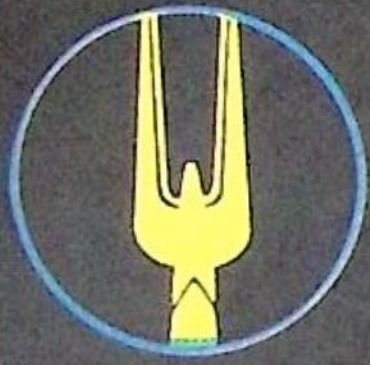


PACKARD CLIPPER

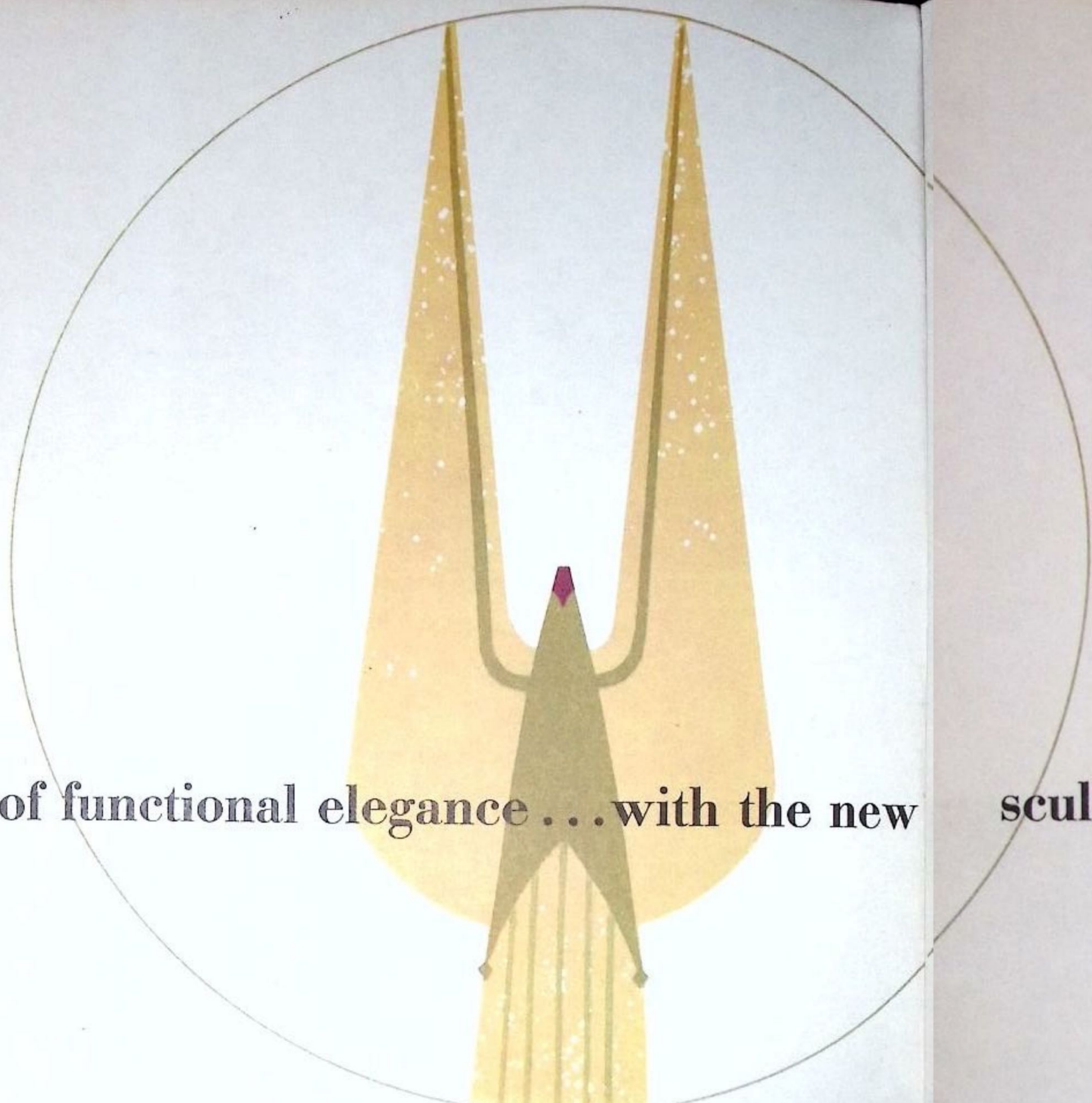
for 1957



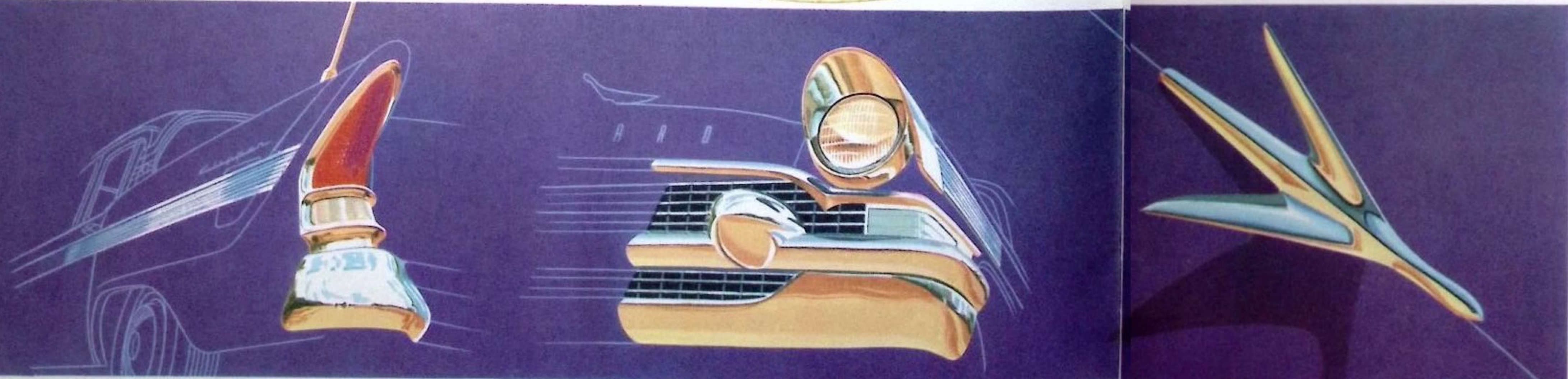
Studebaker-Packard corporation

Where pride of Workmanship comes first!





The new age of functional elegance . . . with the new sculpture and action of tomorrow's motoring



Studebaker-Packard presents the Packard Clipper for 1957—a new luxury motor car that brings together for the first time the best of *two* automotive worlds . . .

