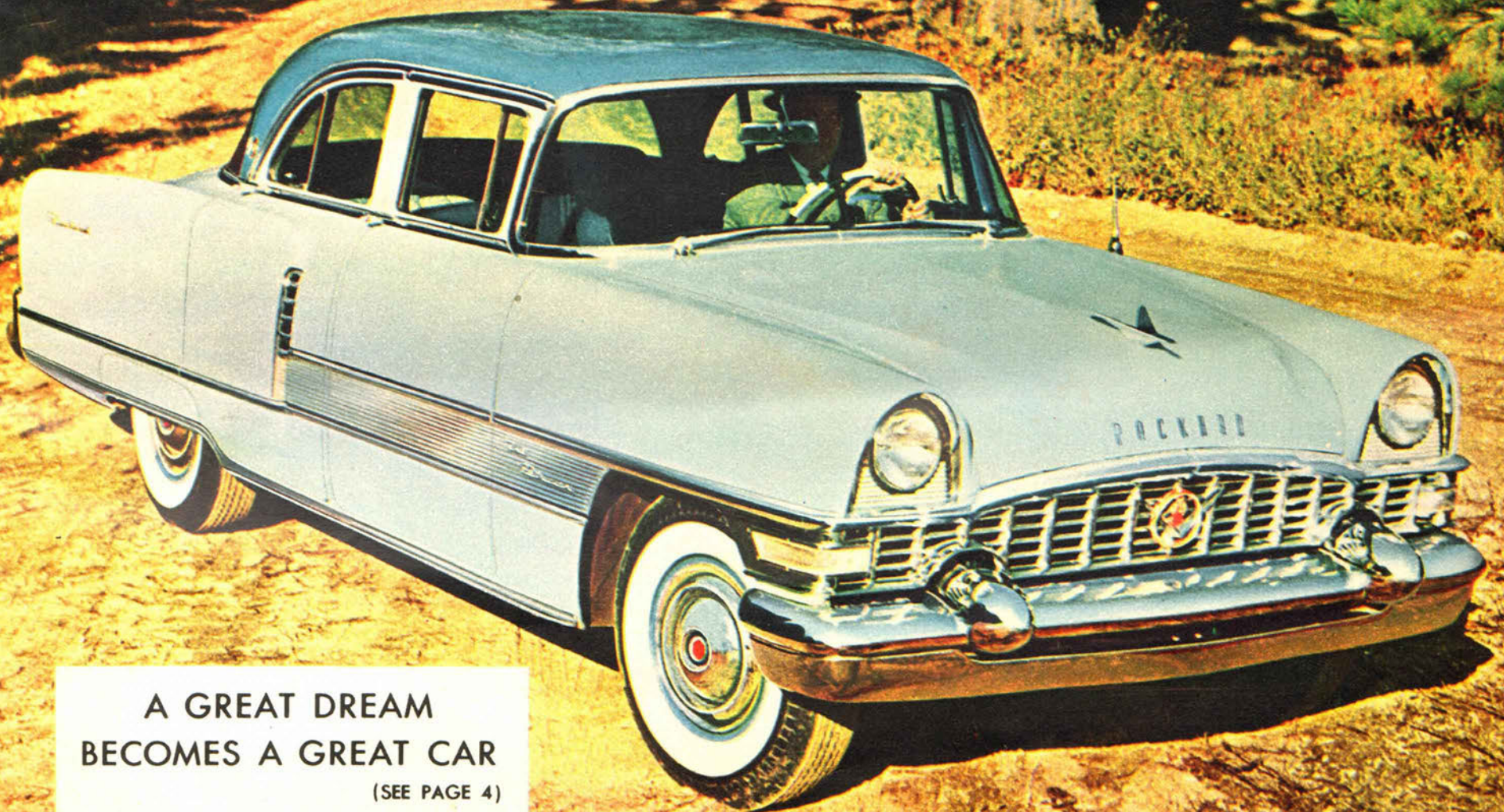


PACKARD

Presents Two Great Lines of Cars for 1955



A GREAT DREAM
BECOMES A GREAT CAR

(SEE PAGE 4)



ASK THE MAN WHO OWNS ONE

No manufacturer, anywhere in the world, ever adopted a more challenging slogan than Packard's "Ask the man who owns one." Throughout its long history, Packard has lived by — and lived up to — this strong statement of self-confidence. Its continuous use has imposed a great obligation upon the Packard organization . . . an obligation to make certain that all its products meet with public approval and, in so doing, command public respect. Packard has never compromised with quality, never relaxed its standards, never ceased its quest for the best . . . insisting always that every Packard and Clipper motor car merit a vote of approval when the man who owns one is asked about it.

New Management Follows Old Tradition

Packard, allied with Studebaker, is now one of the four major producers of a full line of automotive transportation. The new management is determined to keep the Packard tradition unbroken, to give even more emphasis and meaning to the phrase which has been so long a guiding light. It has brought together a group of skillful specialists whose sole aim is to produce motor cars of distinction and individuality . . . cars able to measure up to the demands of the most critical and earn unqualified owner approval when anyone decides to — "Ask the man who owns one."

COVER STORY

All of the "ingredients" of our cover, with one exception, are thoroughly familiar to everyone. The typical road, the glorious autumn foliage, are well known . . . and the third "ingredient," the distinctive Packard Patrician is rapidly becoming known to people of discrimination. In fact, the regal Patrician bids fair to become a most distinctive part of the familiar American scene.



THE PACKARD STORY

For 1955

A PAIR WITH A FLAIR

The story behind two of the "dream cars" developed by Packard . . . how the Pan American and the Panther-Daytona won acclaim for advanced styling and superior performance; how they exerted their influence on production.



— Page 3



A GREAT DREAM BECOMES A GREAT CAR

A tale running from drawing board to salesroom . . . from conception to the moment you get behind the wheel.

— Page 4

PACKARD

Three of the most distinctive cars in America thrillingly powered by the world's most powerful V-8, a great new engine with the highest torque in the industry.

— Page 7



CLIPPER

Five new Packard-crafted models for those who believe "it's smart to be different."

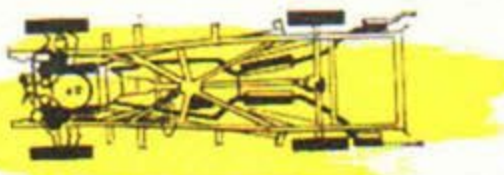
— Page 10



JAR, JOLT, JOUNCE LOSE THEIR MEANING

The facts about the fabulous new Torsion-Level Ride that levels the load, smooths the road — "Nothing on earth rides like a Packard."

— Page 15



LATEST ADDITION TO A GREAT FAMILY

The most powerful V-8 engine in the world is unveiled.

— Page 16



TODAY'S DRIVERS TAKE IT EASY

— Page 17

GLAMOUR RIDES THE ROAD

— Page 17

TOUCH . . . GO . . . WITH POWER

— Page 18

SPECIFICATIONS

— Page 19



Glamorous Packard Pan American, auto shows star, pointed toward new Packard styling mode, then in development stages.

A PAIR WITH A FLAIR

Sleek "Dream Cars" Gave First Hint of Packard Plans to Build The Greatest Cars Of Our Time

The cars you see here are the Packard Pan American and Panther-Daytona, and there will never be any more cars quite like them.

These are new Packards, yet you have seen them before. Very probably you admired them along with millions of Americans at the nation's automobile shows, in newsreels, in national magazines and newspaper feature sections.

They were hand-built experimental prototypes . . . not to be mass produced . . . but rather to test great new Packard engineering ideas on the road and seek public reaction to a new mode in Packard styling.

You previewed the flair and sweep of tomorrow's automobile in their long, low lines and rakish, swept-back contours. But even more exciting was what you could not

see. Under the crisp, futuristic beauty of this "pair with a flair" were motoring advancements soon to become the talk of the *entire automotive world!*

The Ride That None Could Equal

And there were other "dream cars" . . . with features even more fabulous — ones that you and the public did not see. Had you been able to slide behind the wheel and drive one of these painstakingly hand-built models, you would have experienced an entirely new concept of riding luxury — a ride so superbly smooth, so flight-level that it could literally turn America's roughest, rockiest roads into broad super-highways. (This ride has since amazed even the foremost authorities of the automotive industry.)

You would have experienced, too, the mighty, effortless power of a great new Packard V-8 engine teamed with a new, brilliant and versatile automatic transmission, to turn this power into eager, surging action.

These and many other truly magnificent engineering triumphs — were perfected in Packard's prototypes — now they emerge as a completely new kind of motoring thrill in Packard's 1955 models — "greatest cars of our time!"



When Panther-Daytona set new 131.1 mph measured-mile mark in Florida, America knew great Packard engineering advances were coming.



Though thousands of Detroiters each day drive under the famous Packard clock on East Grand Blvd., few suspected the momentous planning quietly going on behind the scenes.

A GREAT DREAM BECOMES A GREAT CAR

A great tradition is a continuing challenge. In 1952, the new management at Packard recognized the importance of this basic truth. Their true appreciation of the rich heritage that was Packard's through more than a half century of fine car building was evidenced by their firm resolve to create at the earliest possible moment a new Packard so revolutionary it would mark a great new epoch in the industry.



New Packard's distinctive styling emerged from thousands of sketches, hundreds of ideas and conceptions.

This daring approach, which has now proved itself so sound, called for an entirely new concept of car values. Were there great advancements that could be made, innovations as basic and far-reaching as pneumatic tires which originally made practicable the speeds that spelled the doom of old dobbin? Or turning to the present, could new engines be made more accessible so such basic service as the changing of spark plugs would not be a costly, time-consuming task? Again, was there a better solution to the problem of accommodating higher engine speeds to the slower turning rear wheels? And what about style? Colors? Interior fabrics? The interior decor of fine homes suggested fascinating possibilities.

You don't make major improvements in an hour, a day or a week. Trial follows trial. For as such geniuses as Whitney, Colt and Edison proved long since, errors are progress. The thing done wrong one thousand ways brings you that much further along heartbreak road to the one way that spells a new day.

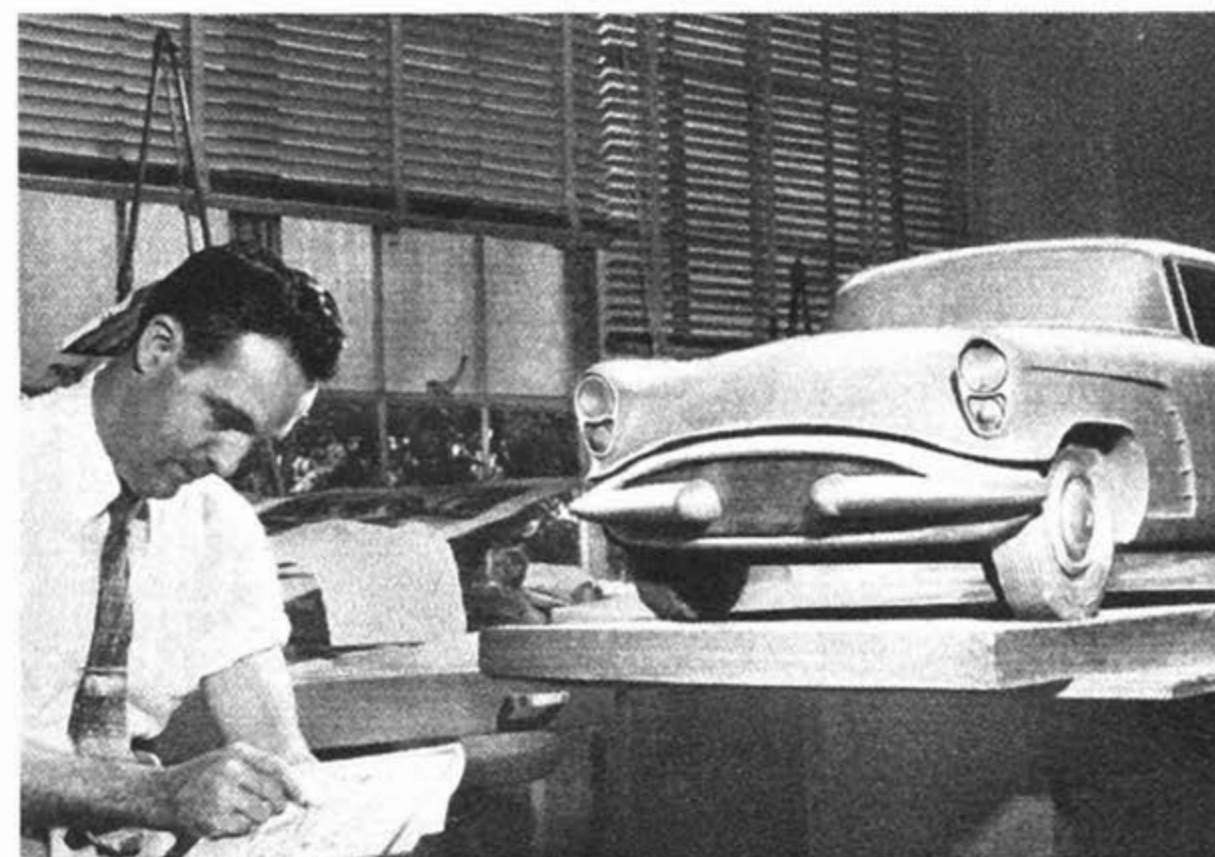
But coming events do cast their shadows. Soon the

word spread . . . through the laboratories . . . across the drawing board . . . into the workshops, the offices and the factory, "Something big is happening at Packard."

