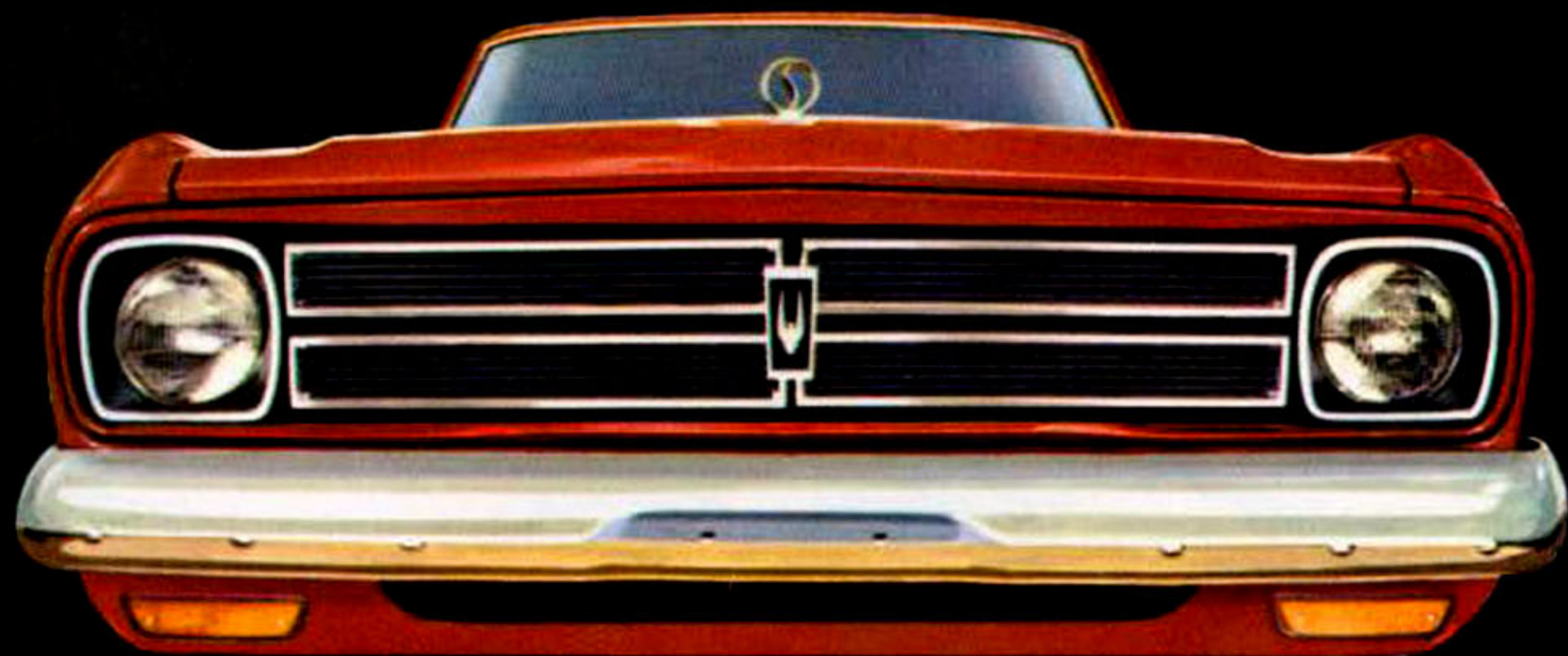


Studebaker
Nineteen
Sixty Six

The Smart New Look



Studebaker '66...

now more than ever North America's Value-Packed Car with these exciting new Features...

Handsome New Grille and Front End Treatment Look eye-to-eye with Studebaker '66! Stylish, and functional too. Separate interlocking grille parts, single head lamps minimize repair costs, yet impart a classic touch, permit 19% greater air flow for greater cooling capacity.

Smart, New Side Moldings Gracefully sculptured side moldings give Studebaker '66 a smart new side view touch, at the same time giving greater body protection... especially in parking lots. Its smart, tasteful trim is expressed in the very best tradition of functional and attractive automobile styling.

Functional New Rear End Design Clean, classic styling! Practical, too. Handsome taillight is placed directly below new ventilating ports for Studebaker's exclusive Refreshaire circulating system, providing a continuous supply of fresh air, even with all the windows closed!