Here's where you discover a rich, modern expression of the Packard way with elegance: rich, custom fabrics . . . finely designed hardware . . . luxuriously quiet and deep-cushioned comfort.

Beneath these hand-crafted marks of Packard quality, there's an exciting new Clipper standard of functional elegance in advanced engineering, too. New, versatile *supercharged* power brings you a total command of all driving ranges, unmatched in the luxury car field—without usual penalties in excess weight and lost economy.

And in the sculptured lines and textured detail you see are hints of the new, nimble proportions which style the Packard Clipper for 1957 into a new image of mobility and grace.

All this is yours in the considerably priced, distinctively beautiful fine cars of the Studebaker-Packard line we present in these pages.



PACKARD CLIPPER TOWN SEDAN

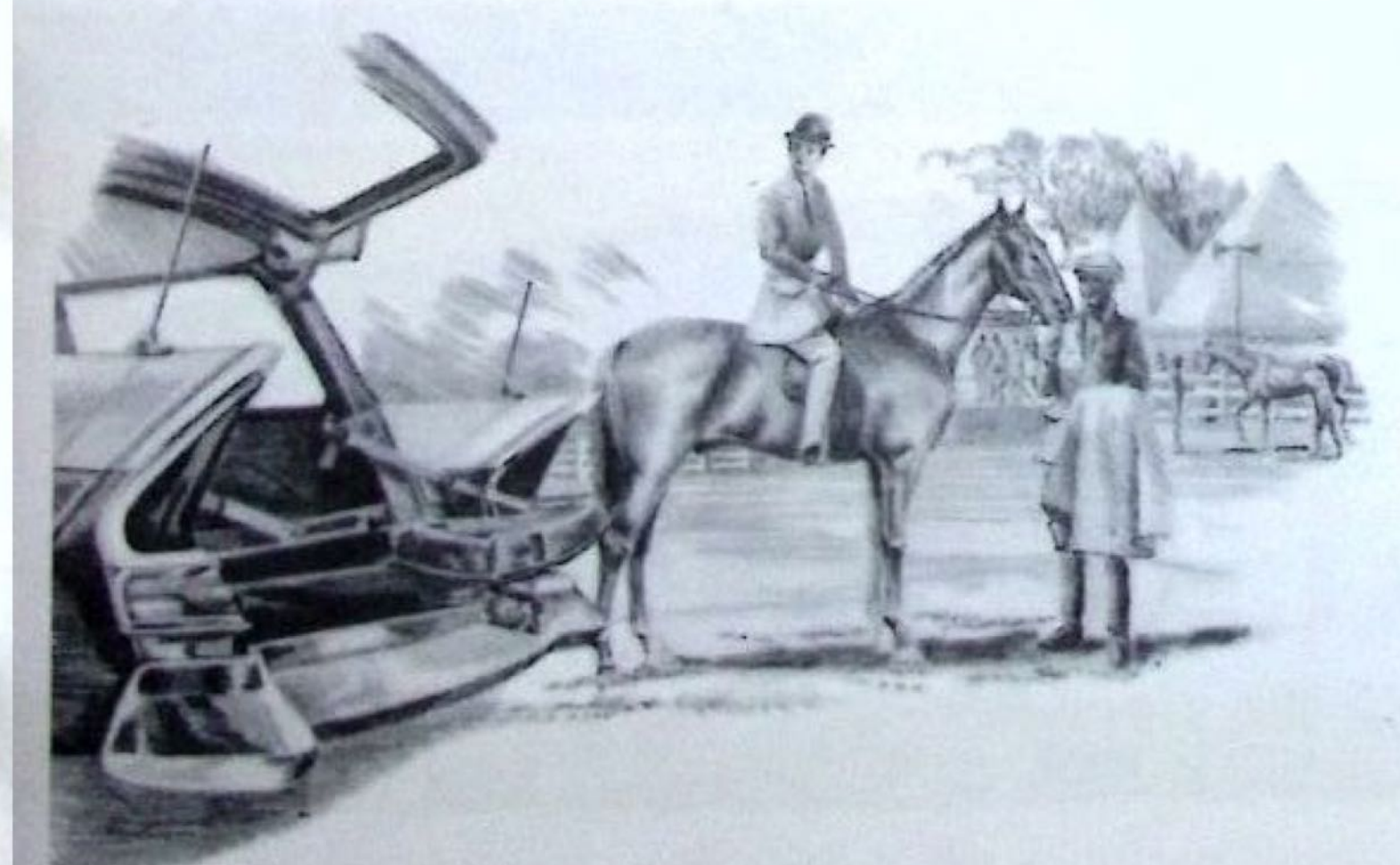
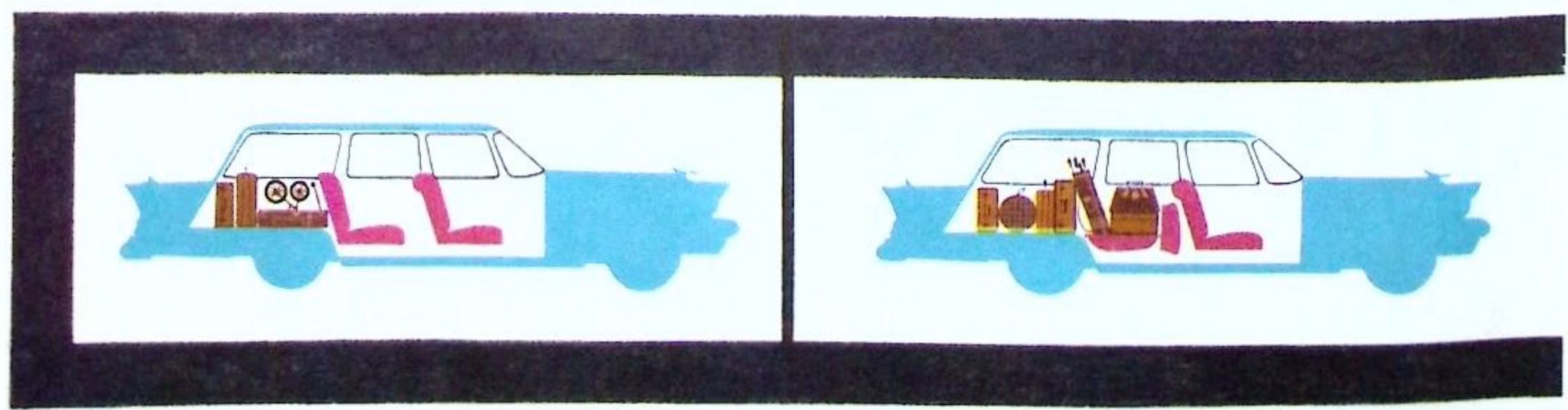
dynamic blend of
jewel box beauty
and exciting command