And men with vision sensed the great scope of Packard planning, the bigness of Packard thinking . . . unbridled, challenging, an opportunity to turn dreams into magnificent substance. And so from every corner of the industry men, skilled, expert, inspired, came to join the great Packard team of master craftsmen, engineers and technicians. These men took the challenge of the new management as their own. They knew the dream was magnificent . . . worthy of the task.

The Dream Takes Shape

The engineers turned to their blueprints and the experimental laboratory; the designers to their drawing boards and the styling studios; the craftsmen to their benches.



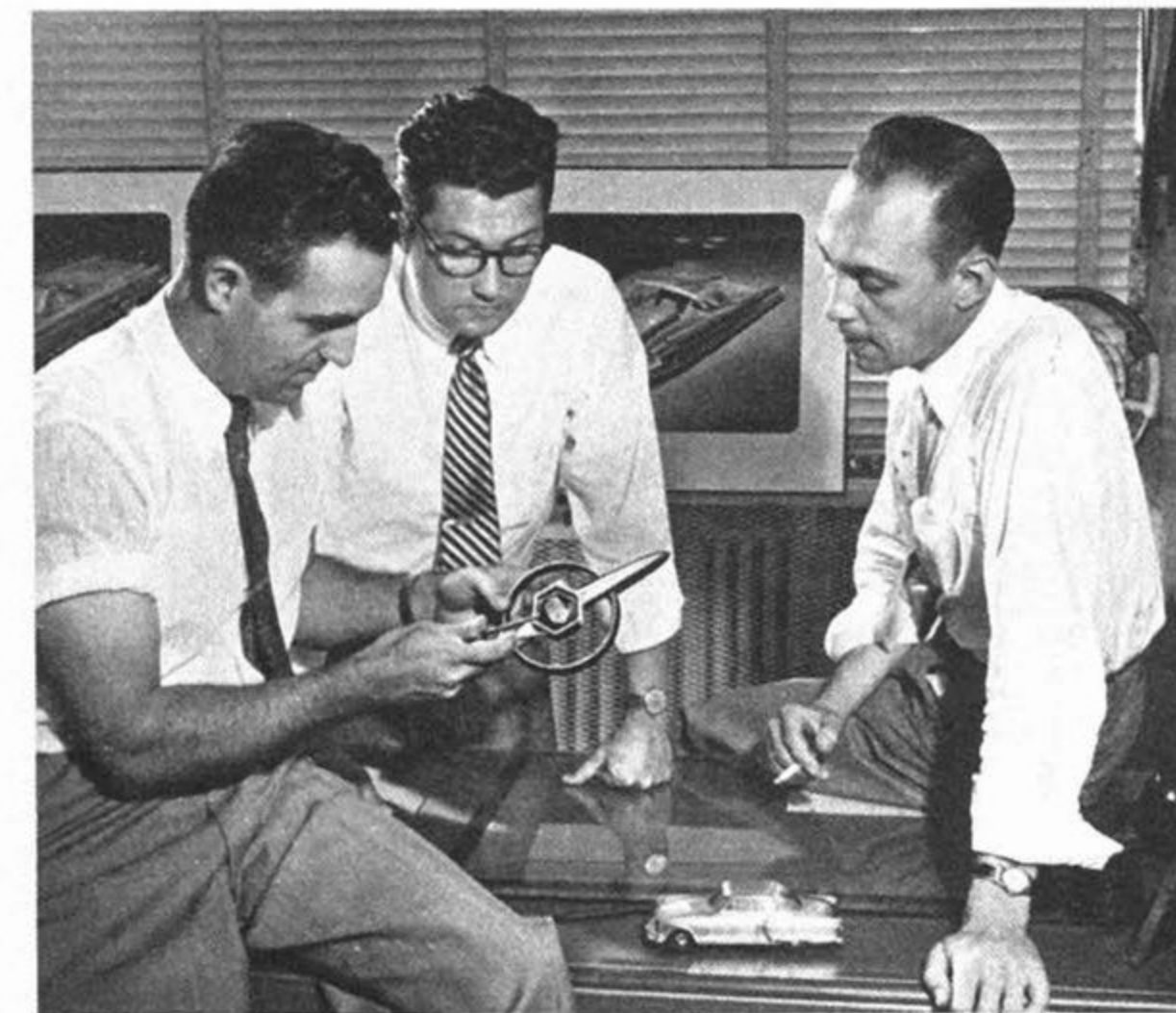
From sketches and drawings to clay models . . . Packard stylists worked out their ideas in three-dimension. Both miniature and full-scale models were sculptured with great care for thorough study of lines, shapes and contours.

The car they envisioned was to be an automobile distinctly new in styling, yet an automobile with the character and quiet dignity that have always been Packard's. It must be an automobile with luxury beyond compare. And, of course, the Packard heritage demanded that it be an automobile of bold, far-reaching engineering achievement.

From thousands of sketches the designers and stylists were working out their ideas in scale models of clay and wood. Swift body lines, sweeping fenders, broad windshields, hoods and grilles emerged under their skilled fingers. These were judged, refined, revised, reviewed, reshaped, rejudged and re-evaluated. Changes—unending changes!

In another wing of the styling section, more artists were at work. They worked from sketches, too—myriads of them. But their talents were aimed in a different direction—colors, fabrics, interior appointments and the subtle integration of each into harmonious, luxurious unity.

Behind locked doors marked "Secret—No Admittance," chassis engineers were experimenting with a new wonder—perhaps the greatest single automotive advancement of our time. It was a revolutionary chassis design that did away completely with conventional springing. They called it "Torsion-Level Suspension," named for the system of inter-acting, full-length torsion bars and unique leveling compensator that would give Packard an unbelievable ride—a ride that erased bumps instead of just cushioning



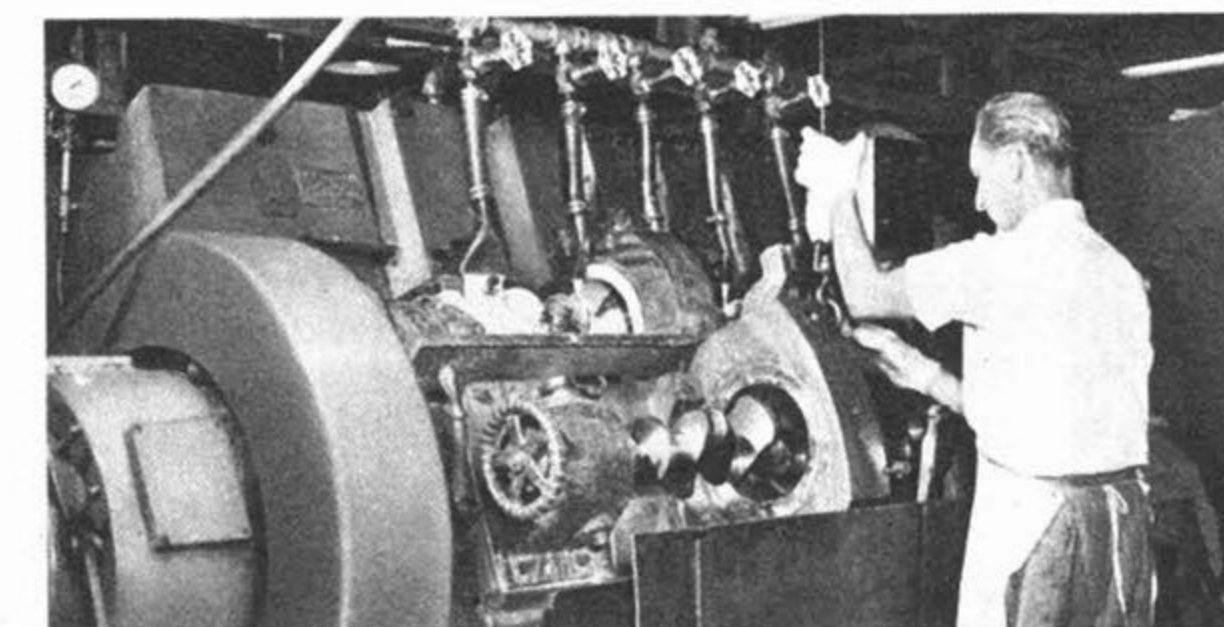
With the basic body proportions of the new Packard "set," the stylists turned their attentions to evolving designs for headlights, chrome trim, ornaments to beautifully accent their over-all theme.

them . . . a ride that ruled out sway on turns, rear-end "squat" in starting, rear-end pitch in road dips.

In the dynamometer room, the industry's master motor builders took the pulse of a new Packard V-8 engine. On the test stand before them was a fabulous "youngster" . . . proud descendant of an illustrious line that included the greatest engines of all time—famed Packard-built Liberty and Rolls-Royce aircraft engines, Packard marine engines and the first "V"-type twelve-cylinder engine to power an American automobile, the world-renowned Packard "Twin Six."

The engineers carefully traced this new V-8's response to their commands on dozens of precisely impartial scientific instruments. They probed the engine's innermost secrets . . . registered the amazing efficiency of its new combustion chamber design . . . revealed its effortless, free-breathing characteristics . . . computed its remarkable torque (driving force) through the entire speed range, from lazy, whisper-quiet idle to full deep-throated power at wide-open throttle.

The engineers noted the performance curve of the new V-8 and were pleased. The figures confirmed their aspira-



Great engineering advancements were in the making, too. Behind locked doors, the engineers were perfecting a revolutionary suspension system, fabulous engine and transmission power team.

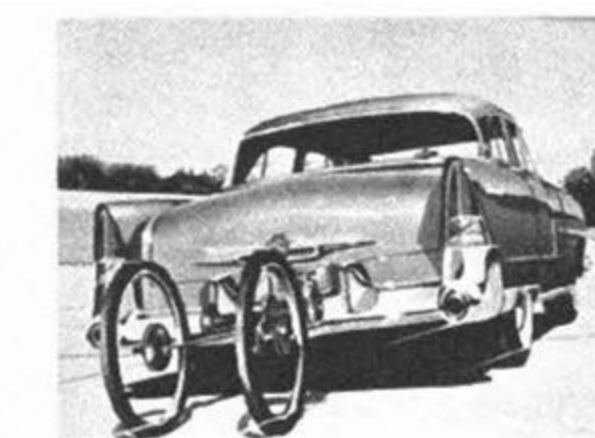
tions as set down in the blueprints. Here was an automobile engine with 275 h.p.—the world's most powerful V-8 engine.

But the engineers realized that a great engine such as this, regardless of its tremendous power and flexibility, is only as useful as the driver's ability to control it. This meant creating a new automatic transmission even more versatile and adaptable than the original Packard Ultramatic, confirmed by owners and industry authorities alike as finest of all automatics.

This was no simple task. It took time and work—lots of it. But engineers are not easily satisfied—Packard engineers least of all. After many months of experimentation, they finally approved for road testing a transmission they believed was the perfect power mate for the engine. They called it "Twin Ultramatic Transmission" for its unique ability to combine the best functions of two transmissions into one unit: lightning starts, ultra-smoothness.

Changes Carry Challenge

Recounting the great work of the Packard team—designers, stylists, engineers, craftsmen—in this brief form gives only a hint of its proportions. Nor does it tell of the countless revisions that "Packard 55" was forced to undergo in the styling studios . . . in the engineering laboratories . . . to make the car fit the dream. Thousands upon thousands of man-hours and millions on millions of dollars were already committed to the program, and there was more to come . . . much more.



Packard V-8 proved its ability to perform under all weather conditions in 40-below-zero "man-made Arctic."



Famous Packard ride must be quiet as well as smooth. Engineers drove hundreds of miles sound-testing with electronic "ears."

There was the day when the advanced work on this great new Packard went to the Proving Grounds. Much of it had started there and was progressing there throughout the development stages. But now, as "Packard 55" began to combine the many talents of the Packard team in the form of hand-built pilot models, all eyes turned toward the 560-acre tract near Utica, Michigan, where the final scenes of this dramatic story would unfold.

Torture Tests Measure New Car

The test schedule facing "Packard 55" was the most rigorous and punishing ever devised in Packard history. With all the imaginative genius that created the pilot models, Proving Ground engineers created new ways and means—new trials and tests—to torture them unmercifully, break them down wherever possible,

but prove them thoroughly before they are adopted!

They built a special "road" to test "Torsion-Level Suspension Ride." To the standard assortment of humps, dips, ruts, bumps and rippled gravel, they added the slam-and-bang of deep chuck-holes and a stretch of hammering, battering railroad ties. They deepened and lengthened the



Big splash! In the thousands of miles of rigorous testing the new Packard was forced to undergo, test cars were thoroughly drenched in water trough to check body sealing, engine and chassis operation in simulated flood conditions.

mud pit, the sand pit and water trough, and set up floodlights and split-second electronic timers on the 2½-mile high-speed track for the most grueling endurance trials of all time.

