

The Car that gave America 29 New National Stock Car Records in 12 hours



Avanti, World's Fastest Production Car

In the summer of '62, during its 12 hours on the Bonneville Salt Flats, the Avanti, Studebaker Corporation's stock tornado left no doubt that America had produced a World's Champion. For example, from a flying start in the Unlimited American Stock Car Supercharged Class, the Avanti (equipped with its optional supercharged 299 cu. in. R-3 engine) set these six new records:

NEW AVANTI RECORDS

1 km.	168.24 mph
1 mile	168.15 mph
5 kms.	167.86 mph
5 mile	167.82 mph
10 kms.	167.40 mph
10 mile	163.90 mph

The other 23 records are equally impressive, as is the top speed of 178.5 mph attained during the record runs. These records speak for themselves. Take the wheel, and the Avanti will speak to you. Your Studebaker dealer will be happy to arrange a demonstration. The price? \$4,445.00 with 4-barrel carburetor (plus

transportation from South Bend, local taxes, and optional equipment).

Indulge yourself too, with a test drive in the great new '63 Lark, Gran Turismo Hawk, and Cruiser. Almost every one of the advanced power and performance features of the Avanti is available in all the cars from Studebaker.

Speed tests were sanctioned and certified by the United States Automobile Club, official U.S.A. representative for the Federation Internationale de l'Automobile, the world governing body for all international records and competitions.

From the Advanced Thinking of



Studebaker
CORPORATION



Avanti: America's high-performance 4-passenger luxury car. Over 150 mph during evaluation tests at Bonneville. No other U. S. car at any price obeys Avanti's racing-type disc brakes...struts Avanti's head-turning aerodynamic wedge shape. Under \$5,000. Avanti: the Maximum Automobile.

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CORPORATION

AVANTI

America's Most Advanced Car

Today—the feel and features of the Future! Torrid record-setting supercharged power . . . elegant Aerodynamic-wedge design, high-fashion four place full-contoured seat interior.

Exclusive new Avanti Power-Shift Automatic. Total Control! Drive in automatic, upshift or downshift at speed, without clutching.



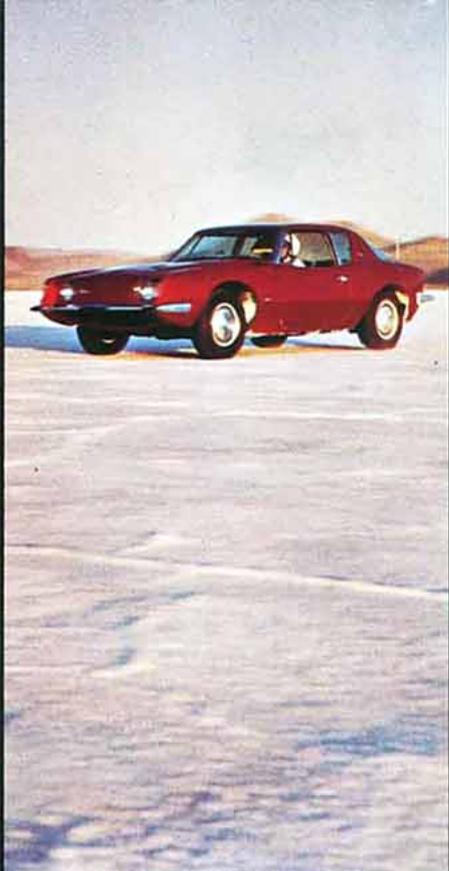
From Studebaker's advanced thinking, The Avanti . . . what better bench mark for the features incorporated into its running mates from Studebaker, '63 Lark, Hawk and new Cruiser?

Gran Turismo HAWK

America's Only Classic Touring Coupe

Long, sleek, and European-styled—for the Sophisticates. Roomy, racy and relaxing five-seater. Pleasure-powered with a mighty V-8 or supercharged Avanti power plant. Bucket seats, optional 4-speed gear box.