If you believe that fine styling must be matched by superior workmanship in your next car . . . if you expect engineering advances beyond horsepower alone—the Packard Clipper Town Sedan is your kind of car. Behind its proud Packard grille is cradled not merely high horsepower, but a totally new performance for every driving situation. Within its trim, taut lines is a degree of luxury and spaciousness that only a Packard Clipper provides for your personal comfort. Every detail, down to the thickness and strength of the steel body panels, carries with it a Packard Clipper quality that is unsurpassed by even the most expensive luxury cars!

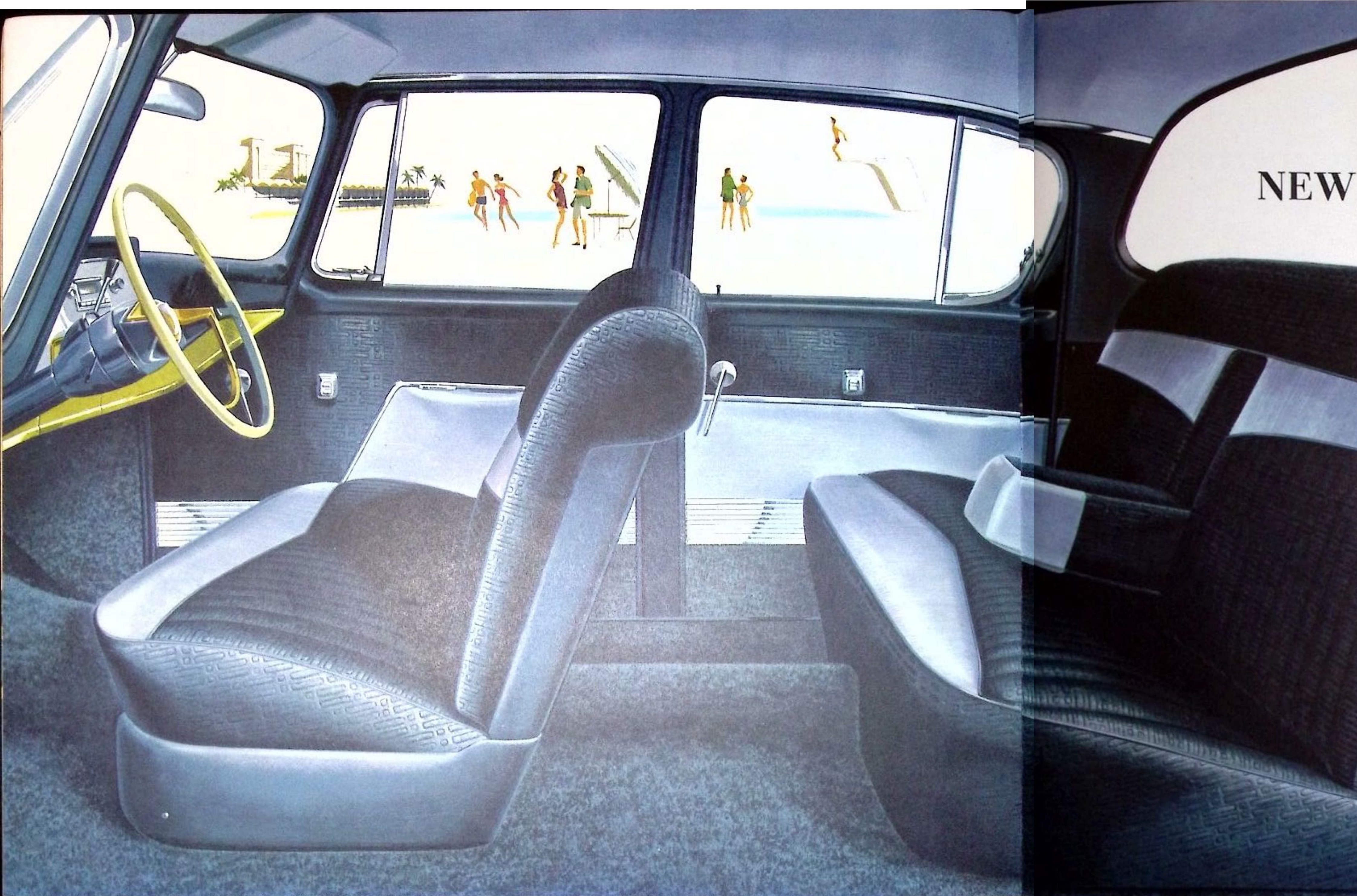




PACKARD CLIPPER COUNTRY SEDAN ...new dimensions in elegance with station wagon versatility



Take the special utility of the popular station wagon . . . add the *extra-special* Packard Clipper flair for luxury and outstanding engineering—you've got a heartwinning combination for any discriminating station wagon owner. For here is functional elegance at its versatile best: colorful, casual luxury that rivals anything on wheels; plus a collection of mechanical advantages that make this the most roadworthy station wagon yet! Under its lean, bold lines, there's a special suspension system that makes light work of a heavy load, yet provides sedan comfort on the most rugged woodland trails. In fact, with supercharged power and custom-teamed automatic transmission at your command, plus optional Twin Traction at the rear wheels, this Packard Clipper rewrites the definitions for *outstanding* station wagon performance.

