

# '62 LARK

ENDURANCE-BUILT BY STUDEBAKER



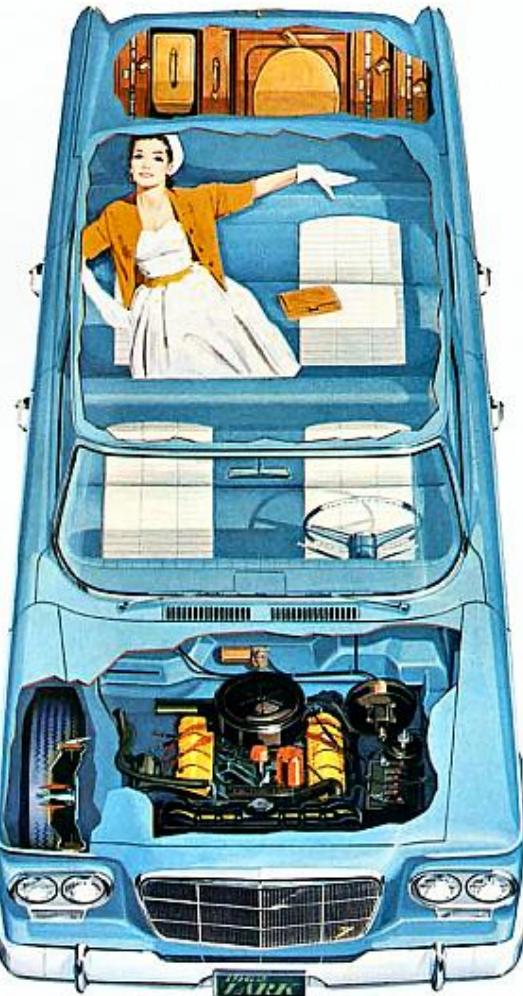
**BEAUTIFULLY STYLED, QUALITY-BUILT,** the new '62 Lark offers the wide range of choice that meets the many varying needs of the American motorist.

In the new '62 Lark Daytona models, convertible and hardtop, Studebaker has created today's most advanced and desirable of personal cars—a brilliant combination of outstanding performance and luxurious bucket-seated interiors for America's Young in Heart—**AMERICA'S NEW ACTION CAR.**

In the new '62 Lark family sedans—and wagons, and the standard convertibles and hardtops, Studebaker—alone among the makers of automobiles—has successfully combined the over-all savings and convenience of the compact with the comfort, room and power of the Big Car—**BIG CAR COMFORT AT COMPACT PRICES!**

Through eight glamorously styled new models, the '62 Lark brings you that unique combination of luxury, performance, quality and choice which makes the new Lark by Studebaker the most beautiful automobile value on the road today.