Studebaker offers the many benefits of Transistorized Ignition System on every Model in the Line



Longer Spark Plug Life



Longer Distributor Point Life

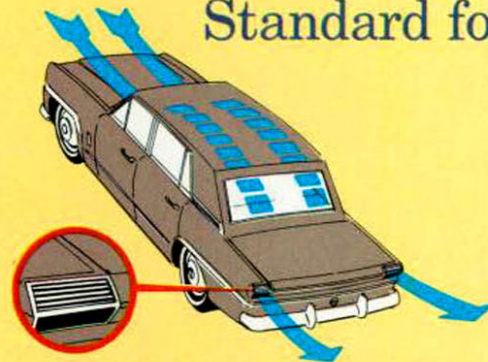


Maintains Peak Fuel Economy

Studebaker's new Transistorized Ignition System delivers faster, easier starting under conditions of extreme cold or dampness. It extends the life of ignition system components. Eliminates condenser — removes this possible trouble source.

It further eliminates frequent tune-ups, irregular timing and rough engine idle due to worn points. Studebaker '66 offers it on every model in the line! (Standard on Daytona Sports Sedan — available as a low cost option on every other model.)

NEW **REFRESHAIRE**
Circulating System...
Standard for '66



Delivers fresh, clean, wholesome air wherever you drive! Steady draft-free air flow pulls stale air, smoke, dust and fumes out of the car without opening the window... speeds window defogging... improves heat distribution. It eliminates wind noise, provides a quieter ride because there is no need to open side vents for ventilation.



Cruiser

Studebaker's great performance, enduring quality, luxurious appointments, and classic styling reach highest attainment in the superb new Cruiser '66. Alert, responsive and highly maneuverable, the Cruiser is a delightful full-size family car. And the common-sense design of the Cruiser puts the space where it counts...in the passenger area.

Plenty of head, hat and leg room, rear seat center arm rest, luxurious posture-contoured seats with coil spring and foam padding construction make driving and riding in the beautiful new Cruiser an experience in unexcelled comfort. This is the Studebaker Cruiser '66... simply add one to six people and handle with pride.

Cruiser Interiors Rich wood-grain panelling accent the beauty of the new Cruiser interior decor. Regal long wearing, sculptured brocade nylon cloth or all vinyl upholstery selections are fabricated in impeccable and distinctive style. Truly a fashion first combined with an instantly visible quality touch. Rear fold down arm rest is standard. Split front seat backs, as illustrated, are optional at extra cost.

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Commander

Studebaker Commander '66 is spirited and lively, yet keeps a sharp eye on your fuel and maintenance budget. But response and economy are just two of the Commander's many attributes. It's so

easy to handle, even in heavy traffic (makes it the perfect car for

the lady of the house, too). Features like 15" wheels and extra comfortable seats with expensive coil spring construction make you wonder where the miles went on long trips (an ideal car for the man on the go). And combined with its functional, no-nonsense design, the Commander is spacious...plenty of room for the average family with space to spare. Big luggage area, too. Low initial cost, low operating cost, a smooth safe ride in a car of lasting value — that's the Commander '66.

Commander Interiors The first thing that will impress you when you enter the Commander '66 is the strikingly beautiful Meridian pattern upholstery. The bold new styling gives a fresh approach—different from the usual "me too" look. And when you enter you will be impressed with the generous room you'll find. Your hat won't hit the roof—you can stretch your legs out — soak up the comfort — it's there just for you.





Wagonaire

Here are the real welcome wagons of the year! Led by the most versatile station wagon on the North American market, the sliding-roof Wagonaire. Imagine the

possibilities! Slide the roof open and you can pile your

Wagonaire sky high with just about anything. Or slide it shut and you have a snug, comfortable family wagon, with plenty of room for kids and luggage. And brand new for '66 there's a fixed roof Wagonaire, an ideal wagon for the businessman with samples to carry. But either way—sliding roof or fixed roof—there's a Studebaker Wagonaire '66 that will fit your way of thinking. Vinyl trim standard for long wear and easy cleaning.

Convenient Sliding Roof

Slides back, smoothly, easily, locks securely in open, closed or two intermediate positions.



Topside Luggage Rack

Strong and durable . . . adds distinction and important extra load capacity.



Fold-Down Tailgate Step

Permits easy access to cargo area . . . a big help in loading and unloading.



Electric Tail-Gate Window

Open the window without leaving your seat. Window may also be operated by outside control at tailgate lock.