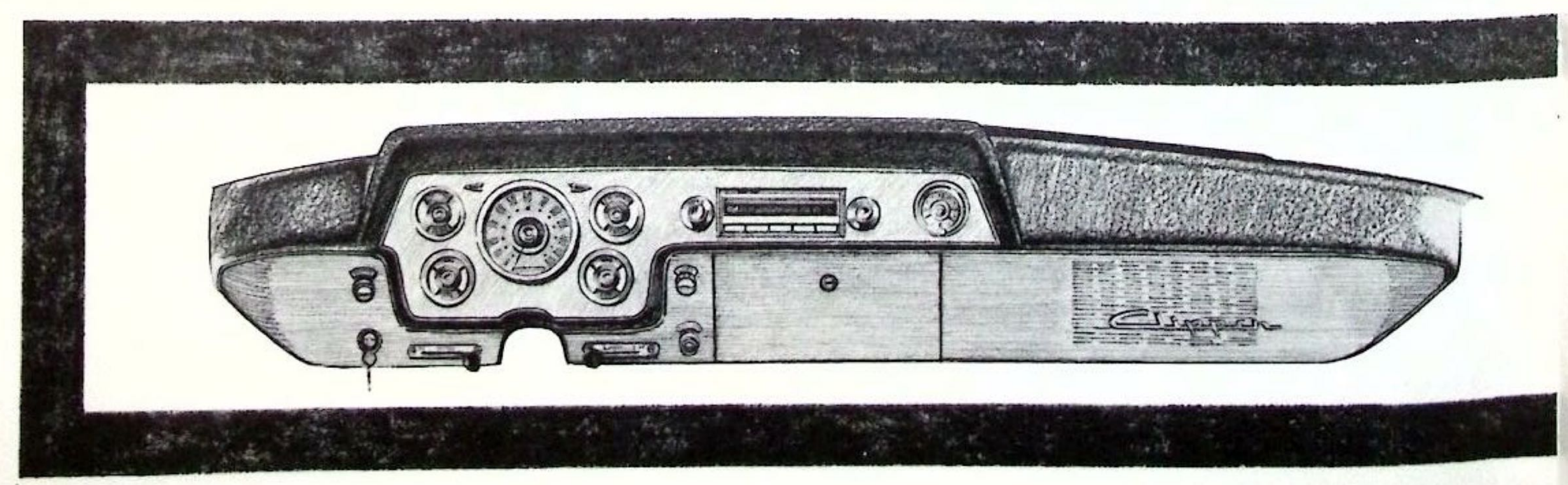


**NEW BEAUTY ARRIVES IN THE
PACKARD CLIPPER...**

deep, smooth, silent comfort...
rich hand-finished workmanship

Inside the Packard Clippers for 1957, functional elegance creates a wonderful new world of enjoyment in motoring. You relax in spaciousness almost unknown today—for here is legroom, headroom and ease of entry and exit that are tailored for true comfort and luxury. Soft seats, thickly cushioned with foam rubber, melt away the last trace of vibration or roadshock. Lavish use of sound-absorbing materials achieves a rich, satisfying quiet. And all around you are the appointments of gracious living: fine, rich fabrics your own interior decorator will admire . . . soft, thickly piled carpets . . . gleaming hardware—each rendered with the care and craftsmanship Packard owners know so well.

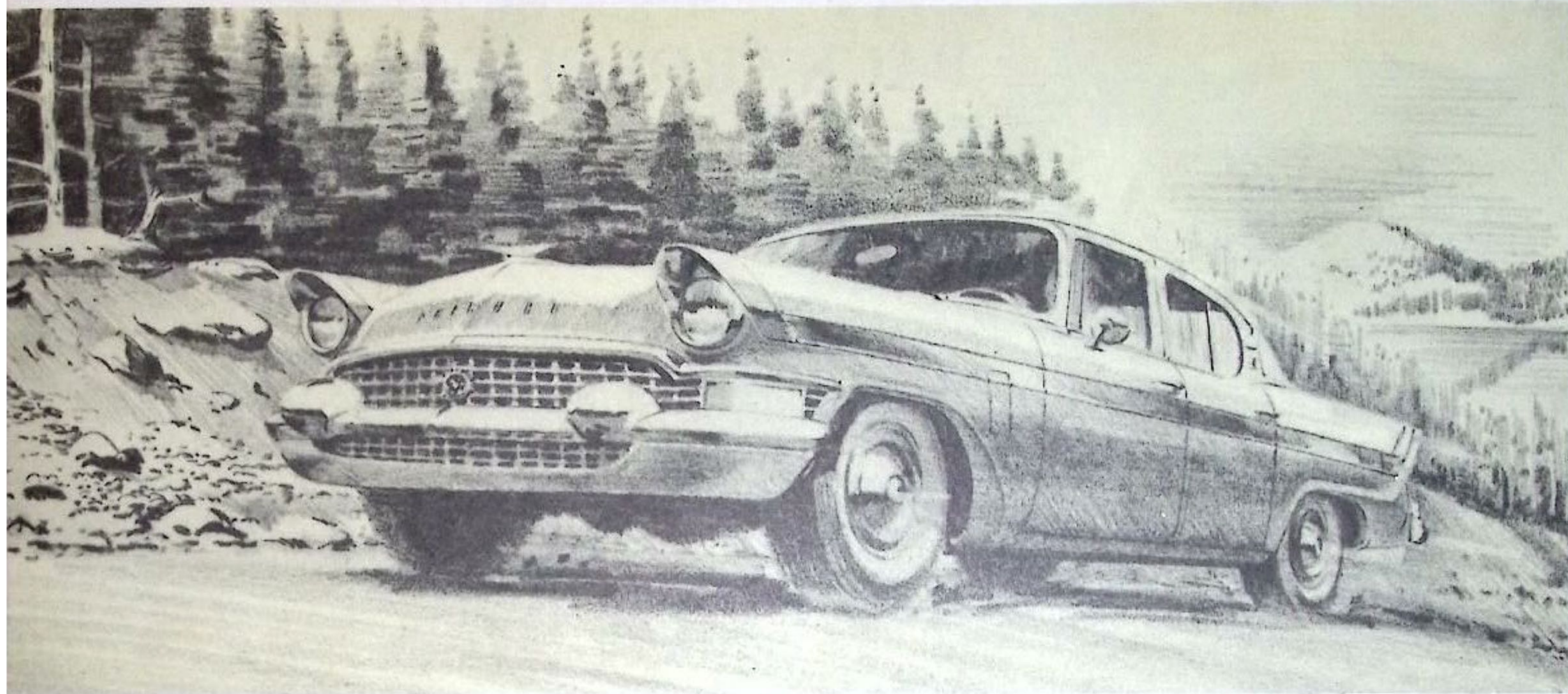
Luxury touches everywhere delight the eye in the Packard Clipper Town Sedan. Glamorous deep-toned matelassé, contrasted with smooth failles, are color-blended to your choice of car tones.



