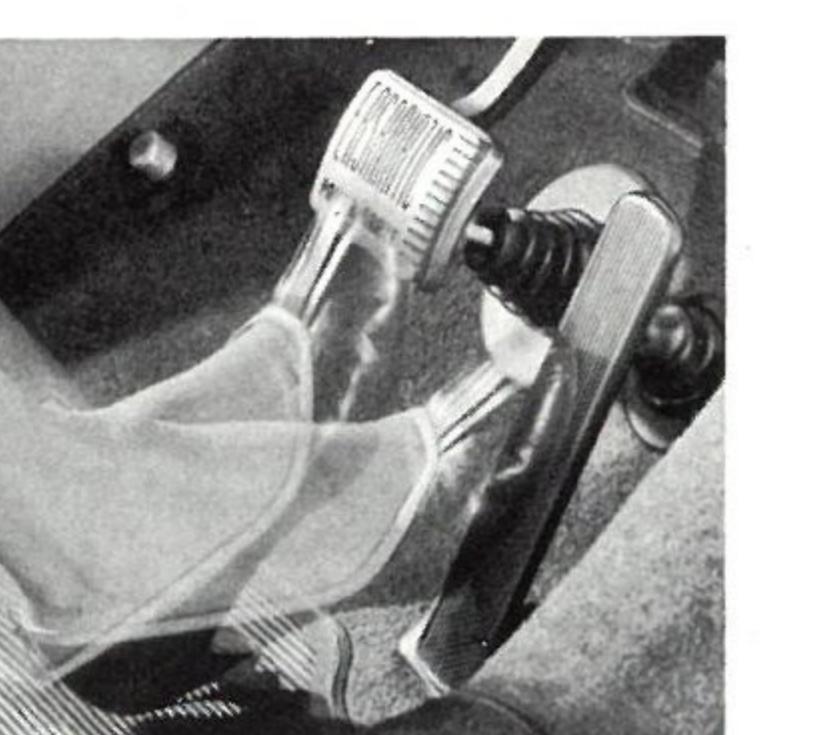
A rock on the road? You may never feel it, because Packard Power Steering cushions the shock... holds wheels steady and true on the course.



A steep, sweeping curve looms up ahead. But your CLIPPER with power steering carries you effortlessly around it, instantly responsive to your slightest wish.



The finger on the wheel above is no exaggeration of the ease with which power steering operates. Even in deep sand, steering this car would be amazingly easy.



A touch of the toe does it—brings the car to a smoother, safer, straight-in-line stop every time with proved and improved Packard Power Brakes.



Pivot your foot—don't lift it. The low-level pedal is at the same convenient height as the accelerator—lets you apply brakes more quickly and safely.