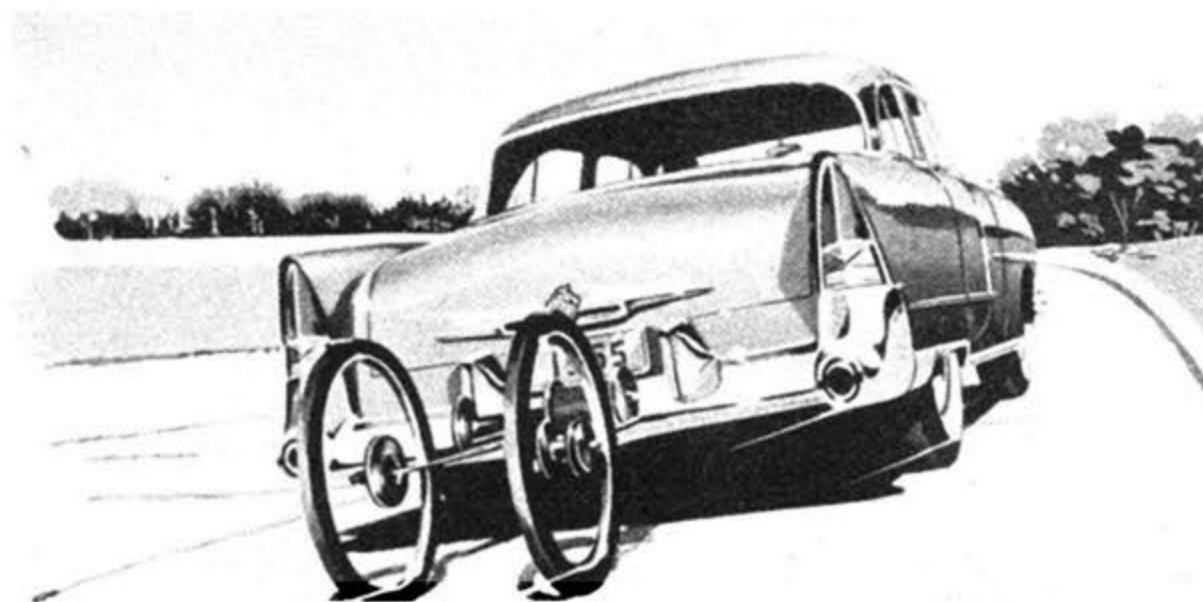
Tests Reach Around World

So the driver crews went to work to do their destructive best, something far beyond anything any automobile had ever endured. They drove around the clock, day after day, night after night, to log the mileage and with it the amazing results.



A couple of hours in the sand pit can equal many miles of normal driving wear. Deep, binding sand puts tremendous strain on engine, transmission, and all drive train components.

Over the "special ride course," the Packard remained level and smooth as a soaring bird in spite of the hammering and pounding that was going on underneath. Even the



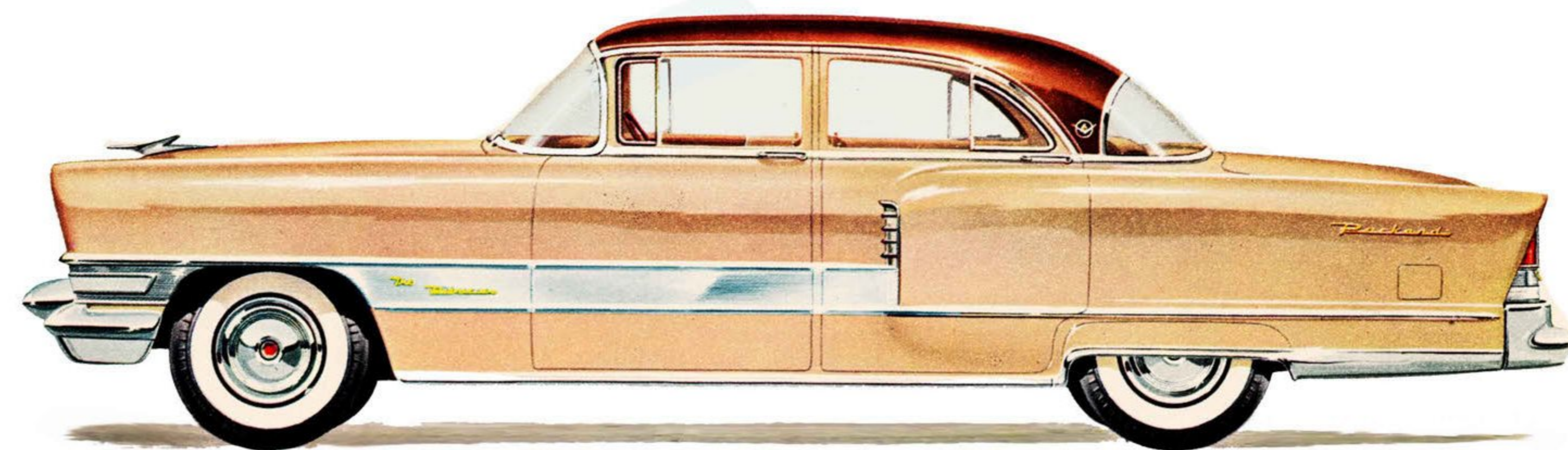
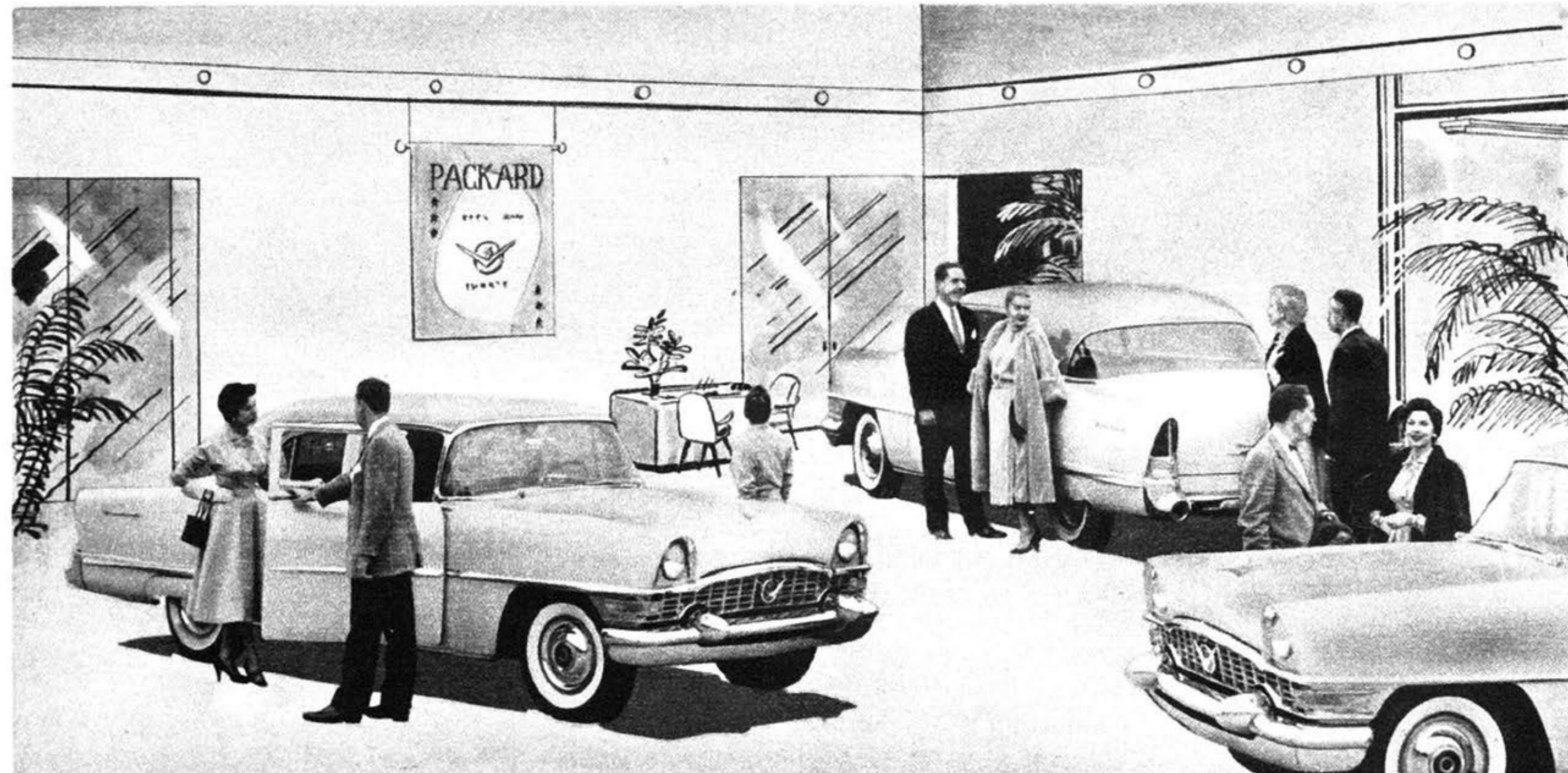
Most exhausting endurance run of all time! Test crews drove the new Packard at the unbelievably grueling pace of 104.7 mph over-all average for 25,000 miles — a trip around the world!

engineers couldn't believe it! So they drove the tests again in several cars with conventional springing. All the spring-smashing, nerve-shattering punishment was still there. Only the Packard with "Torsion-Level Suspension" had successfully tamed this fearful road, snubbed out the bouncing and jouncing and made it seem like a Sunday morning ride on Riverside Drive.

The results of the durability tests were equally fantastic. Packard's great new V-8 engine performance exceeded 157 existing class records in a grueling test of performance and stamina that no other modern engine would even attempt. In less than 10 days the new V-8 was driven more than 25,000 miles — around the world — 50 Indianapolis races — at an average speed of 104.737 m.p.h., pit stops for gasoline and relief drivers included.

From beginning to end, the story of the new Packard is as thrilling as the highlights you have just read. It is the story of a great tradition in American industry which gave birth to a great dream, and with it the driving inspiration to fulfill that dream. It is the story of people, dedicated people, working in the American tradition to turn their great dreams into thrilling reality.

By no means is the new Packard the end of the story. Rather, it is another chapter in the Packard Story, the illustrious history of over a half a century of fine car building. The new Packard — in all its luxurious beauty and magnificent engineering accomplishment — is the finest motor car in America today. And, you can be sure as it takes its place in the great Packard tradition it will serve as inspiration for even finer Packards to come.



THE NEW PACKARD

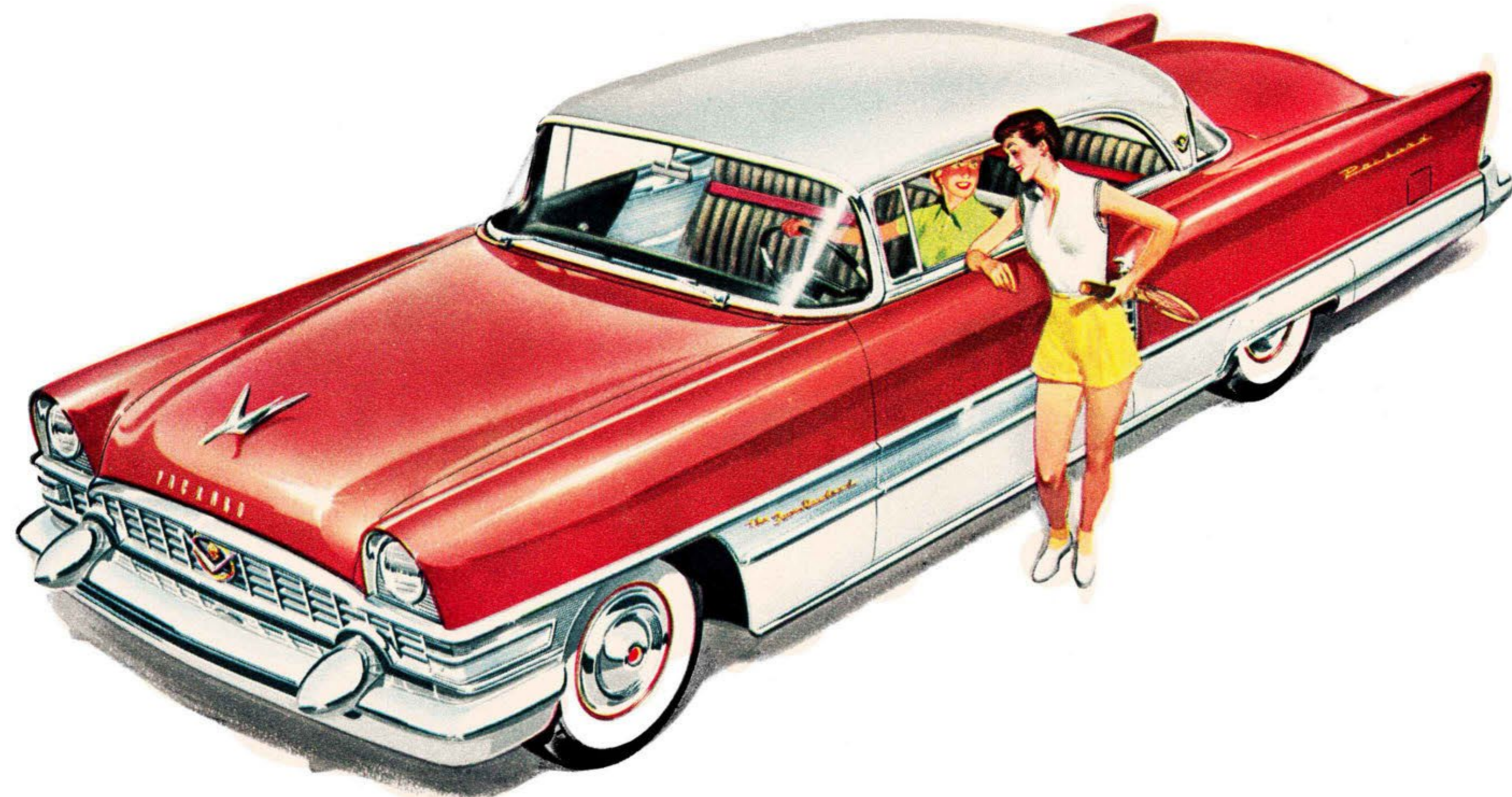
Patrician

The first name in fine cars is the one phrase that best describes the Packard Patrician. Those who demand the subtle touches that distinguish the masterpiece from the mediocre will discover them in this great family car. Each member of the family will find many things to satisfy his desire for finer motoring in the Packard Patrician. Oldsters and youngsters will agree on its styling and performance. Women will recognize instantly the superb styling and accessories that spell an original. Men will know at a glance the fine conformation and responsive eagerness that mark the thoroughbred.