Exclusive on all Studebaker '63 cars—Racing-type caliper Disc Brakes. Disc Brakes forward, power brakes in rear—stop quick, straight, sure. Yours first from Studebaker.



FROM THE ADVANCED THINKING OF **Studebaker**
CORPORATION

Introducing America's Most Advanced Automobile

"You are looking at a new take-off point for the American Automobile. It is the Avanti by Studebaker. It is a prestige car, a fast car, a safe car, and certainly the most advanced car produced in America today."



SHERWOOD H. EGBERT, PRESIDENT, STUDEBAKER CORPORATION



Avanti
by Studebaker



The Avanti is a car to please the senses. It is graceful to the eye and exhilarating to the spirit. It looks different and is different. It combines design and engineering features as no other American car does. Admittedly this is a car for the discriminating. It is intended to please individuals desiring an advanced automobile with exceptional performance and great distinction.

HERE ARE BUT SOME OF THE AVANTI'S EXCITING FEATURES:

Aerodynamic wedge design.

Comfortable bucket seats for four adults.

Disc brakes up front. First American passenger car to use them. Full power assist all four wheels.

Vanity case with illuminated mirror built into glove locker.

*New, unique automatic "Power-shift" transmission—acts as a fully automatic or can be shifted up or down.

Choice of high-performance manual transmissions—3 and 4* speed.

Complete instrumentation with tachometer and manifold pressure gauge.

Aircraft type red instrument illumination for superior night vision.

Aircraft type overhead controls for lights and fan.

Cockpit type heater-defroster controls on a console-mounted "throttle" quadrant.

Built-in padded steel safety bar over passenger compartment.

Safety-padded interior.

High performance Jet-thrust V8-4 bbl. carburetor. *Paxton supercharger for extraordinary performance.

Large luggage-contoured trunk.

Access panel connects car interior to trunk.

*Power steering—exceptionally fast—only three turns full right to full left.

Performance-matched axle ratios available.

Limited slip differential. (Twin Traction)

Safety cone door locks will not fly open even under great stress.

Would you like to have an Avanti built for you? Visit your Studebaker Dealer. He is taking orders on a priority basis.

*Optional



DRESSES BY CEIL CHAPMAN

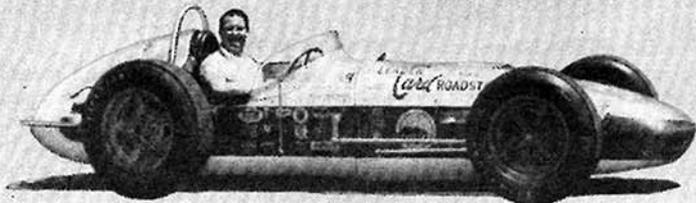
BON VIVANT...

Acclaimed by connoisseurs on two continents, Studebaker's new Avanti has been created in the tradition of a masterpiece. Every flowing line suggests a further look... from the aerodynamic wind-cutting frontal wedge, past the gently pinched waist to the beautifully-contoured European-type fast back. And one glance at the softly illuminated interior is an irresistible invitation to open a door proportioned for gracious entry. Four exquisitely tailored bucket seats are there to

enfold you for a run to the club or a car lover's jaunt on the open road. And on the road the Avanti discloses another of its unique ingredients. For this is a high performance automobile in every sense of the word. Handling is of sports car quality; its power established a new world's speed record for production cars; caliper disc brakes, complete interior safety-padding and even a concealed steel roof girder make the Avanti probably the world's safest car.

You can order an AVANTI now. See your Studebaker dealer...
or write AVANTI, South Bend 27, Indiana.

AVANTI by Studebaker
America's Most Advanced Automobile



"Indy" 500 winner Rodger Ward (left) shows his Avanti to friends.

"Indy" 500 Winner, Rodger Ward, Becomes World's First Avanti Owner

We are proud that Rodger Ward is the first Studebaker Avanti owner, for this is a car built not only for knowledgeable drivers, but for all admirers of exceptional automobiles.