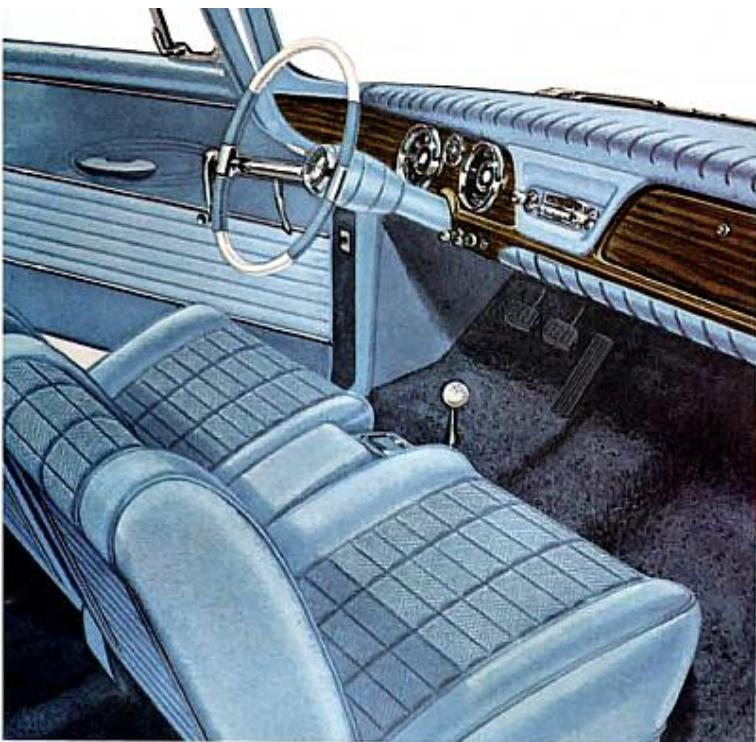
- **Dynamic new styling** distinguishes The Lark as the fine car that it is.
- **Three Engine Choices** in five horsepower ranges—a 112 HP "Skybolt" Six and two V-8's offering 180, 195, 210 and 225 HP. All give remarkable economy on regular gas.
- **Four Transmissions**—three speed manual, manual with optional overdrive, optional Automatic 3-speed. 4-speed floor-mounted gearbox optional in Daytona models. 5 axle ratios.
- **Recirculating Ball Steering** is remarkably easy, precise and positive. Even a petite woman can handle The Lark effortlessly.
- **Wide range of options** include Power Steering, Power Brakes, limited slip Twin Traction differential, roll-back preventing Hill Holder, air conditioning.
- **Clean, clearly readable instruments**, with illumination control. A safety padded dash is standard on all models.
- **Lark's new optional Climatizer** heater/defroster is thermostatically controlled—gives perfect inside comfort. Combines fresh air heating, with ventilation and defrosting.
- **Stabilizer Bar** reduces sway and roll, enhances cornering ability. Combines with front coil springs, asymmetrically mounted rear springs and direct action shock absorbers to assure an excellent ride at any speed.
- **Choice of seating arrangements**—options include reclining and divided seats; sports car type bucket-seats standard in the Lark Daytona.
- **Extra wide doors**, and no floor wells provide easy entry and exit.
- **No-wax Sapphire high melamine enamels** in wide choice of attractive colors—including metallics.
- **Lavish Interiors** in numerous combinations of fabric and colors—nylon, nylon and vinyl and all vinyl. De Luxe or Regal styles.
- **New Quiet Ride** made possible by over a dozen separate new engineering improvements.
- **15" wheels** help smooth road, reduce tire wear up to 20%.
- **New Aluminized Muffler** and tailpipe doubles usual muffler life.



## THE LARK DAYTONA CONVERTIBLE

For those desiring the verve of an optional 4-speed gearbox, the excitement of 0 to 60 in under 10 seconds—the pure joy of subduing traffic, Thruway, or mountain trail with sports car ease and only the bright blue sky overhead—Studebaker creates the new Lark Daytona Convertible.

Sleek and nimble as a polo pony, the Lark Daytona Convertible's action-styled interior is identical to the Daytona Hardtop's, but in all vinyl upholstery in your choice of six two-tone combinations with matching seats, sides and door panels. White or black top—motor actuated.



A front between-seat padded console increases driver comfort while providing a handy, handsome lift-lid storage compartment for personal effects. The "stick" of the optional four-speed floor mounted gearshift is located immediately in front of the console's leading edge. Lark Daytona's console also contains a built-in ash tray, with two additional ash trays situated on the back of the bucket seats provided for the convenience of your rear passengers.



The deep comfort of sports car type bucket seats is only a part of the complete luxury of the Lark Daytona's Action Styled interior. Behind the De Luxe steering wheel is the remarkably handsome dashboard, wood-grained in the European tradition, with its correctly positioned cluster of easily read, clear, sports type instrumentation. The entire dashboard is heavily padded both top and bottom, with additional special padding around the radio controls. Rich fabrics and vinyls are standard for upholstery and trim, as are the electronically calibrated clock and cigarette lighter, dual horns, backup lights.

## THE LARK DAYTONA HARDTOP

America's New Action Car! Sports car type bucket seats, a handsome and handy between-seat front console, and a wood-grained dash with clear, sports car type instrumentation are highlights of the Lark Daytona's Action Styled interior—all dramatically suggestive of the outstanding performance and handling made possible by its optional 4-speed gearbox and up to 225 HP power range. From its acoustical headliner and optional Skytop sliding sunroof to the fully carpeted floor, this brilliantly designed five seater is a thrilling new definition of glamorous excitement on wheels! Your beautiful Lark Daytona Hardtop is available with either luxurious pleated all nylon or in optional vinyl upholstery materials.