As beautiful to drive as it is to admire, the Patrician has a free-breathing 260-h.p. V-8 engine — an engine destined to be called "great" . . . it has the exclusive Torsion-Level Ride — a suspension system that has already been called "fabulous." Truly, the Packard Patrician reflects its owner's individuality in an appreciation of all things fine.



Now your Packard interior can look as trend-setting and individually styled as your own living room! Superb decorator fabrics, lighter and brighter colors coordinate or harmonize with your choice of exterior jewel tones! Note exciting texture contrast used in this Packard Patrician — handsome, smooth doeskin against opulent, sparkle-threaded jacquard! Just one from an array of elegant combinations you can choose.

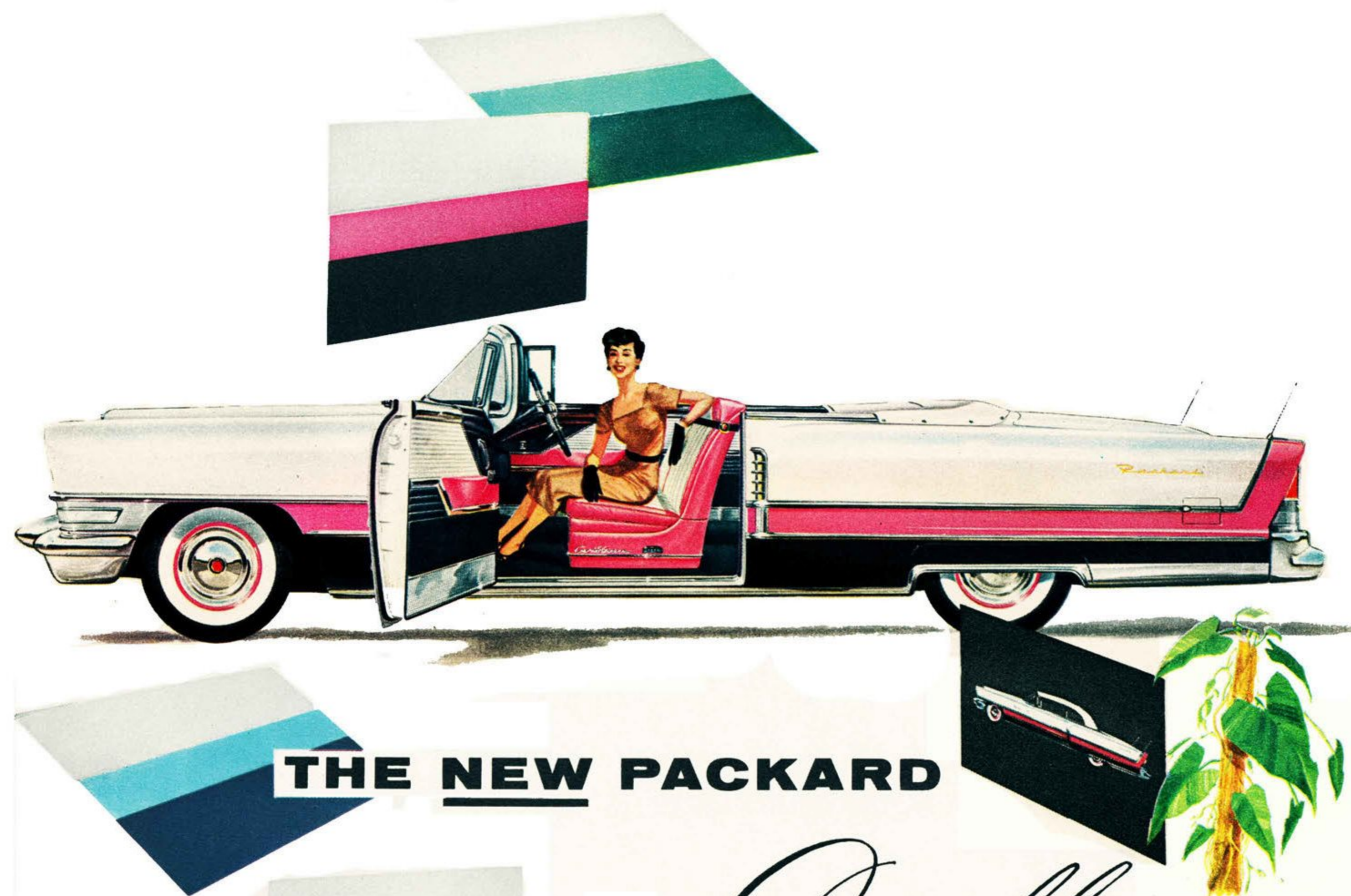


THE NEW PACKARD *Four Hundred*

The elite of motordom bows to the sophisticated Packard Four Hundred. The opulence of the more formal Patrician is sparked by a liberal dash of spirit in The Packard Four Hundred. Admired equally by country clubber and first nighter. In locker room conversations, it's discussed with all

the excitement of the long wood or crisp iron shot. In the theatre foyer, it's spoken of with the enthusiasm reserved for the birth of a new star. The suburbanite who seasons country living with urban spice will find the Packard Four Hundred easily adapts itself to his way of life.

For an afternoon at the club or a transcontinental tour, you'll find ample luggage space in the trunk of a Packard. Merely shut the lid and the contents are perfectly protected from weather and tampering. The flush lock, which does away with the conventional handle, is an integral part of the handsome Packard ornament for greater beauty and security.



THE NEW PACKARD

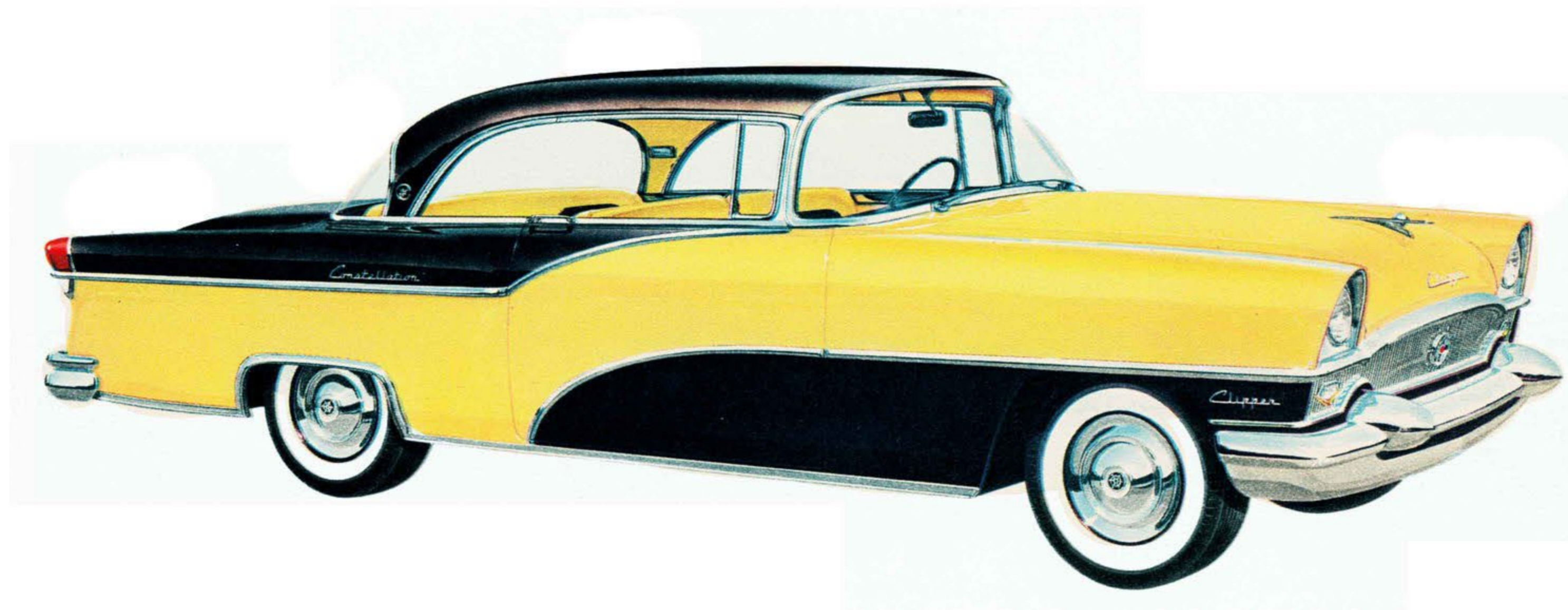
Caribbean

invitation to adventure. The open road beckons when its open door reveals its decorator-designed interior of top-grain leather fashioned in tasteful elegance. Take the wheel, turn the key, and the powerful V-8 motor leaps to life. Select the drive you desire, exhilarating acceleration or smooth cruising glide, and you're away with a flourish. If you seek more than mere motoring, the real thrill of driving a thoroughbred — you belong in a Packard Caribbean.

As smart and inviting as the famed resorts for which it is named, the Packard Caribbean is a motorcar designed for excitement, thrills and pure pleasure. The tri-color coat of satin-sheen lacquer accents and enhances the long-low look that is an



Terrific trio! . . . Three tones of lustrous, luxurious leather coordinate with the Packard Caribbean's three beautiful exterior jewel tones for a dramatic, decorator-touch effect! News, too, the accent by medallions, the new Posture-Perfect Seat with fashion-important "belt" treatment for cradling comfort, convenient stationary "grip assist" in back! Posture-Perfect Seat also available in the Packard 400 Model.

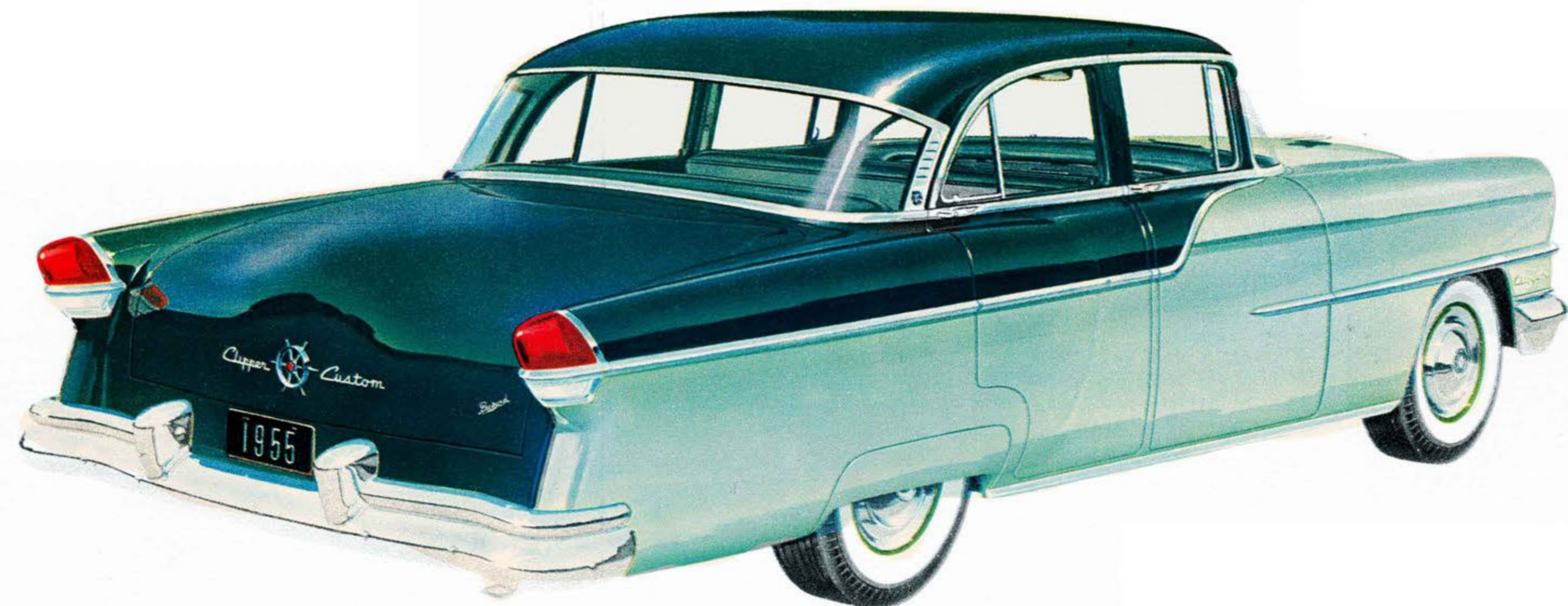


PACKARD CLIPPER CUSTOM *Constellation*

This is the brightest star in the hard-top galaxy. Here, the dash of a convertible and the comfort of a closed car meet in happy union. From fine-line grille to high-lighted rear lights, this car is all adventure. You'll view the world with delight through its wide, wrap-around windshield and you'll revel in the discovery of the new Torsion-Level Ride which makes any road surface boulevard-smooth. Even the two-tone paint areas, faithfully following and accenting the sweeping body

lines, contribute to the feeling of excitement surrounding the "Constellation." That excitement grows greatly when the big, new V-8 engine under the hood is asked to move this car along the open highway. Then you will experience a flight through time that thrills you to your toe-tips. The "Constellation" carries the unmistakable imprint of Packard craftsmanship, and that means its appeal is no transient thing, for its lines will be as new tomorrow as they are today.

Interior decorated — with all the thrills of a custom decor for a new home. Your choice of color theme for upholstery and trim coordinated with your selection of exterior jewel tones — expressing your personality, your taste! Here, your Clipper Constellation is dressed in beautiful contrasts — Onyx-black jacquard, frosted with silver threads and strewn with stars against Citrine-yellow vinyl, the leather-like plastic that looks luxurious, wears sturdily! Just one of ten combinations for a custom-quality look, no extra cost!