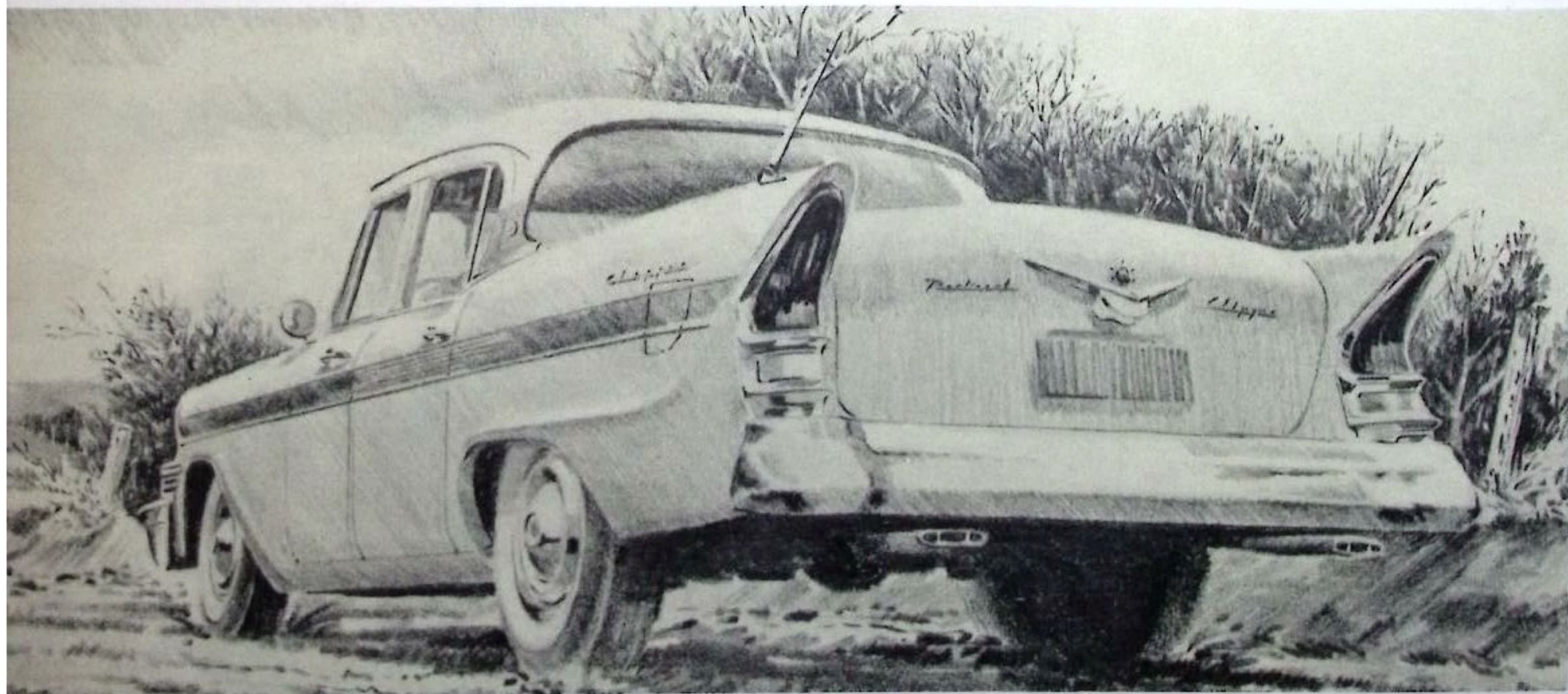
Elegance wears a casual air in Country Sedan interiors. Distinctive linen tweeds team with smart, color-matched vinyls and thick carpets, front and rear, in a setting of high fashion and durability.



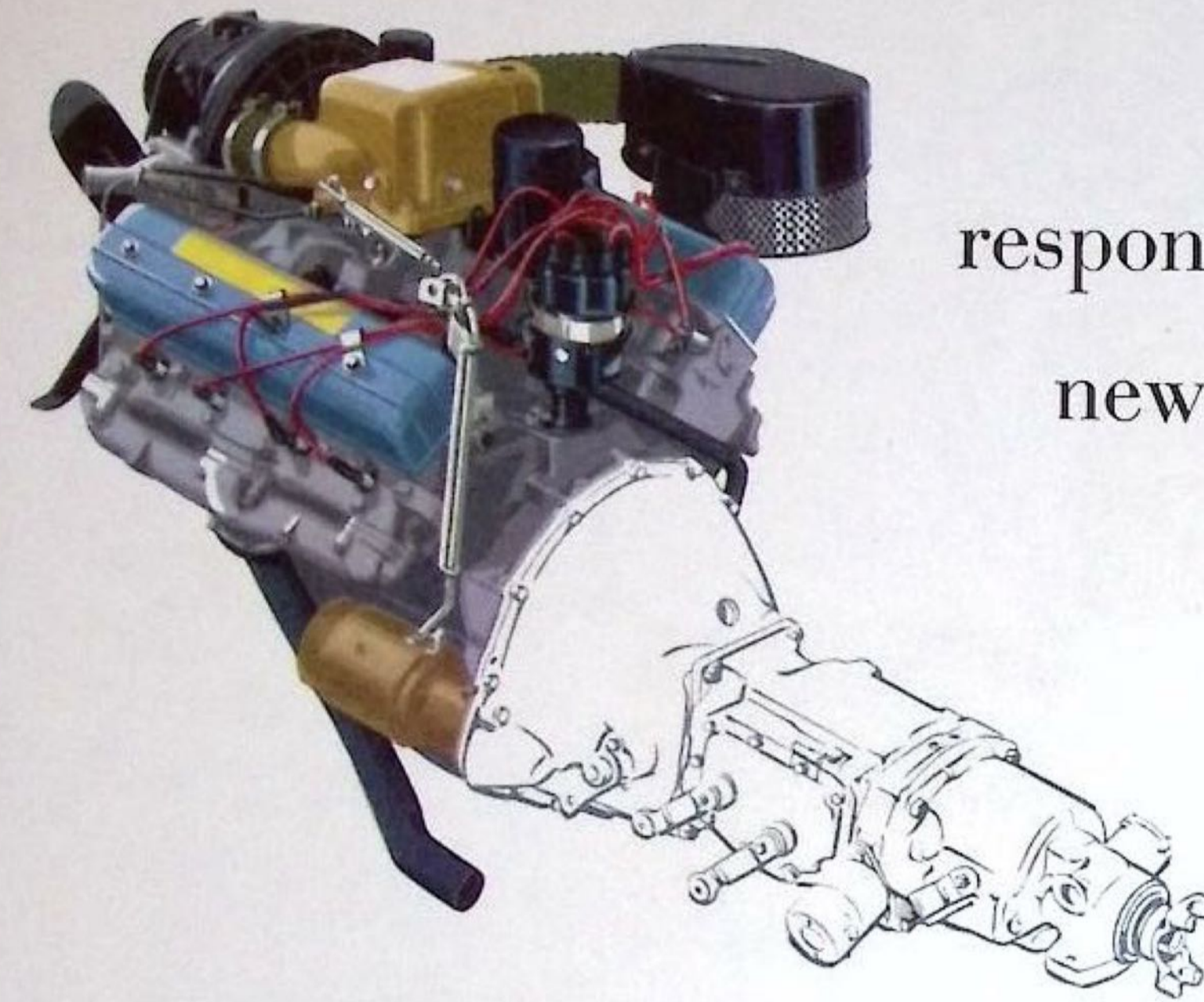
Supercharged Packard Clipper performance