## THE LARK CRUISER

The most magnificent Lark comes to you on a 113-inch wheelbase. To the spacious new Big Car Comfort and room of a Lark 4-door sedan are added the custom appointments you'd expect only in a limousine. The luxurious Regal trim, in either rich all nylon cloth or optional vinyl, drapes the luxury of pleated upholstery over deep foam cushioning. There are generous door pockets, a center rear let-down armrest, an electronically calibrated clock, padded sun visors, and cut pile carpeting that extends high up the front "Fire Wall" and is matched in the scuff area of the doors. In the Lark Cruiser there's a glamorous

recessed wood-grain finish instrument panel and a dashboard richly padded both at top and at knee level. Specially attractive padding surrounds the optional Highway Fidelity transistor-powered radio. Rear passengers have added winged rear ventilator windows to provide comfortable ventilation at any speed. Nothing which would give you added pleasure or pride has been omitted. The 259 cu. in. 180 HP V-8 is standard on this most elegant of Lark models, with the 289 cu. in. 210 HP V-8 available as an option. With Power Pack, horsepower can be raised to 195 and 225 respectively.



## THE LARK 4-DOOR SEDAN

The new 113-inch wheelbase of this slim and graceful new Lark sedan actually gives you as much interior room as most of America's expensive luxury cars! Yet The Lark 4-door has a compact 188" length over-all for easy handling—up to three feet shorter than big cars, a full foot shorter than mid-sized cars.

Doors are high and wide, floors are flush. You sit in comfort-high, contour-tilted front seats that cradle you in deep foam. Cone-shaped coil springs in both front and rear seats assure you comfort through

long trips. All six passengers relax completely in spacious, beautifully appointed interiors, while a 30% stronger box section ladder-type frame and a hushed "Silent Shield" ride surround them with a true Big Car sense of security. Your Lark 4-door Sedan is available with either De Luxe fabric upholstery, or optional De Luxe vinyl. Or, if you choose, the even more beautiful Regal all nylon fabric or vinyl, with cut pile carpeting and luxurious trim.



## THE LARK STATION WAGON

A trim 187 inches long on its 113-inch wheelbase, The Lark wagon will seat six. Add the optional rear-facing third seat and you have more than enough room for eight. Choice of all vinyl De Luxe or Regal trim—both are washable, wearable, extremely easy to care for. With Regal trim, all floor areas, including cargo deck and rear seat backing are fully and elegantly carpeted. And your Lark wagon has the muscles for real handling chores. Its 72 cubic feet of cargo

space can be loaded to the brim because a Lark wagon is endurance-built to take it. Tailgate opening is a big, big 45" x 29 $\frac{1}{2}$ ", with almost eight feet of load length from behind the front seat to the end of the tailgate. With trailer hitch, your Lark wagon can tow a house or boat trailer with ease. Optional Heavy Duty springs and shock absorbers available. The handiest, handsomest and hardest of station wagons—and at a compact price!



## THE LARK 2-DOOR SEDAN

The ultimate in a practical economy car with an exceptional luxurious look. As nimble and fleet as its feathered namesake—this Lark has superb handling that lets you thread your way through traffic with ease, helps you slip into parking spots others have to pass by. Your Lark 2-door sedan