PACKARD CLIPPER CUSTOM *4 Door* SEDAN

With an over-all length of almost 215 inches, the body of this model is a fine example of Clipper coachwork, coachwork that has a custom-made air about it. Created for comfort, this is a "family car" in the best American tradition, its riding ease insured by the fabulous new Torsion-Level Ride which levels the load and smooths the road. The Custom 4-Door also has the sparkling sort of styling that will cause heads to turn wherever it goes. From wide-view wrap-around windshield to the

huge expanse of the rear deck window, from the vertically lined grille to the integrated tail lights, the Custom Clipper is superbly styled, elegantly executed, to generate a warm glow of pride in whomever owns it. That prideful gleam will glow even brighter when passengers express their opinion of the Custom Clipper's riding qualities . . . for under this beautiful body is the most revolutionary suspension system ever seen in America . . . and the greatest ride you have ever experienced!



This Clipper Custom 4-Door Sedan is "interior-decorated" in coordinated greens . . . rich Emerald gabardine, a smooth handsome trim for lighter green jacquard sparkling with silver threads! Also available in coordinated blues; light gray with black; all-leather in two-tone blue or green! Gray Pearl silver-patterned tapestry with White Jade vinyl trim. And you're the decorator! . . . choosing a color-theme and interior scheme that express your taste and personality! An exciting choice! A custom look!



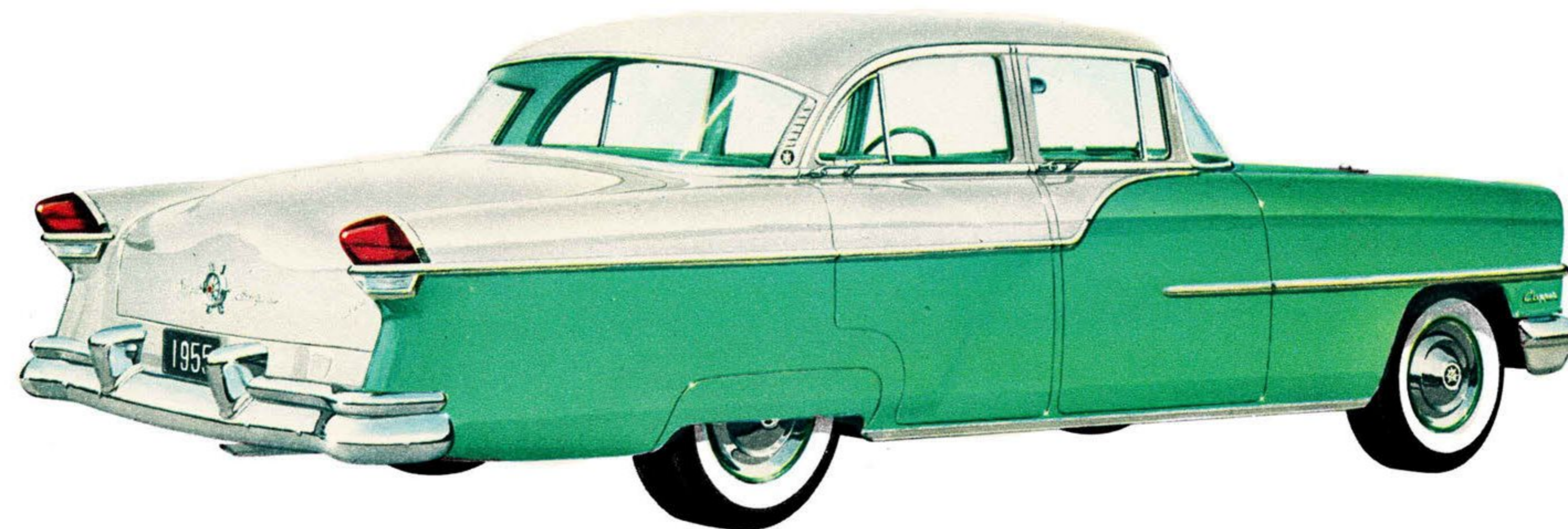
PACKARD CLIPPER SUPER *Panama*

Dramatic design gives this hard-top all the verve of a south-of-the-border fete day. It urges you to get behind the wheel just as Latin-American music urges you to dance. It's a gay and graceful sort of car, with the lilt of its lines, the harmony of its interiors, the rhythm of its powerful 225 h.p. V-8 engine. Here is another Packard promise come true, for more glamour and "go" are built into the medium-priced "Panama" than you would expect from any but the most costly of cars.

You don't have to search far for the reasons behind the extra value packed into this car. Packard has long been famed for the attention to detail lavished upon its products . . . for insisting that each car component meet a rigid and uncompromisingly high standard . . . for demanding that the completed automobile be of true Packard craftsmanship. The results of this attitude are well reflected in the "Panama," the most outstanding value in the medium price field.



One step ahead of the industry . . . for richness and variety of decorator fabrics and color schemes! And you're the decorator! You choose the fabrics and colors to match your personality and taste. Here, the new Clipper Panama wears a quietly elegant interior to contrast with its dashing, sports-car exterior! Shining Onyx-black vinyl and sleek, soft Moonstone-gray faconne nylon. Equally smart in two-tone blue or green. And easy to coordinate with an exciting jewel tone outside! No extra cost, a custom look!



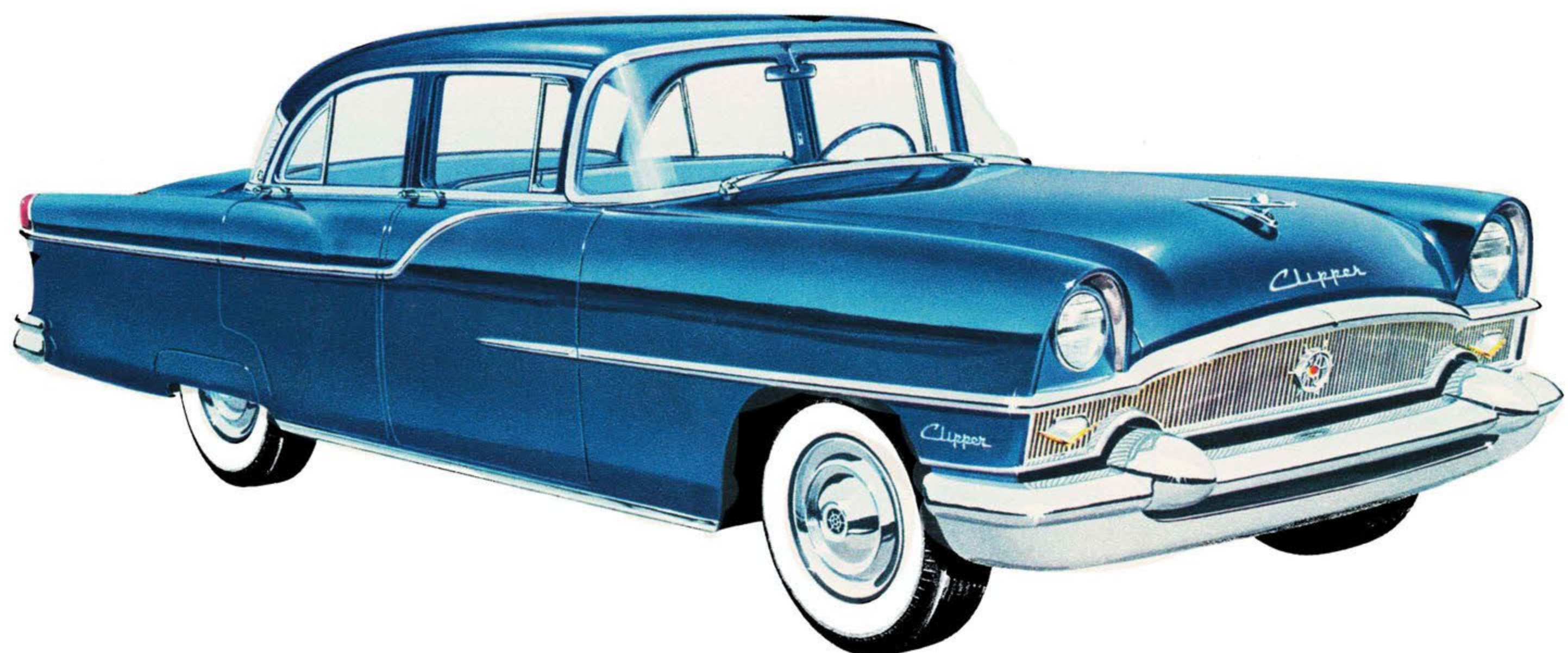
PACKARD CLIPPER SUPER *4 Door* **SEDAN**

This is a car every member of the family will clamor for individually . . . and a car the whole family can enjoy at once. It's really big, and it conforms completely to traditional Packard standards of quality; this means distinction can now be attained in the medium price field. Clean-lined in appearance, more than competent in action, the 4-Door Super is built for people with fine car tastes. Parked in your home driveway or flashing along the open highway, it tells the world that you have

chosen "class" over "mass" and shown good taste in so doing. And then a single downward thrust on the accelerator will tell *you* that practicality is present, too. The splendid response you will receive from the 4-Door Super's new 225 horsepower V-8 will whisk you away from light or line-up far ahead of the crowd . . . as far ahead space-wise as the Clipper is out in front style-wise . . . and you will become certain that you are behind the wheel of a real leader.



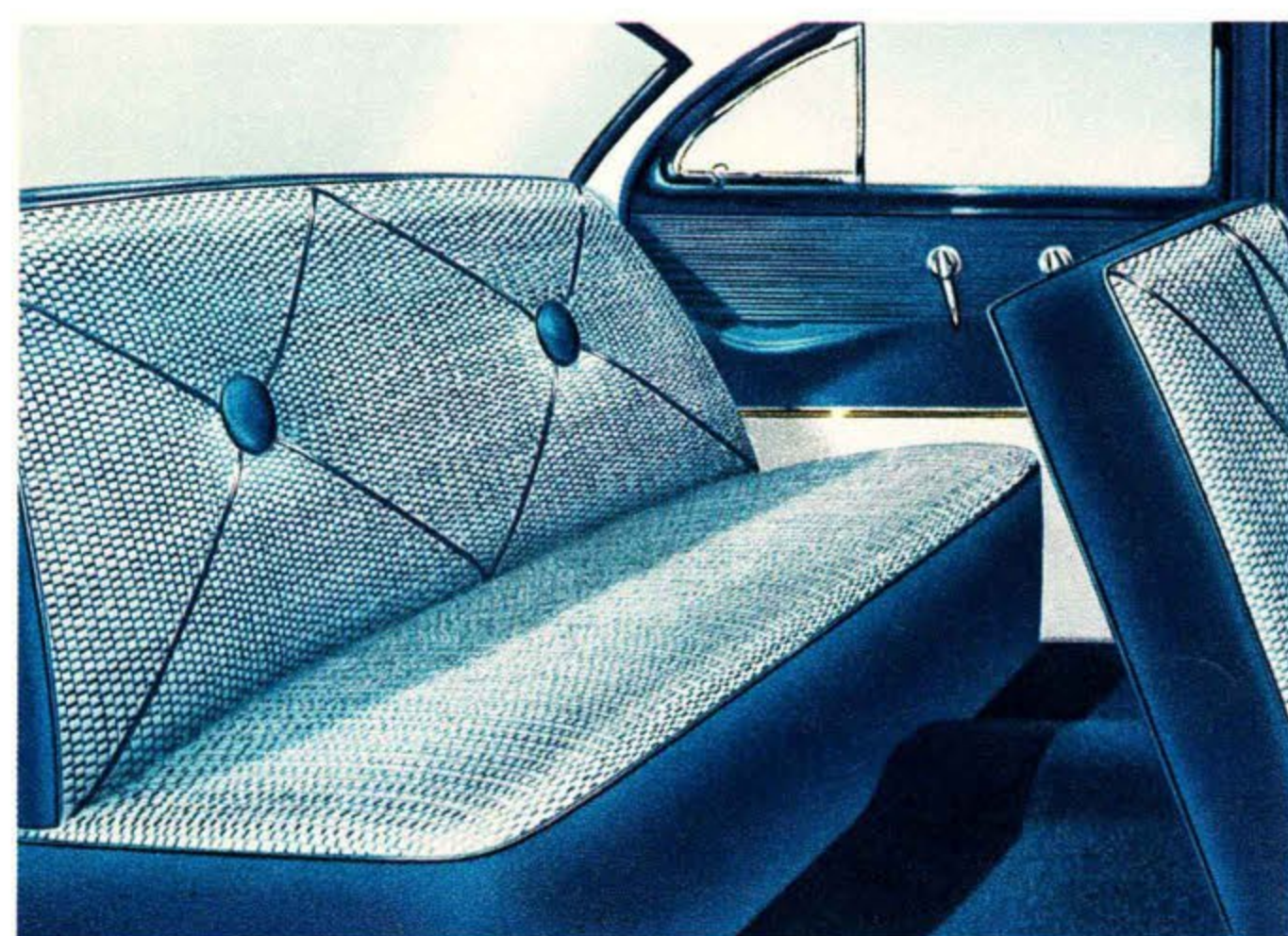
Clipper spells color scheme chosen to express your taste and personality! And Clipper boasts the most exciting interior-exterior schemes in the industry because you are the "decorator"! Choose from a dazzling array of fashion fabrics . . . a treasure chest of jewel tones . . . a color theme to coordinate or harmonize both (just like this Clipper 4-Door Sedan). Result? A car to delight all America, with a custom-built look at no extra cost!