Twin Traction*... you go through ice, snow, mud



...



responsive new kind of power...
new command of any road!

Above all else, Packard Clipper's new supercharged V8 means new *mobility*. In town traffic and average driving, you enjoy superb smoothness and matchless response—with a degree of economy possible only in a moderately-sized V8. Yet here, too, is blazing supercharged pickup and breathtaking torque that automatically answer your demand for extraordinary performance whenever you need it—at the traffic light, on the superhighway, wherever vast power means greater safety. In short, the Packard Clipper offers total command of *all* driving ranges, yet saves you the penalties of wasted power, excess weight, and lost economy that are incurred in almost all other cars.

where others get stuck!

For the first time in any car, your new Packard Clipper puts *full* traction power to work on any road surface, under all weather conditions! In snow, mud, or sand, Twin Traction puts full power at the wheel with "grip" to pull you through. On slippery or bumpy roads, Twin Traction instantly and automatically adjusts to loss of traction at either wheel, maintaining control and roadability in hazardous driving. Indeed, all the best of Studebaker-Packard's sports cars is yours for astonishing maneuverability that will spoil you forever for all bulkier, slower-handling automobiles!

**Optional at slight extra cost.*



Supercharger action and automatic transmission are combined in a new standard of mobility.



Trim lines, faster handling, and easier control provide new pleasure at the wheel.



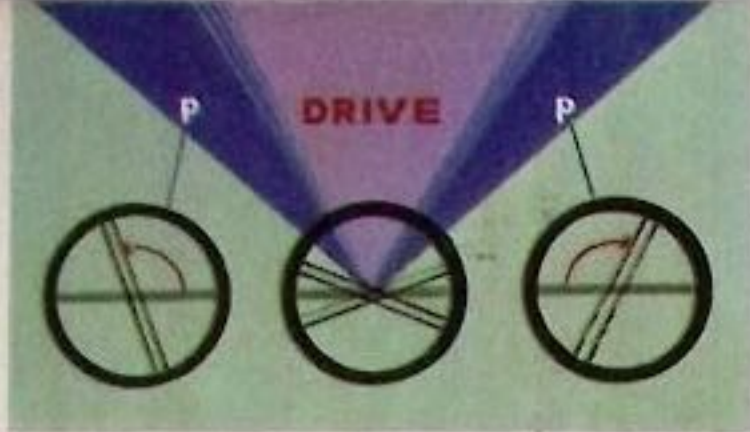
Individual suspensions for Sedan and Station Wagon create custom riding luxury for your comfort.