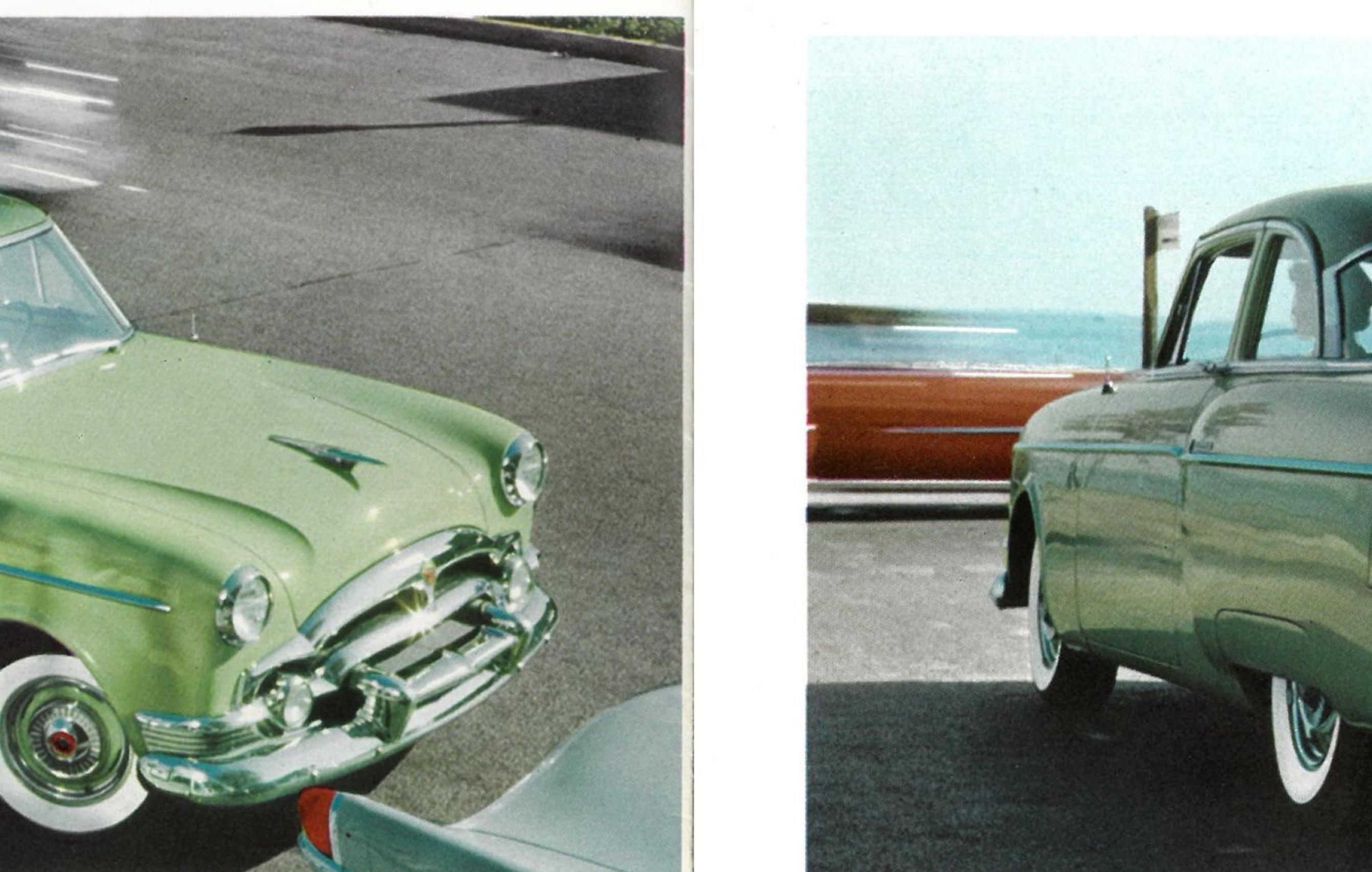
Low-level suspension (from above) leaves extra floor space clear. It reduces "time-to-apply" by up to 29%—13 feet less stopping space at 30 m.p.h. speed.



Flick to low! Flick to reverse! That's all there is to rocking your car in deep sand, mud or snow. Low and reverse are side by side on the shifting quadrant.



Climb steep hills without a thought of overheating. Ultramatic's direct drive lets your engine run slower and cooler—right down to 1 m.p.h.—another advantage of direct drive!



PACKARD POWER BRAKES

What you are now reading about is, in our opinion, one of the most important safety features ever to be put on any automobile. Here's why—

Packard Power Brakes reduce foot pressure by 40%... take 29% less time to apply—greatly reduce the distance required for bringing the car to a stop!

You can see for yourself what this means in terms of quicker, safer stops under all conditions.

But there's another part to the story. It's the *fun*—the relaxation and almost effortless ease—of stopping with Packard Power Brakes. You just pivot your foot lightly from accelerator to brake pedal—never lift it, never stamp it.

PACKARD ULTRAMATIC no-shift drive...

The smoothest, finest automatic transmission of them all!

With Ultramatic there are no surprise upshifts, no gear steps of any kind. That makes for a smooth, even flow of power under any and all conditions.

Direct drive is another advantage. Ultramatic enjoys one of the smoothest automatic transmissions now on the market. No gear-shifting, slipping at road speed with Ultramatic. No fear of overheating on hills. You have faster pickup. You can park more easily. You also have full engine braking power for reducing speed or coming down hills.

It's no wonder Ultramatic has achieved a worldwide reputation as the finest of them all.



This is the "face" of the new Packard CLIPPER—as individual as the car itself. Note the massive appearance, the graceful manner in which the front-end ensemble rises from the foundation line of the bumper. Note, too, the broad expanse of the windshield—with no unnecessary, exaggerated curves to cause dangerous distortion.