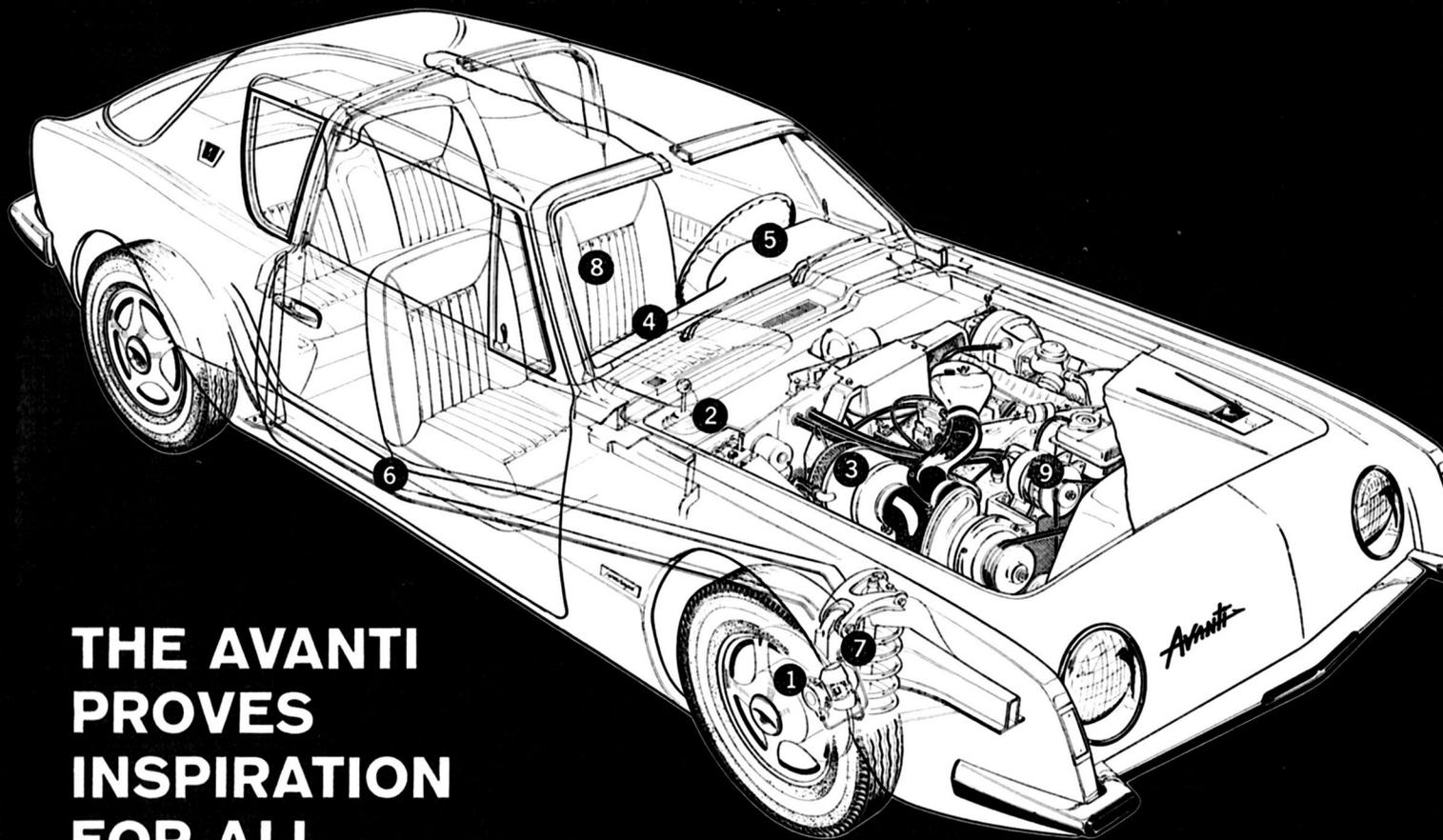
As such, every Avanti will be carefully inspected through every phase of manufacture and road tested before shipment from the factory.