PACKARD CLIPPER DELUXE *4 Door* **SEDAN**

Here is "distinction with a difference" . . . and extra quality and craftsmanship make that difference. The Clipper Deluxe definitely stands out from the cars in its class produced by the hundreds of thousands. The sweep of its styling, the excellence of its engineering, the precision with which it was produced . . . all these are guarantees that you'll

drive this car proudly for years to come. Your pride will stay strong all the while, for the Clipper Deluxe has the characteristic Packard touch of enduring good taste. Here, in this great car, you'll discover that individuality need not carry a high price tag . . . that a car "built for you" is at last available in the medium price field.

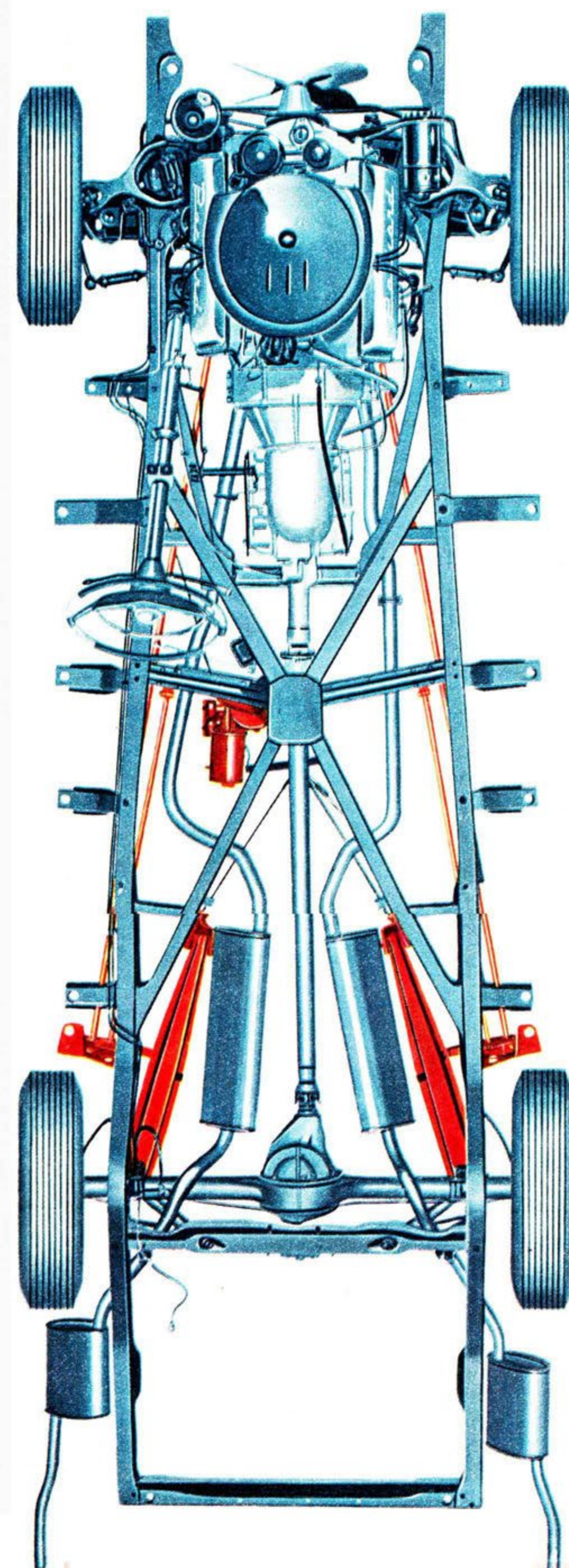


Color commands attention! . . . and your choice of Clipper color theme will send admiring glances your way time after time! Your taste, your personality will be reflected in your choice of decorator fabrics coordinated or harmonized with exterior jewel tones! Here, the Clipper Deluxe 4-Door Sedan is gracefully "decorated" with Sapphire-blue figured brocade trimmed with sturdy, matching blue vinyl. Also in Onyx-black or Emerald-green. And no extra cost for this exciting "custom" look!

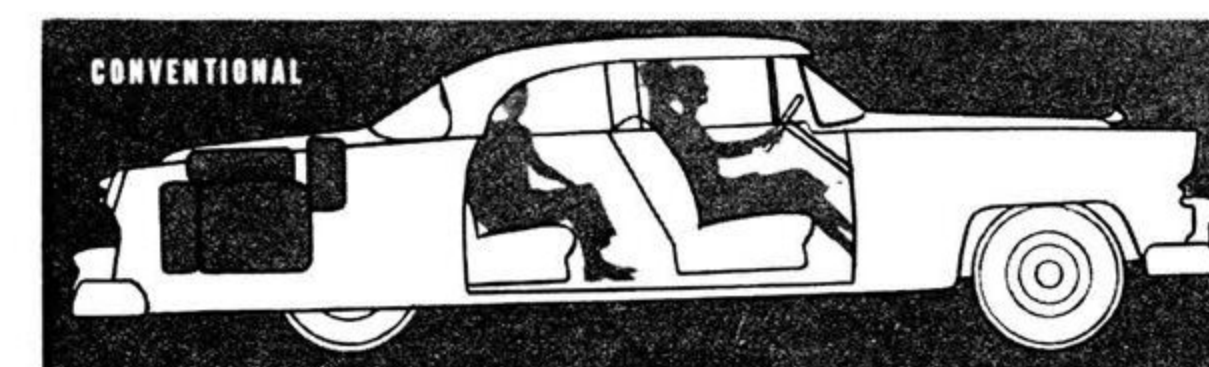
JAR, JOLT, JOUNCE LOSE THEIR MEANING

NEW TORSION-LEVEL RIDE

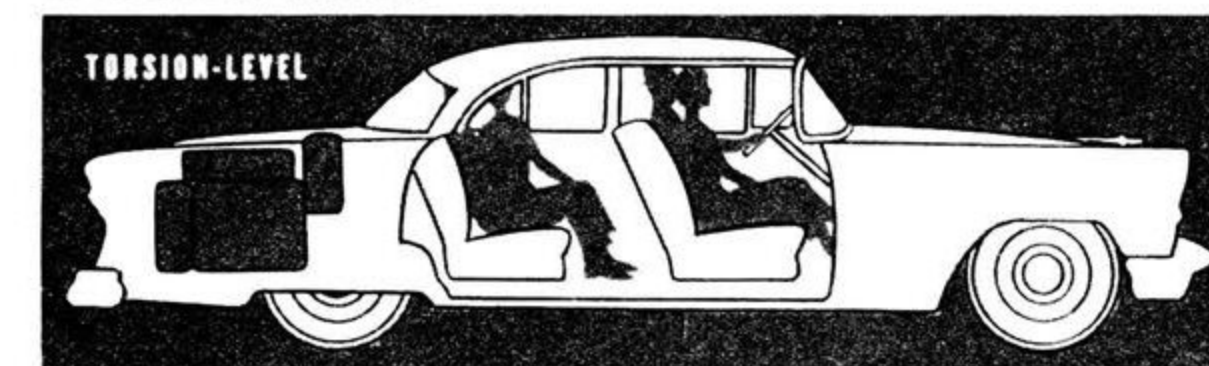
This is a revolutionary kind of ride . . . a ride that is a revelation in the way it "erases" the ruts and levels the humps and bumps of any road surface. No other car ever rode in this wondrous way, because Packard is the first to employ the full-length torsion bar suspension which makes it possible. Coil and leaf springs are eliminated, their attempted "cushioning" action made obsolete. The torsion bars, running almost the full length of the frame, make use of torque action to absorb road shocks before they can reach either frame or passenger compartment. Paired with the new suspension is a power-actuated levelizer system which keeps the car on an even keel no matter what the weight and position of the passenger and luggage load. This prevents "bottoming" on the rear axle, eliminates headlight waver caused by vertical front end movement, and provides better rear wheel traction for acceleration.



Torsion-Level Suspension is available on all Packards as well as the Packard Clipper Custom shown above.



Seldom on the level! Load the rear compartment of any car with passengers and luggage, and the rear of the body sinks. Then, the springing in the ordinary car is so soft that it causes discomfort in posture and riding. When empty, many cars ride high in the rear and the springing is too stiff for comfort.



Always on the level! Seconds after the car is fully loaded, the patented Levelizer goes into action and raises the car to level position for perfect riding comfort and posture. When lightly loaded, the car is also adjusted to design height by the Levelizer. Torsion-Level Ride is the only suspension system that automatically levels the load and smooths the road. Dips and bumps do not cause the objectional rear-end pitch common to conventional springing.



Here is cornering ability formerly found only in sport and race cars. Fast, flat turns can be made with excellent stability and ease of handling which is entirely new in American passenger cars.



On a "washboard" road, Packard "full-length" torsion bars absorb the road shocks within the bars themselves without transmitting the torsional stresses to the chassis and body.



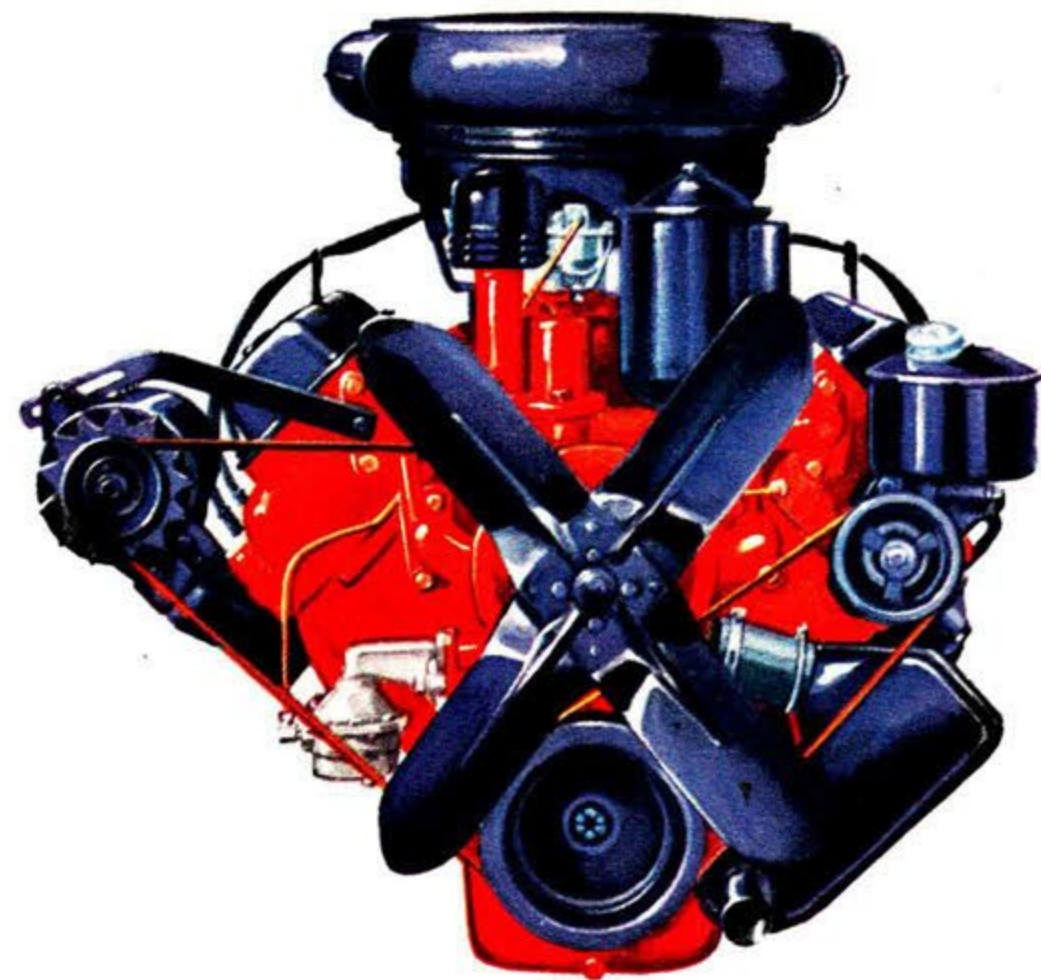
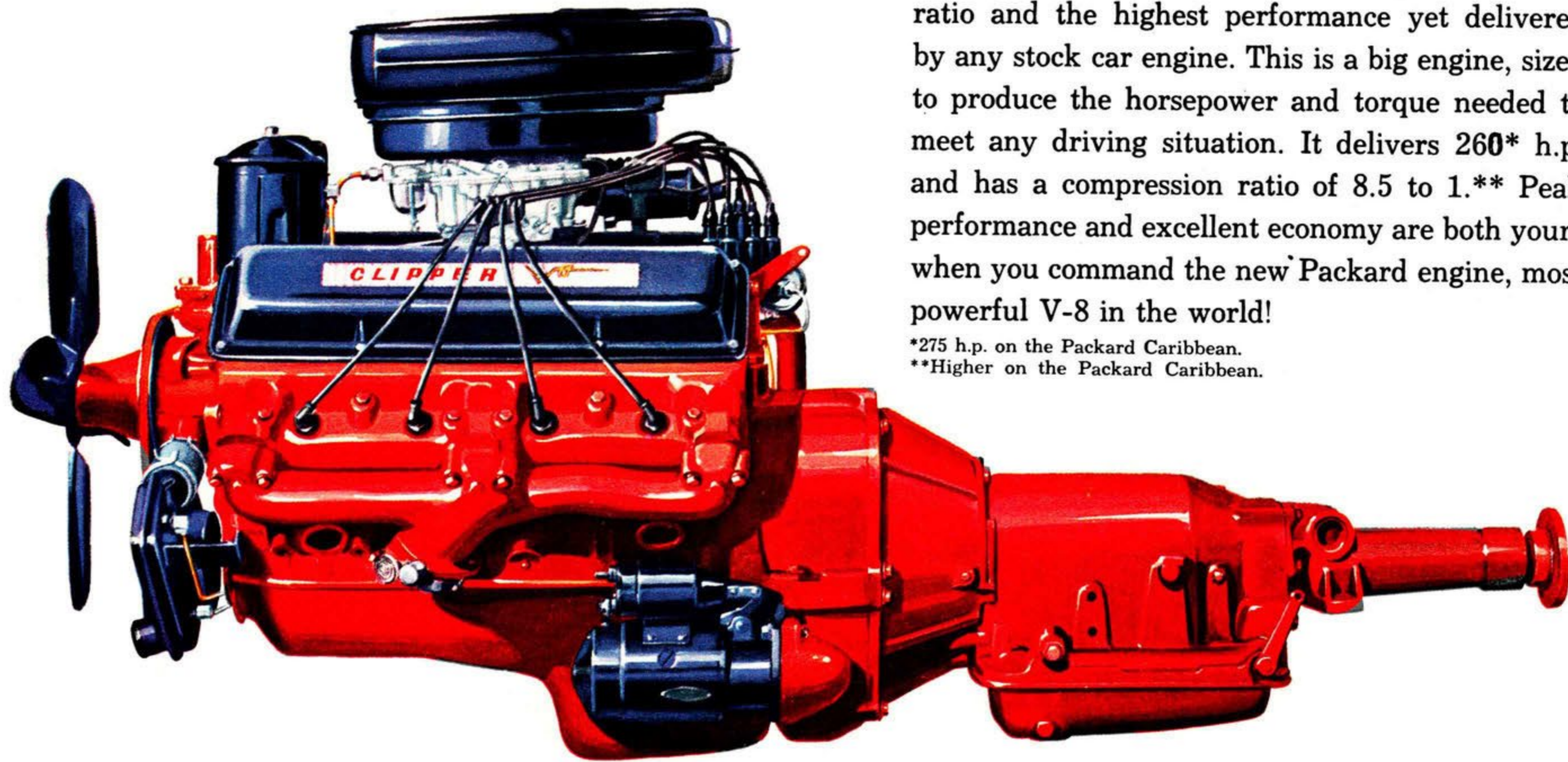
The hazard of rear end skidding is greatly reduced because the rear axle torque arms help "load" the tires additionally for traction that grips the road tenaciously.