Daytona

Here's an exciting, debonair new car-about-town that exhibits true sports car flair—the beautiful Studebaker Daytona '66 2-door Sports Sedan. And in the Daytona sports car flair is many things.

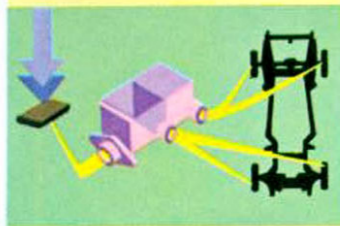
It's the eager, get-up-and-go styling. It's a continental, vinyl-covered roof (your choice of black or white). Its comfort-sculptured bucket front seats (optional) . . . rich, all-vinyl upholstery, powerful Thunderbolt V-8 engine or choice of two performance-aware 6-cylinder engines, toe-touch response and maneuverability. The Daytona combines all of Studebaker's 30 great extra value features, including the new Transistorized Ignition System as standard equipment. And here's a big bonus—here's North America's sports themed car that's easy to get into and out of—Studebaker engineers believe a young at heart car needn't be uncomfortable—the Daytona '66 proves they're right!

Daytona Interiors Comfortably soft, foam cushioned seats (bucket front seats optional) are posture contoured to hold you comfortable and relaxed. Upholstered in rich long wearing vinyl . . . you'll think it's real leather. Daytona's interior styling is further enhanced by luxurious wood grain inserts and unsparing use of carpeting.



Extra Value Features that Studebaker '66 Gives as Standard Equipment for your Comfort, Convenience and Safety

(Here are some of the most significant standard features that you pay extra for on many other makes, or that are exclusive with Studebaker — all 30 are listed on the back cover of this catalog.)



■ *Body On Frame Construction*

Studebaker's armor guard frame employs box section construction and a double drop, ladder-type design for exceptional strength and rigidity. Box section side rails are built like steel girders ... resist shock and stress better than other types. This rugged body on separate frame construction is the foundation of Studebaker's smooth quiet ride.

■ *Dual Brake System*

Actually gives you the safety of two brake systems in one. If one system fails, the other continues to provide safe stopping power.

■ *Windshield Washers*

Standard on every Studebaker '66 to give you safer, clearer vision. Twin streams of water wash away dirt, bugs and road splash.



■ *Fully Padded Dash— Full Instrumentation*

Full length safety-padded instrument panel provides tremendous front seat protection. Even the face of the ash tray is padded. Full, positive instrumentation lets you spot trouble while you can still do something about it. Rocker type switches are recessed for safety with no knobs to fall off or pull off.

■ *15" Wheels*

Longer tire wear, better braking and smoother ride.

■ *35 Amp. Alternator*

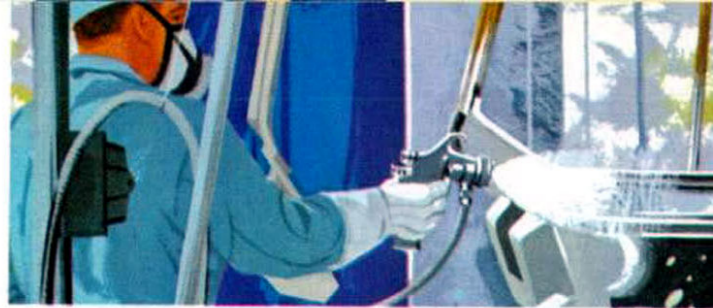
Reduces battery drain even when engine is idling, assures always reliable performance.

■ *Foot Operated Parking Brake*

Sets easily and surely with just a touch of the driver's foot. Easily released with separate release handle.

■ *Parking Brake Warning Light*

Flashes the minute you turn the ignition key on if your parking brake is still engaged.



■ *Aluminized Rustproofing*

Multi-staged treatment of washing, phosphatizing, aluminizing and priming before the parts are seamed, welded or assembled, gives complete protection, even in the seams, where it's needed most.

■ *Bolt On Fenders*

Fenders and front end sheet metal are bolted on as separate sections cutting repair costs by more than 50% in the event of an accident.



3 Outstanding Performance-Proven Engines

■ **Skybolt Six** Sweet performance, great economy. Delivers 120 hp at 4400 rpm and 177 ft. lbs. of torque at 2400 rpm. Compression ratio of 8.5 to 1 assures exceptional acceleration and response in a 6-cylinder engine.