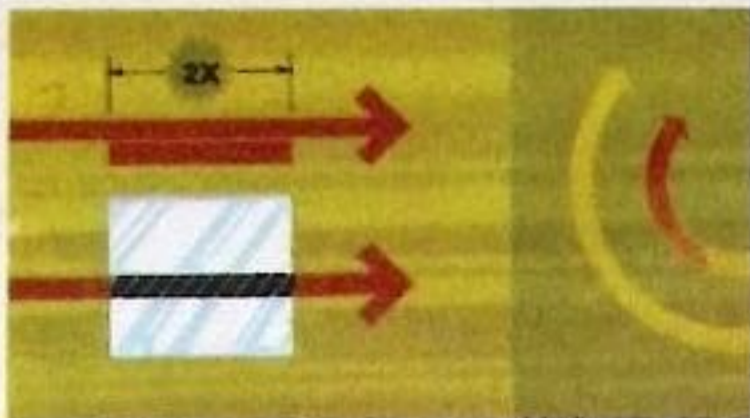
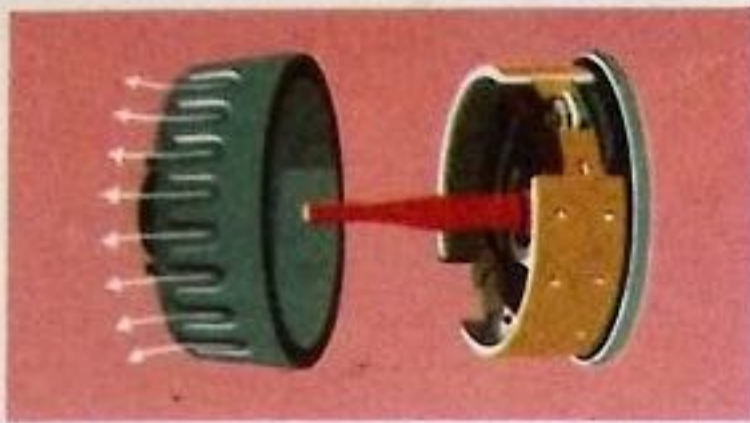
Twin Traction* aids safety, eliminates wheel spinning by varying power to the "grip" of each rear wheel.

Fundamental facts / Packard Clipper for 1957

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⑥



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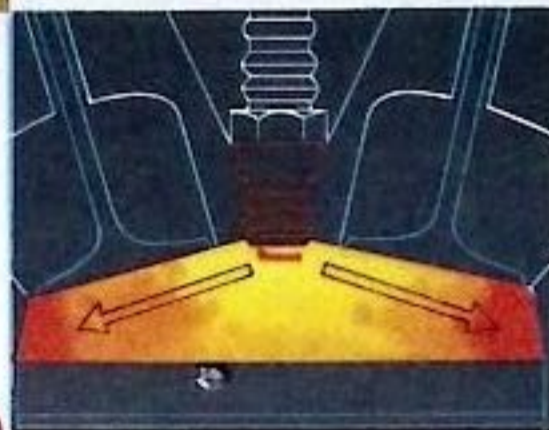


①

③



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DIMENSIONS: Packard Clipper Town Sedan has a wheel base of 120.5 in. Overall length is 211.8 in.; loaded height, 60.1 in.; width 76.9 in. Country sedan station wagon differs in wheel base of 116.5 in.; overall length of 204.8 in.; and height of 62.4 in. Tread for both models is 56.7 in. front, 55.7 in. rear. 7.60-15 tubeless tires. are used for best handling ease and riding comfort. ① **ENGINE:** The Packard Clipper Super 289 V8 is a modern short-stroke overhead-valve V8 with centrifugal type supercharger. Horsepower rating, 275 hp @ 4800 rpm; torque, 333 ft. lbs. @ 3200 rpm. Displacement, 289 cu. in.; compression ratio, 7.8 to 1. center-positioned spark within compact combustion chambers. ② Supercharger cuts in @ 3000 rpm; variable ratio pulley automatically gears psi pressure-feeding of fuel-air mixture to your power needs; noiseless, self-lubricating operation. New disposable paper-type air cleaner. Dual-throat carburetor. Five bearing crankshaft, built-in counterweights and vibration damper. Celeron gear timing drive. Automatic choke, automatic manifold heat control. Dual exhausts. ③ 12-volt electrical system. Automatic ignition control with octane selector. Weatherproof ignition. ④ **POWER TRAIN**—Transmission: Custom-teamed Flight-O-Matic is provided as standard transmission; three-stage planetary gear set plus torque converter for maximum flexibility. Hotchkiss Drive. Twin-Traction differential optional at slight extra cost. Rear axle ratio, 3.31 to 1; 3.07, 3.54 options without extra cost. ⑤ **CHASSIS**—Frame: Double-drop ladder type, box section side rails. Five cross-

members. Fast-action Variable-ratio steering. Town Sedan suspension: variable rate coil front springs; five-leaf-elliptical, rear. Country Sedan suspension: Coil front springs; two-stage (four-leaf main, two-leaf secondary) at rear. ⑥ **Brakes:** Self-centering, self energizing hydraulic, with finned weather sealed drums. Total lining area, 195.3 sq. in. Parking brake direct to rear wheels. **STANDARD EQUIPMENT:** Chrome wheel discs, chrome drip mouldings, two-speed electric windshield wipers, directional signals, back-up lights, front bumper guards, safety instrument panel padding, deluxe safety cone steering wheel, electric clock, cigar lighter, center rear arm rest (Town Sedan), glove compartment light and lock, full interior carpeting, foam rubber seat cushions. **OPTIONAL EQUIPMENT** (at extra cost) tinted safety glass; whitewall tires; power steering; power brakes; power window lifts; power seat control; air conditioning (Town Sedan); Climatizer-defroster unit; push button signal-seeking radio; dual rear antenna (electrically controlled for sedans, manual for station wagons); rear compartment speaker (Town Sedan); safety seat belts; safety padded sun visors; Country Sedan rooftop luggage rack; many convenient accessories. Studebaker-Packard Corporation reserves the right to change specifications, designs or prices without notice and without incurring obligation. Information contained herein is from data available when final approval for printing was given.

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