LATEST ADDITION TO A GREAT FAMILY

The Most Powerful V-8 Engine In the World

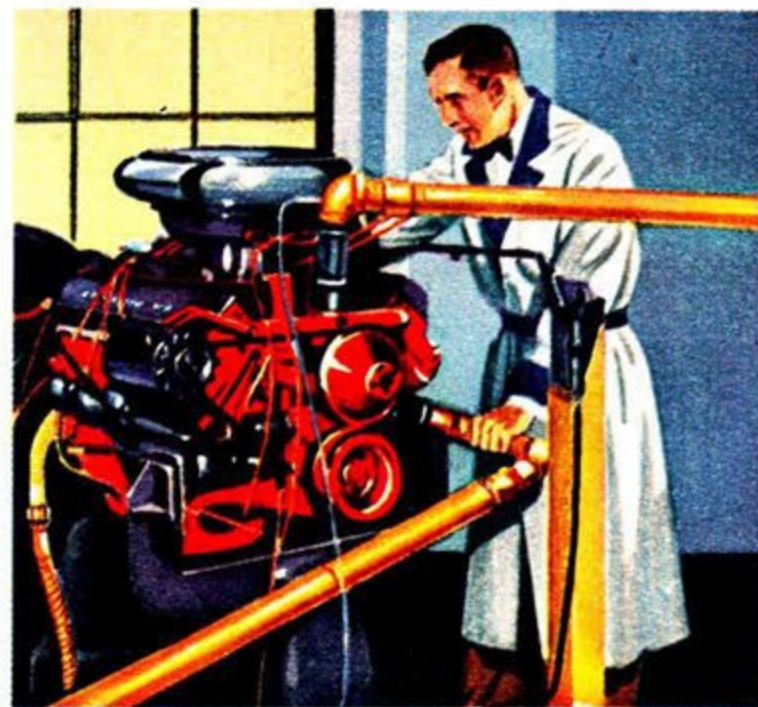
The new Packard engine reaches many new "highs" . . . high horsepower, high torque, high compression ratio and the highest performance yet delivered by any stock car engine. This is a big engine, sized to produce the horsepower and torque needed to meet any driving situation. It delivers 260* h.p. and has a compression ratio of 8.5 to 1.** Peak performance and excellent economy are both yours when you command the new Packard engine, most powerful V-8 in the world!

*275 h.p. on the Packard Caribbean.
**Higher on the Packard Caribbean.



Packard's engine-building experience . . .

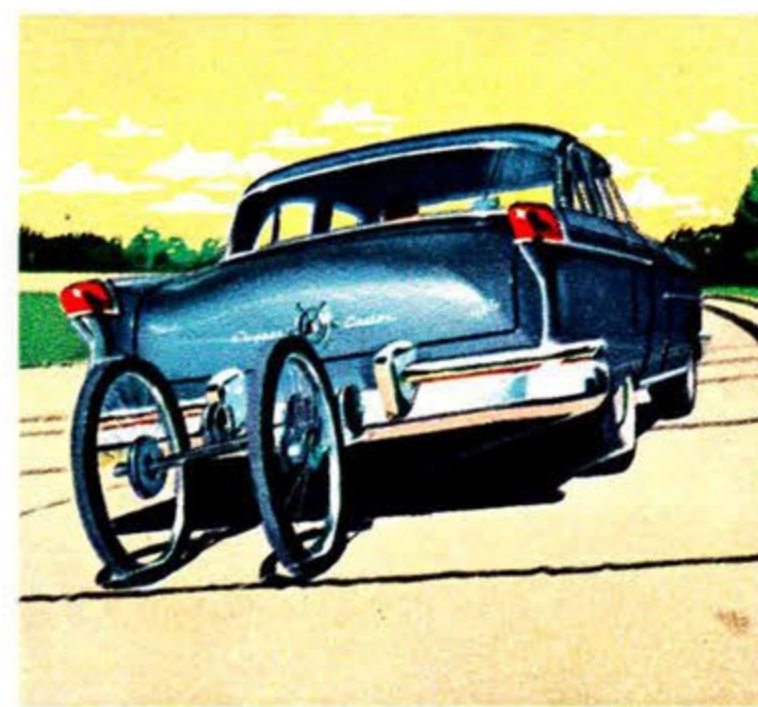
extends back beyond the turn of the century and encompasses nearly every type of internal combustion power plant conceived by man. For instance, Packard pioneered the V-type twelve-cylinder engine in 1915 and built the famous Rolls Royce Merlin and Packard Marine engines in World War II. It is out of this enormous experience that Packard has brought forth its proudest accomplishment . . . the new, 1955 Packard V-8.



At regular intervals, fifty-thousand-mile shakedown tests are followed by most careful checks. Result: A car sure to get enthusiastic acclaim when you "Ask the man who owns one."

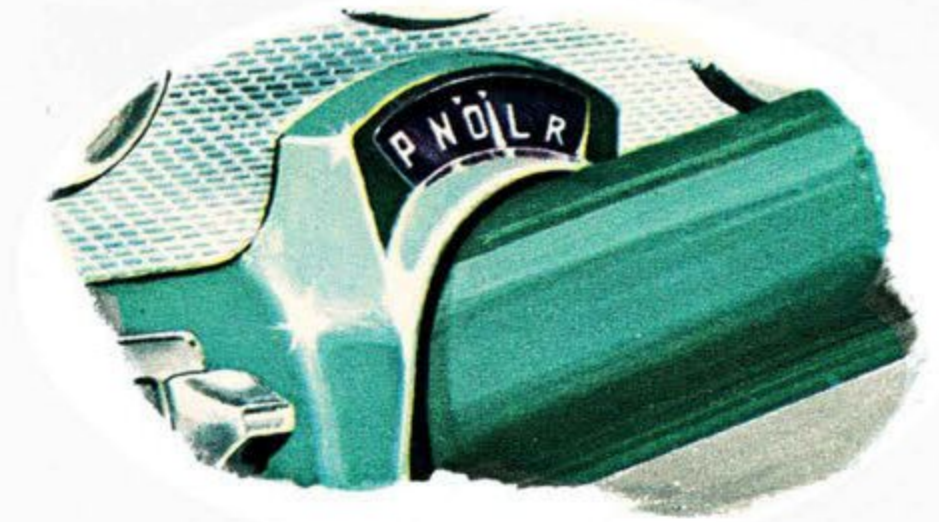


Steep grades, like this 35% rise in the Proving Grounds, are a real test of power and transmission—a place, too, to make sure of the holding power and safety of the brakes.



The "bicycle wheel" test! Instruments mounted on "bicycle wheel" carriage measure speed and acceleration with utmost accuracy on the world's fastest 2½-mile closed circuit track.

TODAY'S DRIVERS "TAKE IT EASY"

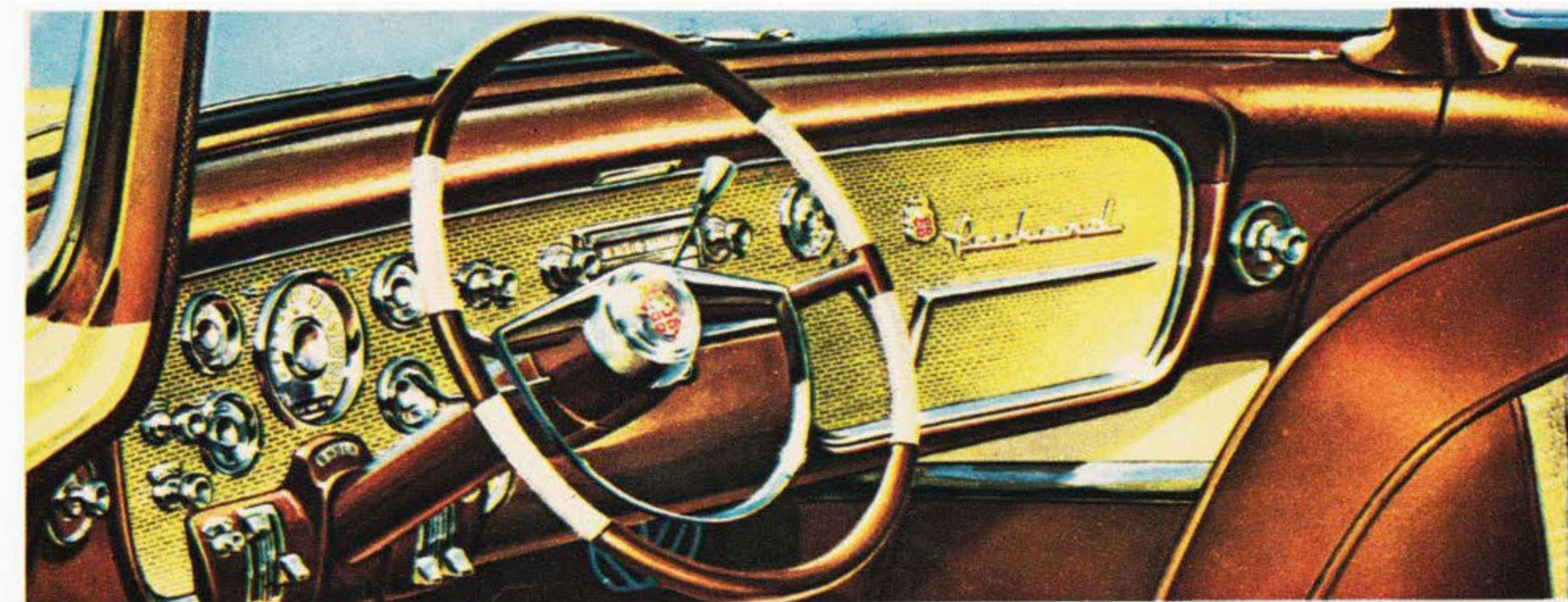


New Twin Ultramatic Transmission Offers Silky Smoothness and Flashing Acceleration

The new Twin Ultramatic uses a famous Packard first, the two-stage torque converter with a direct drive clutch. And for another Packard first, it now combines a two-speed automatic planetary train. This combination provides a geared-in start and positive direct drive at road speeds and gives the highest torque in the industry. It actually offers the driver a choice of two automatic drives with the added advantages of ultra-smoothness and greater torque. Torque is the usable part of horsepower, the power at the rear wheels. In the Packard Twin Ultramatic this puts "go" in your car for flashing get-away or sweep-around passing power.



GLAMOUR RIDES THE ROAD



The new Packard and Packard Clipper are the most graceful of motorcars, at curbstone or in motion. Exciting exteriors, inviting interiors, compelling colors provide visual evidence that Packard has brought forth a fresh and newly beautiful interpretation of the ideal in automobiles.

Fill your eyes with their exterior elegance . . . here are lines long, low and lithe—a unique combination of American verve with Continental dash and daring! Massive grille . . . impressive rear deck . . . every detail of design bespeaks Packard's inimitable distinction and good taste—a good taste born of challenging tradition, not imitation.

Packard's trend-setting new jewel tones lead the

eye harmoniously to color-coordinated interiors that are modern and magnificent. Color choices and luxurious fabrics with fascinating texture contrasts reflect your personality and taste . . . are decorator-exclusive furnishings as smart as those in today's finest homes.

Completing the harmony, Packard's handsome new instrument panel (shown above) with dials grouped for at-a-glance readability and natural easy reach. Special research went into the study of their perfect "touch control" and handy reach . . . another engineering plus to give you the matchless Packard poised performance all through the car.