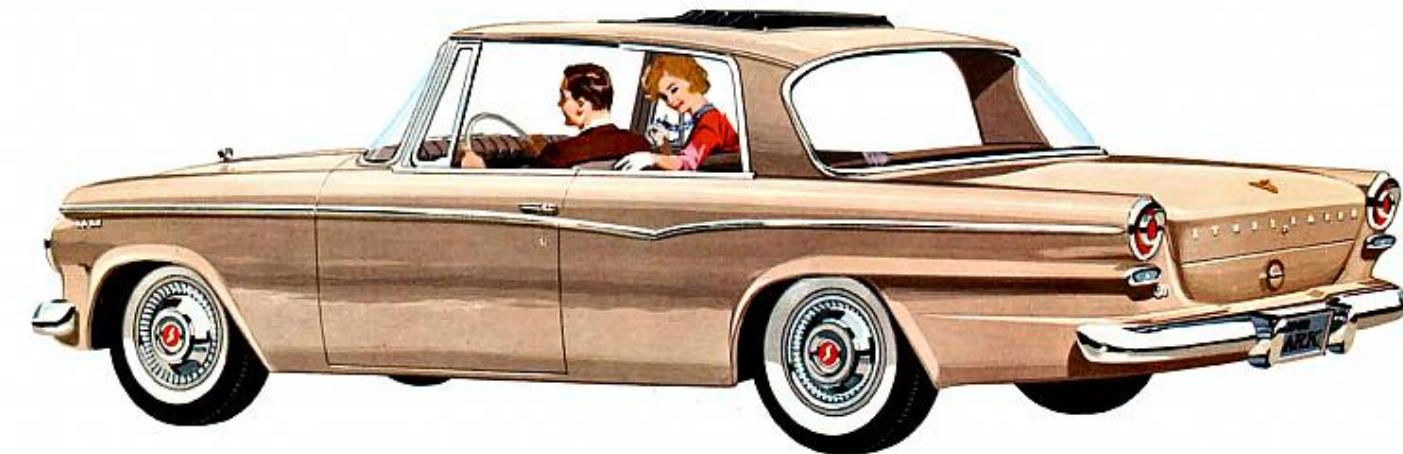
sits six adults in complete stretch-out comfort. Extra wide doors and split front seats that can be turned down simultaneously, allow passengers to enter or leave from both sides at the same time. This beautiful Lark 2-door Sedan is available in either the rich De Luxe fabric or the optional De Luxe all vinyl upholstery.



## THE LARK HARDTOP

A happy choice for the young and gay! Gayer still with Lark's exclusive optional Skytop sunroof. A Skylight rear window, wide-vision windshield and the elimination of side posts give full visibility to all passengers. The rakish, specially engineered roof provides a full 35 inches of

headroom to the tallest of rear passengers, with generous matching Big Car legroom and hiproom—all the comfort and convenience of a luxury car. The Lark Hardtop is available in luxurious Regal trim only, with sumptuous pleated fabric upholstery or sleek optional vinyl.





## THE LARK CONVERTIBLE

As beautiful and inviting as the wide outdoors! As maneuverable as a sports car. Lark's endurance-built construction brings you a heavy box section ladder-type frame with rugged X-member reinforcements for the light, taut body a convertible needs. And, with your interior so often on full display, Studebaker has outdone itself to give

you the most style-setting interiors available—you have your choice of six two-tone color combinations in all-vinyl Regal trims with matching seats, sides and door panels. Choose either a white or black top, both with elegant black interior liner. Top is motor actuated—neat roof boot is standard equipment.



The Lark Cruiser dashboard illustrates the careful attention lavished on Lark interiors. The oval steering wheel, the perfectly proportioned instruments on the wood-grained dash, and the dashboard padding are all carefully arranged and color balanced to combine efficiency with beauty.

Beautiful, durable and easily cleaned, the '62 Lark's all-nylon fabrics and vinyls are harmoniously blended into interiors that surround you and yours with new beauty and comfort and style. Seats are soft, yet fully supporting; thick foam padding covers the cradling cone-shaped springs that are standard in both front and rear seats of all Lark models. Lark's high fashion interiors compliment your own good taste because they have been created for you with a decorator's deft touch—each carefully color-keyed to the especially developed no-wax Sapphire high melamine enamels that give the '62 Lark exteriors their long-lasting showroom luster. Patient hand-fitting and finishing by skilled craftsmen assure eye-pleasing perfection in every detail.

Full Turnpike power is yours in the '62 Lark. Choose either the alert and responsive 112 HP "Skybolt" Six or the 259 cu. in. or 289 cu. in. V-8. Rated at 180 HP and 210 HP respectively, the V-8's horsepower can be raised to 195 and 225 with optional Power Pack—yet will deliver remarkable economy on regular priced gasoline.



