

INFORMATION ON THE
1937
Packard Motor Cars
for
REGISTRATION and INSURANCE PURPOSES

EXPLANATIONS

1. **MODEL DESIGNATION:** Packard cars manufactured beginning September, 1936, are identified as Series C Sixes and Series C One Twentys, and Fifteenth Series Super Eights and Fifteenth Series Twelves. They are also known as 1937 Packards. The date stamped on the number plate on the dashboard indicates the date of delivery to the customer.

2. **MOTOR NUMBER:** The motor number on Packard Six and Packard One Twenty cars is on a boss on the lower left side of the cylinder block. On the Packard Super Eight cars, it is located on the upper left side of the upper half of the crankcase. On Packard Twelve cars it is on the upper left side of the cylinder block.

3. **VEHICLE NUMBER:** The vehicle number plate is secured to the front face of the dash. It consists of the "body type number" designation, to which is added the production number of the individual car. For example, the vehicle number of a Packard Super Eight Touring Sedan would consist of 1013 (the body type number), and in hyphenated form, the production number of that particular car, which in this instance is assumed to be number 10. This would give a vehicle number of 1013-10.

4. **BODY NUMBER:** The body number is embossed in large numerals in the front face plate of the dash. It is a theft proof number used as an identification number when the motor or vehicle numbers are defaced or altered.

5. **HORSE POWER RATING:** The horse power ratings indicated herein are derived by the formula devised by the Society of Automotive Engineers and approved by the Automobile Manufacturers Association, in which the bore squared multiplied by the number of cylinders, divided by 2.5, equals the rated horse power.

6. **SEATING CAPACITY:** The indicated passenger seating capacities are inclusive of the driver or chauffeur; that is, they represent the total number of passengers the car will seat. Hyphenated figures such as "2-4" indicate the permanent and the permanent plus auxiliary seating capacities respectively.

7. **SHIPPING WEIGHT:** The shipping weights indicated herein are those of the vehicles as they leave the Factory; that is, inclusive of all standard equipment and standard accessories; but exclusive of water, gasoline, spare tires and any other additional special equipment or special accessories. The approximate ready-for-the-road weight, including these items, may be determined by adding the footnote weights to the indicated shipping weights.

Packard Motor Car Company
Detroit, Michigan

PACKARD SIX—Series C

Manufacture Began.....	1936
Motor Numbers.....	T-1500 and up
Vehicle Numbers.....	See Paragraph 3, Page 1
Number of Cylinders.....	6
Bore and Stroke, in inches.....	3 7/16 x 4 1/4
Horse Power, S. A. E. Rating.....	28.36
Piston Displacement, in cubic inches.....	237

MODEL 115-C

115-Inch Wheelbase

<u>Body Type Number</u>	<u>Body Type Designation</u>	<u>Passenger Seating Capacity</u>	<u>Shipping Weight in Pounds</u>	<u>SUGGESTED LIST PRICE IN</u>	
				<u>United States F.O.B. Detroit (Before Taxes)</u>	<u>Canada F.O.B. Windsor (Before Taxes)</u>
1088	Coupe, Business	2	3140	\$ 795.00	\$1045.00
1089	Coupe, Convertible	2-4	3285	910.00	1200.00
1085	Coupe, Sport	2-4	3215	840.00	1105.00
1084	Coupe, Touring	5	3235	860.00	1135.00
1083	Sedan	5	3265	895.00	1180.00
1086	Sedan, Club	5	3275	900.00	1190.00
1082	Sedan, Touring	5	3310	910.00	1200.00
115-C	Chassis, Standard	—	2315	575.00	755.00

The approximate ready-for-the-road weight may be determined by adding 160 pounds to the above indicated shipping weights.