Not only is Avanti performance outstanding (0-60 in 6.7 seconds), but its handling characteristics are outstanding too. Steering is a little over three turns lock to lock, and the entire car

is taut and precise. Its deceleration is as dramatic as its acceleration. Caliper-type discs up front and finned Bendix drums at the rear provide a superb braking system.

And the Avanti seats four comfortably in an elegant tastefully appointed interior. Bolstered bucket seats, anatomically designed, help make long distance cruising effortless. Write for an illustrated brochure in color that gives you all the details. The address is Studebaker Corporation, 635 South Main St., South Bend 27, Indiana.

Avanti by Studebaker
America's Most Advanced Automobile



THE AVANTI PROVES INSPIRATION FOR ALL '63 STUDEBAKERS

From Studebaker's advanced thinking, The Avanti... what better bench mark for the features incorporated into its running mates from Studebaker, '63 Lark, Hawk and new Cruiser?

For example: The '63 Lark of your choice can boast the New Jet-thrust supercharged V-8, caliper disc brakes, a 4-speed synchromesh gear box.

Or, if more room would be a boon, consider the new Lark Wagonaire. First wagon with a slide open top—for either stand-up inside loading, or convertible-style loafing. All just part of a string of only-from-Studebaker firsts...

Look to the right for specifics, the pages following for pictures... and your nearest Studebaker dealer for a test run in any of the far-ahead feature cars of '63.

Avanti Inspired Features Available on all '63 Lark, Hawk and Cruiser Models

1. **Disc Brakes.** Racing-type caliper disc brakes up front, finned drums rear—all power-boosted. Remarkable stopping power. Stop quicker, smoother, straighter than with ordinary brakes under any conditions. Standard on Avanti, low-cost option on all others.
2. **Widest Transmission Choice.** 4-speed floor-mounted manual, column-mounted 3-speed manual and automatic.
3. **Overdrive.** On Avanti, exclusive new Power-Shift — drive as automatic, up-shift or downshift manually without clutch.
4. **Supercharged Avanti Jet-thrust V-8.** High-lift cam, 9:1 compression ratio (10:1 on unblown version). Four barrel carburetor and dual exhaust with low back pressure. Or choose the 289 or 259 cu. in. V-8s with or without four-barrel carbs; or fleet-footed Six.
5. **Illuminated Ladies' Vanity.** Make-up mirror, cosmetic box and server tray combined. Standard equipment on all '63 cars from Studebaker.
6. **Full direct-reading Instrumentation.** No "idiot lights." Oil pressure and temperature gauges, Ammeter. Rocker switch light controls. Tachometer. Manifold pressure gauge on supercharged Avanti model.
7. **Armor Guard Full Frame Construction.** Exceptional structural strength and torsional rigidity. Used in all '63 cars from Studebaker.
8. **Superb Suspension.** An effective combination of stabilizer bars, hydraulic shocks, coil and semi-elliptic springs provide outstanding, precise handling characteristics. Radius rods on Avanti.
9. **Full Support Bucket Seats.** Standard equipment in Avanti and Hawk, optional in all Larks and new Cruiser. All seats are designed and positioned to provide maximum driver efficiency and comfort.
10. **Alternator.** A 35 amp. alternator is standard equipment on all '63 models. 40 amp. alternator standard on Avanti.

FROM THE ADVANCED THINKING OF **Studebaker**
CORPORATION

See the following pages
for pictures of '63 cars from
Studebaker Corporation

**IN 12 HOURS
AMERICA HAD
29 NEW**

**NATIONAL
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10 kilo	167.40 mph
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The other twenty-three records are equally impressive as is the top speed of 170 m.p.h. plus attained during the record runs. And as the records speak for themselves, so the Avanti will speak to you once you're behind the wheel. Your Studebaker dealer will be happy to arrange for a demonstration. The price? \$4,445.00 with 4-barrel carburetor (transportation from South Bend, local taxes, and optional equipment additional).

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