■ **Super Skybolt Six** This big, powerful all new 230 cu. inch delivers 140 hp at 4400 rpm and 220 ft. lbs. of torque at 1600 rpm. Compression ratio of 8.5 to 1 gives great performance... an outstanding new Studebaker engine!

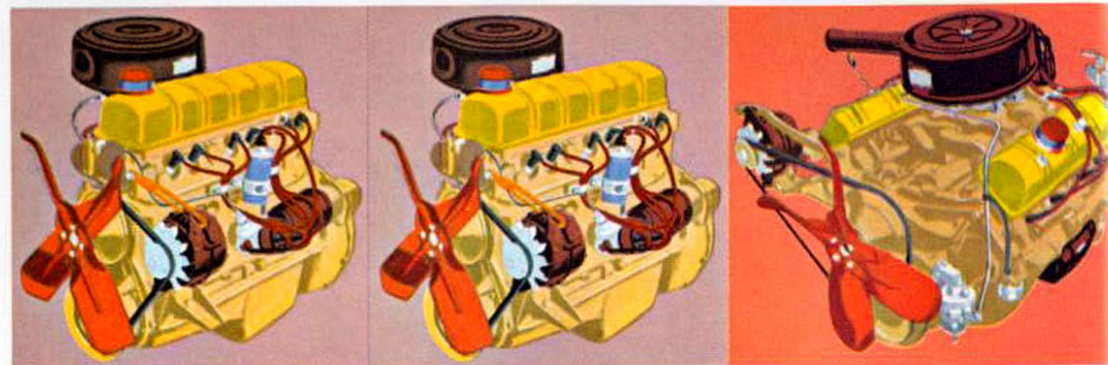
■ **Thunderbolt V-8** Exceptional responsiveness, yet its efficiency stretches a gallon of regular gas to the limit. 283 cu. inch power plant develops 195 hp at 4800 and 285 ft. lbs. of torque at 2400 rpm with a compression ratio of 9.25 to 1 (All are finely balanced for vibration-less operation. Hush-quiet with trouble-free hydraulic valve lifters.)

3 SMOOTH TRANSMISSIONS

The Studebaker '66 offers you a choice of three outstanding transmissions—a standard 3-speed manual, an overdrive which reduces engine revolutions by 30% while maintaining desired road speed, and the Studebaker Flightomatic automatic transmission that gives maximum efficiency under severest driving conditions. The chart below shows transmission availability.

	Skybolt Six	Super Skybolt Six	Thunderbolt V-8
3-speed Manual	Std.	NA	Std.
Overdrive	Opt.	NA	Opt.
Flightomatic	Opt.	*	Opt.

*Super Skybolt Six available only with automatic transmission (Flightomatic).



	Skybolt Six OHV 6	Super Skybolt Six OHV 6	Thunderbolt V-8 OHV V-8
Bore—Stroke (inches)	3.563 x 3.25	3.875 x 3.25	3.875 x 3.00
Piston Displ. (cu. in.)	194	230	283
Horsepower (maximum)	120 @ 4,400 revs.	140 @ 4,400 revs.	195 @ 4,800 revs.
Torque, Max. in Lbs. Ft.	177 @ 2,400 revs.	220 @ 1,600 revs.	285 @ 2,400 revs.
Compression Ratio	8.5 to 1	8.5 to 1	9.25 to 1
Carburetion, Downdraft	1 barrel Rochester	1 barrel Rochester	2 barrel Rochester
Fuel Tank Capacity	U. S. Gallon — 18 gallons Imperial Gallon— 15 gallons	U. S. Gallon — 18 gallons Imperial Gallon— 15 gallons	U. S. Gallon — 18 gallons Imperial Gallon— 15 gallons
Fuel Recommended	Regular	Regular	Regular
Alternator Amperage	35	35	35
Battery Voltage	12	12	12

Selected Studebaker Options and Accessories

Through years of experience in pleasing the tastes of the motoring public, Studebaker has developed and selected a group of outstanding options and accessories as those that will contribute to your added driving pleasure. Here are some of the most popular ones:

Climatizer—Studebaker's exclusive all weather fresh air-heating-ventilating-defrosting system gives maximum passenger comfort—for '66 its efficiency is increased thanks to Studebaker's new Refreshaire circulating system.

Hi-Fidelity Transistor Radio—plays instantly. Low battery drain.

Tinted Glass—Reduces glare, keeps interior cooler.