CLIPPER

Packard's contour styling contributes another *plus* in that it makes possible *king-size* luggage compartments in the CLIPPERs. There's more than 30 cubic feet of usable space in this CLIPPER compartment. There's plenty of space for all the luggage you'll need on any normal trip, including ample room for sports equipment.



The Packard CLIPPER Specifications

Packard-built quality at a popular medium price!

QUICK FACTS ABOUT THE 1954 PACKARD CLIPPER SPECIALS, DELUXE AND SUPER CLIPPERS

ENGINE—L-head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons. Removable precision-type main and connecting rod bearings. 14 mm. spark plugs. Oil capacity: 7 quarts. *Super and DeLuxe Clipper*: displacement 327 cubic inches. Compression ratio: 8.0 to 1. Brake horsepower: 165 at 3600 r.p.m. Crankshaft weight: 104 pounds; five main bearings. Bore and stroke: $3\frac{1}{2} \times 4\frac{1}{4}$ inches. *Clipper Special*: displacement 288 cubic inches. Compression ratio: 7.7 to 1. Brake horsepower: 150 at 4000 r.p.m. Crankshaft weight: 96 pounds; five main bearings. Bore and stroke: $3\frac{1}{2} \times 3\frac{3}{4}$ inches.

TRANSMISSION—Packard Ultramatic Drive is optional at extra cost. Standard transmission has synchronized, carburized, helically cut gears and nine ball and roller bearings. Overdrive available at extra cost.

DRIVE—Hotchkiss type through rear springs. Hypoid rear axle. Axle ratios are: Standard—3.9 to 1. Overdrive—4.1 to 1. Ultramatic Drive—3.54 to 1 on *Clipper Special* and 3.23 to 1 on *Super and DeLuxe Clipper*.

FUEL SYSTEM—*Clipper Special, Super and DeLuxe*: Dual downdraft carburetor, with two intake jets. Automatic choke, automatic heat control, silencer and flame arrester. Twenty-gallon gasoline tank. Automatic idling control.

ELECTRICAL SYSTEM—Large capacity, 45 ampere, air-cooled generator with automatic control. Seventeen plate, 100 ampere hour battery. New positive engagement starter drive on *Clipper Super*. New waterproof ignition wiring. Full automatic spark control. Sealed-beam headlights.

STEERING—Conventional: Packard Gemmer worm and 3-tooth roller type gear. Over-all ratio 27.3 to 1. Turning radius $21\frac{1}{2}$ feet. Power Steering, optional at extra cost: Hydraulic, direct-action type with rotor pump. Over-all ratio 22 to 1. Turning radius $20\frac{1}{2}$ feet.

FRONT SUSPENSION—Packard independent front-wheel suspension, rubber cored support arm inner bushings on *Clipper Super*—threaded steel bushings on *Clipper Special* and *De Luxe*. Roll Control Bar. Airplane-type, direct-acting, full-flex shock absorbers.

REAR SUSPENSION— $2\frac{1}{2}$ -inch wide semi-elliptic springs, $54\frac{3}{8}$ inches long. Full-length composition liners between leaves.

SHOCK ABSORBERS—Direct-acting airplane type.

BRAKES—Safety-set hand brake. Packard Servo-Hydraulic, self-energizing type service brakes. Packard Power Brakes optional at extra cost.

WHEELS AND TIRES—With new Safety-Groove rims. Tire size: 15 x 7.60.

WHEELBASE—122 inches.

OVER-ALL LENGTH— $215\frac{15}{16}$ inches from bumper to bumper.

STANDARD EQUIPMENT—Twin horns, two dual, universally hinged sun visors. Double, variable-speed vacuum windshield wipers. Horn ring. Bumper guard front and rear. Bumper jack and tools. Turn indicators*, foam cushion front seat and clock*. Glove box light*. Chrome wheel discs standard on *Super*.

*Available on *Special* at extra cost.

Packard Motor Car Co. reserves right at any time, and without notice or obligation, to alter the design of, or to discontinue any model or product; to change prices; and to change any specifications including, but not limited to, colors, materials, dimensions or equipment.

Packard Motor Car Company • Detroit 32, Michigan

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