See this new kind of fine car—and let your Packard dealer demonstrate its many superiorities.

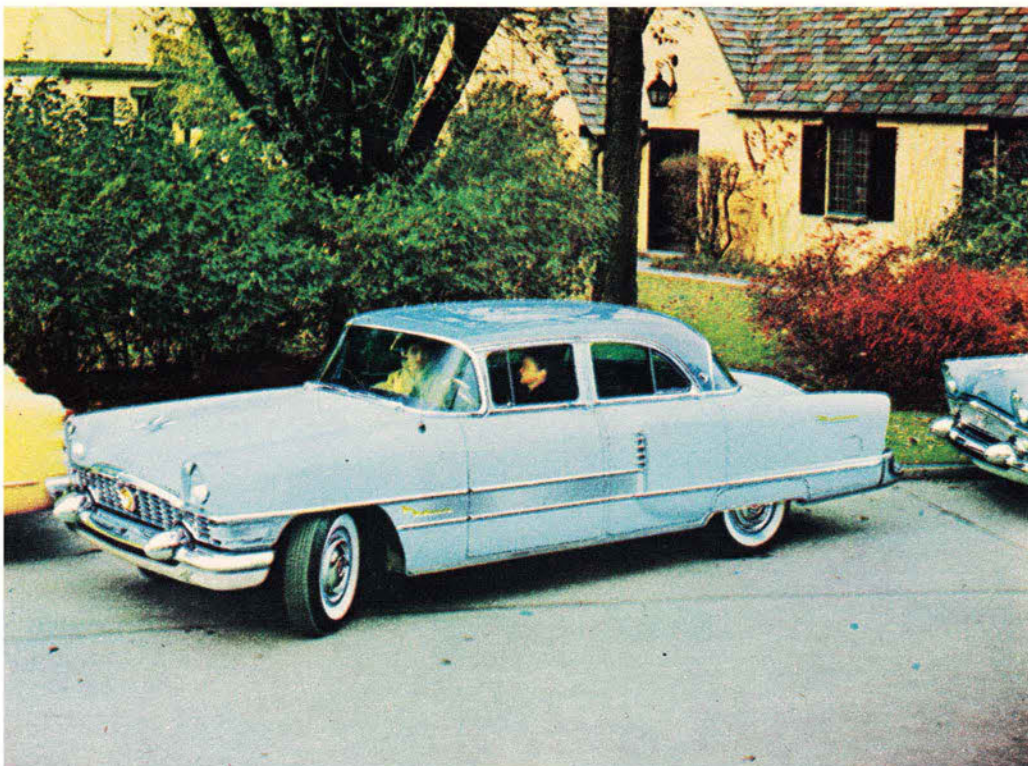
TOUCH . . . GO . . . WITH POWER



Power Brakes

Packard engineering ingenuity offers you a Power Brake which can't be equalled for powerful, positive action and a touch so light you simply must try it to appreciate it. Packard, of course, was the first to offer the low pedal which makes the swing from accelerator to brake pedal an effortless pivot of the foot for easy and rapid application of pressure.

- Packard Power Brakes reduce foot pressure by 40% . . . take up to 29% less time to apply . . . stop in 13 feet less distance at 30 m.p.h. . . . 24-hour reserve vacuum power.
- No grabbing, nose-breaking halts . . . smooth, sure, controlled, safe comfortable stops.
- Adds up to a lot of extra safety . . . and more relaxation, too.



Power Steering

Safer driving through better control is yours with Packard Power Steering. Approximately 80% of the required steering effort is supplied by the power steering hydraulic system so you can spin the wheel with your finger tip even when the car is standing still. Parking is effortless and control is complete for any emergency — soft shoulder, road irregularity or even in case of a blowout. And safety is maintained at all times because the regular steering mechanism stands ready to take over instantly in remotely possible instances of power failure.

- Finger tip effort replaces all the hard work in parking.
- There's no fighting the wheel on sudden emergencies from soft shoulders, rough road, or even a blowout.
- You drive fresh and rested throughout day-long trips.

POWER FOR EASE AND COMFORT

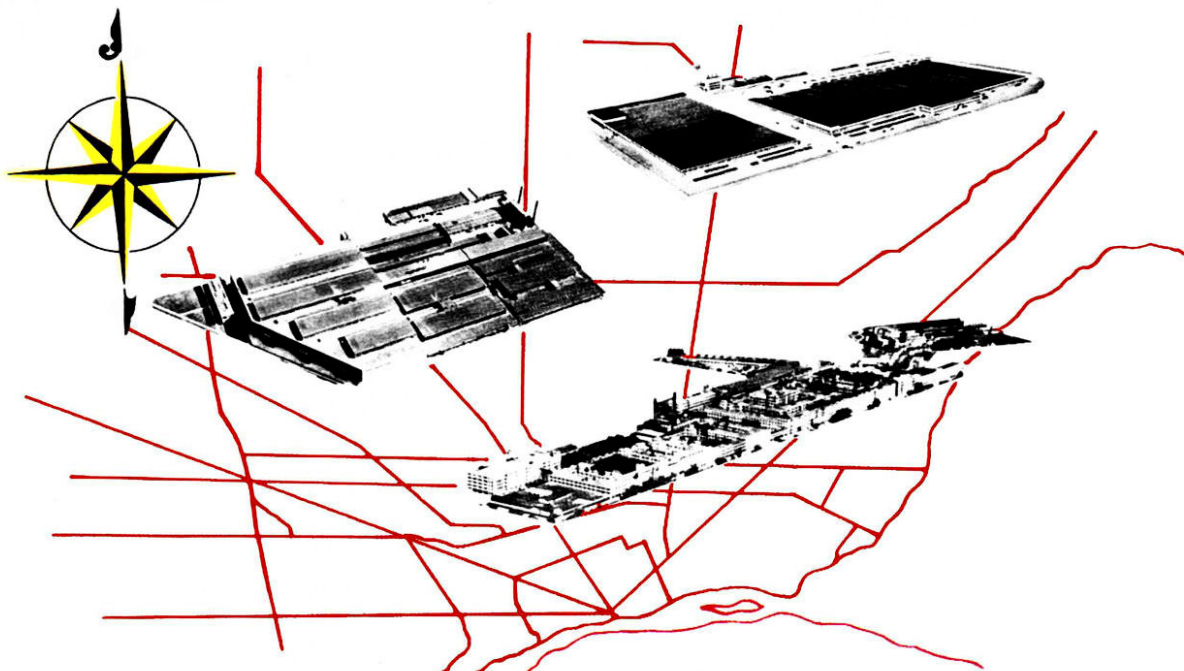
Power Seat

No matter what your physical proportions, you'll find comfort behind the wheel of a Packard. The Packard Power Seat will position you exactly where you are most relaxed and still give you the proper vision position for safe driving. No squirming or pulling the seat, simply touch a control conveniently located and you move forward or back, up or down as you wish. It's as simple as that!

Push-Button Windows

What an effortless way to have window-wide fresh air all around and with a touch of a button to change to snug, wind-proof comfort! Each individual window may be quietly push-button-controlled by the adjacent passenger, or all may be touch-controlled from a master panel beside the driver. P.S. Note how the Outside Dual Courtesy Safety Light guides steps, adds parking safety.





Balance is the outstanding characteristic of the new Packard and Packard Clipper motor cars. A carefully balanced team of top-flight designers, engineers and manufacturing experts form the hard core of Packard planning. Bodies by Packard from its own ultra-modern

body plant . . . engines and transmissions by Packard from equipment that is the last word in automation . . . national representation by a fine dealer body . . . delivery by your local dealer who confidently invites you to LET THE RIDE DECIDE.

PACKARD SPECIFICATIONS

ENGINE - The new free-breathing 90° V-type Packard engine powers the Caribbean, Patrician and the Four Hundred. The engine develops 275 horsepower at 4800 rpm in the Caribbean and 260 horsepower at 4600 rpm in the Patrician and the Four Hundred. The new Packard engine has a displacement of 352 cu. in. with a bore of 4" and a stroke of 3.5". The crankshaft is short, rigid and has six integrally cast counterweights. With extra large displacement the engine delivers 355 foot pounds of torque over a wide range of speeds from 2400 to 2800 rpm in the Patrician and Four Hundred. The torque range is widened to 3200 rpm in the Caribbean. Compression ratio is 8.5 to 1 in the Patrician and Four Hundred, higher in the Caribbean. The engine is fully mass-balanced for efficiency and smooth operation.

TRANSMISSION - Caribbean, Patrician and the Four Hundred: Packard's new Twin Ultramatic Transmission is standard equipment.

FUEL SYSTEM - The Caribbean has two 4-barrel Hi-Power Carburetors. The Patrician and the Four Hundred have a single 4-barrel carburetor with 4 main jets. All carburetors are equipped with automatic choke, automatic idling control, oil bath air cleaner, silencer and flame arrestor. They also have automatic manifold heat control, and a twenty-gallon fuel tank.

SUSPENSION - All Packards offer the new Torsion-Level Ride. Two full-length torsion bars, two compensator bars give a combined length of over 26' of torsion bar action with an exclusive interconnection between front and rear wheels. A load levelizer unit, mounted onto the frame and operating on a timed cycle of 5-7 seconds, compensates for any load change. Front and rear stabilizer bars keep the car stabilized on turns and uneven roads.

BRAKES - All cars are equipped with the safety-set hand brake and Packard Servo-Hydraulic, self-energizing type service brakes. Power Brakes are standard on the Caribbean and an extra cost option on the Patrician and the Four Hundred.

ELECTRICAL - All Packards are equipped with a completely new and compact 12-volt system. They have a large capacity 60-ampere hour 12-volt battery, air-cooled generator with automatic control, moisture-proof wiring and full automatic spark control.

LUBRICATION - All Packards have full-pressure lubrication to all connecting rods and main bearings and cam and rocker-arm bearings. They have a gear-type oil pump and floating screen-type oil intake.

COOLING - All Packards have a pressure-sealed radiator. They have full-length water jackets around cylinders and water all around cylinder bores. Tube and fin radiator core cooling system has a 26-quart capacity.

WINDSHIELD WIPER - All Packards have an exclusive Cam-O-Matic wiper arm and a Super Speed motor. Vacuum power is supplied by a rotary vane vacuum pump driven by the oil pump shaft.

EXHAUST - All Packards have a dual exhaust system with reverse-flow muffler and a resonator in each exhaust line.

WHEELS AND TIRES - All cars are equipped with new silent tread tubeless low-pressure tires. Size 8.00 x 15.

EXTERIOR DIMENSIONS:

Wheelbase 127 in.
Over-all Width 78 in.
Front Tread 60 in.
Over-all Length 217.4 in.

Over-all Height -
Patrician 62.3 in.
Caribbean &
Four Hundred 61.7 in.
Rear Tread 60.9 in.

CLIPPER SPECIFICATIONS

ENGINE - CLIPPER CUSTOM MODELS: The engine develops 245 horsepower at 4600 rpm. The torque is 355 foot pounds at 2400 to 2800 rpm. Bore and stroke 4" x 3.5". Displacement 352 cubic inches. Compression ratio 8.5 to 1.

CLIPPER SUPER AND DELUXE MODELS: The engine develops 225 horsepower at 4600 rpm. The torque is 325 foot pounds at 2400 to 2800 rpm. Bore and stroke 3.8125" x 3.5". Displacement 320 cubic inches. Compression ratio 8.5 to 1.

All Clipper engines are fully mass-balanced for efficiency and smooth operation.

TRANSMISSION - Packard's new Twin Ultramatic is optional at extra cost. The standard transmission has synchronized helically cut gears to eliminate gear noise. Overdrive is available on all models at extra cost.

FUEL SYSTEM - All Clippers have 4-barrel carburetors with 4 main jets. All have automatic choke, automatic idling control, oil bath air cleaner*, silencer and flame arrestor. All have an automatic manifold heat control and a twenty-gallon fuel tank.

SUSPENSION - CLIPPER CUSTOM: The Clipper Custom Series offers the fabulous Torsion-Level Ride. The load levelizer and "full length" torsion bars level the load and smooth the road. Front and rear stabilizers provide maximum roadability.

CLIPPER SUPER AND DELUXE: The Suspension on the Clipper Deluxe and Super Series is the conventional coil springs at the front and broad leaf-type springs at the rear. Direct-acting, airplane-type shock absorbers and full-length leaf spring liners give a firm, smooth ride.

BRAKES - Safety-set hand brake. Servo-Hydraulic, self-energizing service brakes. Service brake area 191.8 sq. in. Brake drum diameter, front and rear, 11 inches.

ELECTRICAL - Clippers have a new 12-volt system. They have a large capacity air-cooled generator with automatic control. Moisture-proof wiring, full automatic spark control, ignition key starting.

LUBRICATION - Full pressure lubrication supplies oil to main and connecting rod bearings, camshaft bearings and tappets. They have gear-type oil pumps and floating screen-type oil intake.

COOLING - Clippers have a full-length water jacket around cylinder and water all around cylinder bore. They have a sealed cooling system. Tube and fin radiator core cooling system has a 26-quart capacity.

WINDSHIELD WIPER - All Clippers have an exclusive Cam-O-Matic wiper arm and a Super Speed motor. Vacuum power is supplied by a rotary vane vacuum pump driven by the oil pump shaft.

WHEELS AND TIRES - New silent tread 4-ply 7.60 x 15 tube or tubeless tires.

EXTERIOR DIMENSIONS:

Wheelbase 122 in.
Over-all Width 78 in.
Tread, Front 59.7 in.
Over-all Length 214.8 in.

Over-all Height -
Sedans 61.9 in.
Panama & Constellation 61.5 in.
Tread, Rear 60 in.

*At extra cost.

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