License Plate Frames—Stainless Steel—durable, rattlefree, easy-to-clean.

Day-Night Non-Glare Mirror—Eliminates blinding glare from following cars.

Power Steering—Hydraulic power provides up to 75% of steering effort.

White Wall Tires—Striking complement to total exterior beauty of today's Studebaker.

Trunk Light—Operates automatically when opening and closing trunk lid.

Underhood Light—Turns on and off automatically as hood is raised and lowered.

Twin Traction Differential—Directs power to wheel with most road grip.

Automatic Transmission—Smooth Studebaker Flightomatic takes the strain out of stop and go driving. Performs with power and long lasting efficiency under severest driving conditions.

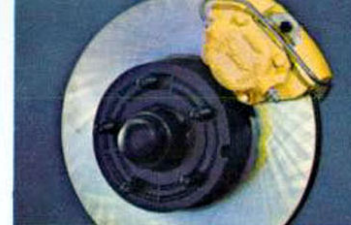
Overdrive—Optional with manual transmission, provides maximum fuel economy and extends engine life by reducing engine revolutions 30% while maintaining desired road speed.

Carpet Protectors—Preserves the beauty of new floor coverings.

Vertical Bumper Guards—Maximum protection for grille and rear panels.

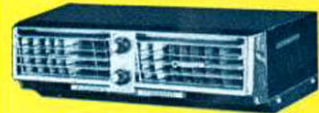
Rear Door Safety Lock—An important protective feature for small children.

Tissue Dispenser—Serves as tissue dispenser and litter box.



■ **Disc Brakes**
Positive, straightline braking—give up to 40% faster and shorter stops.

■ **Air Conditioning**
Provides fresh, cool, pollen-free comfort in the hottest most humid weather.



■ **Vanity Tray**
Slides out of glove compartment to provide handy tray and mirror.



■ **Wheel Discs**
The perfect finishing touch to new car beauty—high gloss, rust-resistant chrome finish.



'66 Specifications

Model and Body Style	Wheelbase	Overall Length	Head Room (Front)	Head Room (Rear)	Leg Room (Front)	Leg Room (Rear)	Turning Circle
Cruiser 2 Door	113	194	39	38	39.9	35.7	39
Commander 4 Door	109	190	39.5	38	39.9	31.8	37.6
Commander Daytona	113	194	39	38	39.9	35.7	39
Sports Sedan	109	190	39.5	38	39.9	31.8	37.6
Wagonaire	113	193	40	36.9	39.9	36.12	39

To continue its program of quality and design improvement, the manufacturer reserves the right to change specifications, designs or prices without notice and without incurring obligation. Information contained herein is from data available at the time of printing.

Cars built for overseas markets may vary from the specifications listed in this catalogue.



Studebaker
AUTOMOTIVE SALES CORPORATION

Printed in U.S.A.

30 EXTRAVALUE FEATURES

STANDARD ON EVERY '66 STUDEBAKER

- Convenient Inside Hood Release
 - Large Instruments with Calibrated Dials
 - Bright to Dim Instrument Lights
 - 2-speed Electric Windshield Wipers with No Glare Wiper Arms
 - More Head, Hat and Leg Room
 - Armor Guard Frame
 - Comfort-Contoured Seats with Coil Springs for Extra Comfort and Durability
 - Exclusive Weather-Guard Aluminized Rust-proofing
 - Bolt-On Fenders and Front-End Sheet Metal
 - Aluminized Muffler and Tailpipe
 - Rugged All-Welded Safety Body-On-Frame Construction
 - Dual Brake System
 - Big 15-Inch Wheels and Tires
 - Labyrinth-Sealed Brake Drums
 - Dependable Self-Adjusting Brakes compensate for wear
 - Flat, Easy-To-Clean Floors
 - Wide, Easy-To-Enter Doors
 - Safe, Rocker-Type Illuminated Flush-Mounted Switches
 - Fully Padded Instrument Panel
 - Key-In-Lock Glove Compartment
 - Recirculating Ball Steering
 - Level Ride Front Stabilizer Bar
 - Foot-Operated Parking Brake
 - Parking Brake Warning Light
 - Windshield Washers
 - Dual Horns
 - Padded Dual Sun Visors
 - Cigar Lighter
 - Refreshaire Circulating and Ventilating System
 - Transistorized Ignition System* *Standard on Daytona Sports Sedan
- Available as option on every other model in the line.