# YOU'LL ENJOY YOUR LARK EVEN MORE WITH THESE DISTINCTIVE AND PRACTICAL ACCESSORIES



Back-Up Lights help you see where you are going when backing up. Turn on automatically when you shift into reverse gear. Extremely helpful in either city or country night driving.



Vertical Bumper Guards give handsome added protection both front and rear, guard your Lark's grille and back end against damage. Bright, lustrous chrome finish.



Luggage Rack adds distinction as well as more carrying capacity. Both the sturdy guard rails and stanchions have heavy duty chrome plating.



Air Conditioner option provides cool comfort in hottest weather. Convenient fingertip control. A perfect companion to Lark Climatizer.



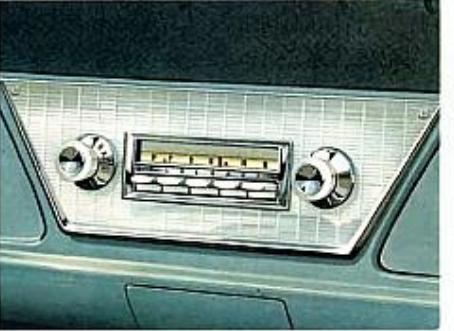
Chrome Exhaust Deflector—protects bumper from corrosive fumes.



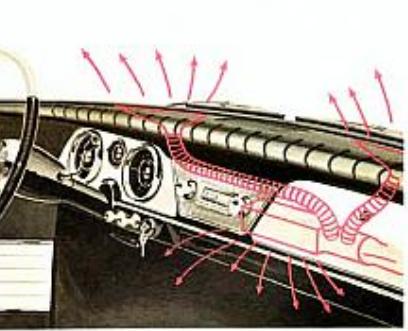
Plastic Seat Covers with "comfort zone" foam padded inserts. Protect interiors, provide seating comfort.



Quick Release Seat Belts attach easily to factory installed anchorages for both front and rear seats of every new '62 Lark.



Studebaker "All Transistor" Push Button Radio features true console power and tone. Instant "Turn on." Studebaker Transistor-Powered Manual Radio also available.



Lark's new thermostatically-controlled Climatizer option combines fresh air heating with ventilating and defrosting. Provides ultimate in personal comfort and clear vision.



Automatic Electric Clock is electronically calibrated for accuracy—has automatic self-adjustment.



Oil Filter removes dirt, sludge and abrasives from oil—protects engine. Equipped with exclusive Duocron filter cartridge.



Windshield Washer goes to work at the touch of a toe—whether car is stopped or moving. Assures safe, clear vision at all times. Unbreakable glass. Either automatic or conventional type.



Two External Rearview Mirrors—an indispensable aid in safe driving. Beautiful chrome finish. Door or fender mounting. Tissue Dispenser also serves as litterbox. Portable.

## DIMENSIONS & WEIGHTS:

	REGAL AND DAYTONA CONVERTIBLES	REGAL AND DAYTONA 2-DOOR HARDTOPS	2-DOOR SEDAN	4-DOOR SEDAN	CRUISER	4-DOOR WAGON
Length overall	184"	184"	184"	188"	188"	187"
Width overall	71 1/4"	71 1/4"	71 1/4"	71 1/4"	71 1/4"	71 1/4"
Height loaded	58 5/8"	55 5/8"	55 5/8"	55 5/8"	57"	57"
Wheelbase	109"	109"	109"	113"	113"	113"
Turning Circle	37' 6"	37' 6"	37' 6"	39'	39'	39'
Headroom fr./rear	37 1/2" / 34 1/2"	36" / 35"	36" / 35"	36" / 35"	36" / 35"	37" / 36"
Legroom fr./rear	44 1/4" / 35 1/2"	44 1/4" / 39"	44 1/4" / 39"	44 1/4" / 43"	44 1/4" / 43"	44 1/4" / 40 1/2"
Hiproom fr./rear	59 1/2" / 44"	59 1/2" / 59 1/2"	59 1/2" / 59 1/2"	59 1/2" / 59 1/2"	59 1/2" / 59 1/2"	59 1/2" / 55"
Shoulder Room fr./rear	55 1/4" / 55"	55 1/4" / 55"	55 1/4" / 55"	55 1/4" / 55"	55 1/4" / 55"	55 1/4" / 54 1/2"
Shipping Weight, 255-V8 & 285-V8	3075 lbs.	2765 lbs.	2655 lbs.	3020 lbs.	3030 lbs.	3130 lbs.
Shipping Weight, 259-V8	3305 lbs.	3015 lbs.	2925 lbs.	3020 lbs.	3030 lbs.	3130 lbs.