PACKARD ONE TWENTY—Series C

Manufacture Began.....	1936
Motor Numbers.....	X-100,000 and up
Vehicle Numbers.....	See Paragraph 3, Page 1
Number of Cylinders.....	8
Bore and Stroke, in inches.....	3 ¹ / ₄ x 4 ¹ / ₄
Horse Power, S. A. E. Rating.....	33.80
Piston Displacement, in cubic inches.....	282.04

MODEL 120-C

120-Inch Wheelbase

Body Type Number	Body Type Designation	Passenger Seating Capacity	Shipping Weight in Pounds	SUGGESTED LIST PRICE IN	
				United States F.O.B. Detroit (Before Taxes)	Canada F.O.B. Windsor (Before Taxes)
1098	Coupe, Business	2	3340	\$ 945.00	\$1245.00
1099	Coupe, Convertible	2-4	3485	1060.00	1400.00
1095	Coupe, Sport	2-4	3415	990.00	1305.00
1094	Coupe, Touring	5	3435	1010.00	1335.00
1093	Sedan	5	3465	1045.00	1380.00
1096	Sedan, Club	5	3455	1050.00	1390.00
1097	Sedan, Convertible	5	3630	1355.00	1710.00
1092	Sedan, Touring	5	3520	1060.00	1400.00
(120-C)	Chassis, Standard	—	2495	725.00	950.00
(120-CA)	Chassis, Hearse	(158" W.B.)	2730	880.00	—

MODEL 120-CD

120-Inch Wheelbase

1094-CD	Coupe, Touring	5	3465	1220.00	1545.00
1096-CD	Sedan, Club	5	3485	1260.00	1595.00
1092-CD	Sedan, Touring	5	3550	1270.00	1600.00

MODEL 138-CD

138-Inch Wheelbase

CD-1090	Limousine, Touring	7	3900	1840.00	2310.00
CD-1091	Sedan Touring	7	3835	1690.00	2120.00

The approximate ready-for-the-road weight may be determined by adding 185 pounds to the above indicated shipping weights.

PACKARD SUPER EIGHT—15th Series

Manufacture Began.....	1936
Motor Numbers.....	395,500 and up
Vehicle Numbers.....	See Paragraph 3, Page 1
Number of Cylinders.....	8
Bore and Stroke, in inches.....	3 3/16 x 5
Horse Power, S. A. E. Rating.....	32.50
Piston Displacement, in cubic inches.....	320

MODEL 1500

127-Inch Wheelbase

Body Type Number	Body Type Designation	Passenger Seating Capacity	Shipping Weight in Pounds	SUGGESTED LIST PRICE IN	
				United States F.O.B. Detroit (Before Taxes)	Canada F.O.B. Windsor (Before Taxes)
1003	Sedan, Touring	5	4530	\$2335.00	\$2935.00
1500	Chassis, Standard	—	3200	1800.00	2270.00

MODEL 1501

134-Inch Wheelbase

L-394	Cabriolet, Le Baron, A. W.	5-7	4965	4850.00	6060.00
1018	Coupe	2-4	4585	2420.00	3040.00
1017	Coupe	5	4595	2510.00	3155.00
1019	Coupe, Roadster	2-4	4580	2680.00	3365.00
1016	Sedan, Club	5	4600	2530.00	3175.00
1012	Sedan, Formal	5	4795	3235.00	4055.00
1013	Sedan, Touring	5	4670	2535.00	3185.00
1007	Victoria	5	4650	3150.00	3945.00
(1501)	Chassis, Standard	—	3255	1880.00	2370.00

MODEL 1502

139-Inch Wheelbase

1015	Limousine, Business	5-8	—	2715.00	3405.00
1015	Limousine, Touring	5-7	4815	2840.00	3565.00
1014	Sedan, Business	5-8	—	2580.00	3240.00
1063	Sedan, Convertible	5	4945	3350.00	4195.00
1014	Sedan, Touring	5-7	4700	2705.00	3395.00
L-395	Town Car	7	5360	4990.00	6235.00
(1502)	Chassis, Standard	—	3295	1940.00	2445.00

The approximate ready-for-the-road weight may be determined by adding 245 pounds to the above indicated shipping weights.

PACKARD TWELVE—15th Series

Manufacture Began.....	1936
Motor Numbers.....	905,500 and up
Vehicle Numbers.....	See Paragraph 3, Page 1
Number of Cylinders.....	12
Bore and Stroke, in inches.....	3 7/16 x 4 1/4
Horse Power, S. A. E. Rating.....	56.70
Piston Displacement, in cubic inches.....	473

MODEL 1506

132-Inch Wheelbase

Body Type Number	Body Type Designation	Passenger Seating Capacity	Shipping Weight in Pounds	<u>SUGGESTED LIST PRICE IN</u>	
				United States F.O.B. Detroit (Before Taxes)	Canada F.O.B. Windsor (Before Taxes)
1023	Sedan, Touring	5	5335	\$3490.00	\$4385.00
(1506)	Chassis, Standard	—	4015	2450.00	3085.00