\*Daytona models have individual bucket seats in front with between seat console.

## STATION WAGON CARGO COMPARTMENT DIMENSIONS:

Length: rear seat down—tailgate down	94 1/2"
Length: rear seat down—tailgate up	73 1/2"
Length: rear seat up—tailgate down	65"
Length: rear seat up—tailgate up	46 1/2"
Width and height (maximum)	58" x 35"
Rear opening width and height	45" x 29 1/2"
Tailgate loading height	25 1/2"

## CHASSIS & BODY: 4 Transmissions—Standard; Overdrive optional; Automatic (optional); or 4-speed floor-mounted gearshift optional in Daytona models. Front Suspension—Direct double action shock absorbers mounted in coil springs. Rear Suspension—sea leg mounted shock absorbers and 4-leaf springs asymmetric to axle—5 leaves on Station Wagon. Optional sliding Skytop roof available on all Lark sedans and hardtops. Optional Twin Traction available on all Larks. Hill Holder available only on clutch transmissions.

## ENGINES:

SKYBOLT SIX	259-V8	285-V8
3.0 x 4.0	3.56 x 3.75	3.50 x 3.62
166.6	259.2	289
112 @ 4500 rpm	180 @ 4500 rpm	210 @ 4500 rpm
not available	195 @ 4500 rpm	225 @ 4500 rpm
154 @ 2900 rpm	260 @ 2800 rpm	300 @ 2800 rpm
not available	265 @ 3000 rpm	305 @ 3000 rpm
8.25 to 1	8.5 to 1	8.5 to 1
1 barrel	2 barrel	2 barrel
5 qts.	5 qts.	5 qts.
11 cts.	17 cts.	17 cts.
16 gallons	18 gallons	18 gallons
Fuel Recommended	Regular	Regular
Battery	12 volt	12 volt
Dust Exhausts	optional	standard

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STUDEBAKER-PACKARD CORPORATION, SOUTH BEND 27, INDIANA

# ENDURANCE-BUILT CONSTRUCTION...in a Quality Tradition for over a Century

After you've taken your first ride in a Lark you'll be impressed by its Big Car quality-made feel—something you'd never expect in so reasonably priced an automobile. As a potential Lark owner you might be interested in a few of the construction details that make this quiet, solid ride possible—

→ The double-drop design of Lark's heavy ladder-type frame provides a low center of gravity and balanced weight distribution for smoother riding. It has exceptional strength and torsional rigidity.

→ Lark's self-contained, welded one-piece body of heavy gauge steel stays tight and true, resisting squeaks and rattles even in the most punishing service. All sheet metal is welded to inner supports. The body itself becomes a super-strong one piece box section.

→ 243 Rubber Cushions, grommets and bushings are strategically placed throughout The Lark's chassis and body to cut noise and vibration.

→ Steel Doors are boxed, self-reinforcing units, precision hung on tough steel hinges which are bolted to reinforced areas of doors and pillar posts.

→ The Roof is entirely supported by heavy box-section rails for greater rigidity and safety.

→ Windshield Corner Posts are double-boxed for strength, all pillar posts are twist-resisting steel box girders.

→ Six different types of insulation keep Lark bodies cooler in summer, warmer in winter—eliminate passenger fatigue due to noise and vibration.

→ Fiberglass on firewalls lessens engine noise. Regal and Cruiser models also have fiberglass noise suppression on the underside of the hood.

Of course, there are many, many more benefits—and each, whether it's visible to you or not—contributes its full share to the total comfort and dependability of your Lark.

A hundred years ago, the pioneering Studebaker brothers set themselves one great plain-spoken motto... "Always give more than you promise." ...We still do!

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