MODEL 1507

139-Inch Wheelbase

L-394	Cabriolet, Le Baron, A.W.	5-7	5740	5700.00	7130.00
1038	Coupe	2-4	5255	3420.00	4295.00
1037	Coupe	5	5415	3590.00	4505.00
1039	Coupe, Roadster	2-4	5255	3450.00	4330.00
1036	Sedan, Club	5	5520	3660.00	4590.00
1032	Sedan, Formal	5	5550	4260.00	5340.00
1033	Sedan, Touring	5	5525	3560.00	4470.00
1027	Victoria, Convertible	5	5345	4490.00	5625.00
(1507)	Chassis, Standard	—	4075	2580.00	3250.00

MODEL 1508

144-Inch Wheelbase

1035	Limousine, Touring	5-7	5660	4085.00	5120.00
1073	Sedan, Convertible	5	5680	4650.00	5825.00
1034	Sedan, Touring	5-7	5600	3885.00	4870.00
L-395	Town Car, LeBaron, A.W.	5-7	5790	5900.00	7380.00
(1508)	Chassis, Standard	—	4120	2770.00	3480.00

The approximate ready-for-the-road weight may be determined by adding 315 pounds to the above indicated shipping weights.

MOTOR SERIAL NUMBER INDEX TO PRECEDING MODELS SINCE 1920

Further information, relative to any of the following preceding models of cars, for registration and insurance purposes, will be supplied upon request.

<u>Motor</u> <u>Serial Number</u>	<u>Year</u> <u>Began</u>	<u>Series</u>	<u>Model</u> <u>Designation</u>
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PACKARD ONE TWENTY

X- 1,501—27,499	1935	120-A	One Twenty
X-27,500—99,999	1935	120-B	One Twenty

PACKARD EIGHT AND PREDECESSORS

1— 8,999	1920	116	Single Six
9,000— 36,999	1922	126- 133	Single Six
37,000— 49,499	1924	226- 233	Single Six
49,500— 94,999	1925	326- 333	Single Six
95,000—124,999	1926	426- 433	Single Six
125,000—166,941	1927	526- 533	Single Six
166,942—167,012	1928	626	Speedster Eight
233,000—276,999	1928	626- 633	Standard Eight
277,000—319,999	1929	726- 733	Standard Eight
320,000—339,999	1930	826- 833	Standard Eight
320,000—339,999	1930	833	Individual Custom Eight
340,000—359,999	1931	901- 902	Standard Eight
360,000—369,999	1932	900	Light Eight
370,000—373,999	1933	1001-1002	Eight
374,000—379,148	1933	1100-1-2	Eight
385,000—390,499	1934	1200-1-2	Eight
390,500—395,499	1935	1400-1-2	Eight

PACKARD SUPER EIGHT AND PREDECESSORS

200,000—208,999	1923	136- 143	Single Eight
209,000—219,999	1925	236- 243	Single Eight
220,000—224,999	1926	336- 343	Single Eight
225,000—232,999	1927	443	Single Eight
167,013—178,999	1928	640- 645	Custom and DeLuxe Eight
179,000—187,999*	1929	740- 745	Custom and DeLuxe Eight
184,000—184,500**	1929	734	Speedster Eight
188,000—192,999	1930	840- 845	Custom and DeLuxe Eight
188,000—192,999	1930	840	Individual Custom Eight
193,000—199,999	1931	903- 904	Eight DeLuxe
193,000—199,999	1931	904	Eight DeLuxe Individual Custom
750,000—751,999	1933	1003-1004	Super Eight
752,000—754,999	1933	1103-4-5	Super Eight
752,000—754,999	1933	1105	Super Eight Custom
755,000—756,999	1934	1203-4-5	Super Eight
757,000—758,499	1935	1403-4-5	Super Eight

PACKARD TWELVE AND PREDECESSORS

900,000—900,999	1932	905- 906	Twin Six
901,000—901,599	1933	1005-1006	Twelve
901,000—901,599	1933	1006	Twelve Custom
901,601—902,586	1933	1107-1108	Twelve
901,601—902,586	1933	1106-1108	Twelve Custom
903,001—903,999	1934	1207-1208	Twelve
904,000—905,499	1935	1407-1408	Twelve

*Exclusive of **