



THE NEW STUDEBAKER FOR 1951

The New 1951 Studebaker

A grand new **Studebaker Champion**
in the lowest price field!

One of the 4 lowest price largest selling cars in America!



A brand new high-efficiency **V-8 Studebaker Commander**!
A truly great car that sparkles with brilliant new performance!

THESE far-advanced new 1951 Studebaker models offer you a very gratifying new range of choice. A brand new Commander V-8 has taken its place in the Studebaker line along with a value-packed new Champion in the lowest price field.

The cars are style-marked with characteristic Studebaker distinction, of course. They are brilliantly engineered and enduringly built right down to the smallest detail.

But what may be of utmost importance to you in the days ahead, each 1951 Studebaker is designed to keep your operating costs down to a welcome low level.

Thanks to the foresight of the Studebaker engineering staff, you can count on getting remarkable mileage per gallon and truly superb performance on any grade of gasoline. Premium fuels are not required.

What's more, the wear-resisting soundness of Studebaker's famous master craftsmanship comes to you at its best in these new 1951 Champions, Commanders and extra long Land Cruisers.



1951 STUDEBAKER CHAMPION REGAL
4-Door Sedan



This gracefully contoured Studebaker comfortably accommodates six full-size people. There's plenty of leg room and head room—and the restful seats are upholstered in fine quality cloth of cloister gray in a new broken chevron pattern. This long-wearing fabric is smartly tailored over foam-rubber cushions. Appointments include simulated leather door panels and bright chrome trim. Arm rests, front and rear, are standard.



Illustrations and decorations by Basile Tch



1951 STUDEBAKER CHAMPION DE LUXE *Starlight Coupe*

This refreshingly different Studebaker is the new 1951 version of America's first "glass-all-around" motor car body. Distinctive exterior colors are complemented by striped cord and pile Canda cloth upholstery in rich tones of burgundy beige. Automatic dome and map lights, arm rests, ash receivers front and rear, and assist straps are standard. For your small packages, there's a unique compartment concealed beneath each rear seat arm rest.



Instrument panels of the new 1951 De Luxe and Regal Champion are trimmed in attractive chrome and stainless steel. Glare-proof "black light" easy-to-read instrument dials. Large package compartment and built-in ash tray. Dash panel accommodates specially engineered Philco radio, electric clock and cigarette lighter—available at added cost.



Unobstructed vision all around was introduced into car designing by Studebaker. Windshield and rear window are each one curved sheet of clear safety glass. Side windows are comparably big. The one-piece windshield is standard on all models. One-piece rear window is standard on all sedan models. You really can "see everything" when you're driving a new 1951 Studebaker.



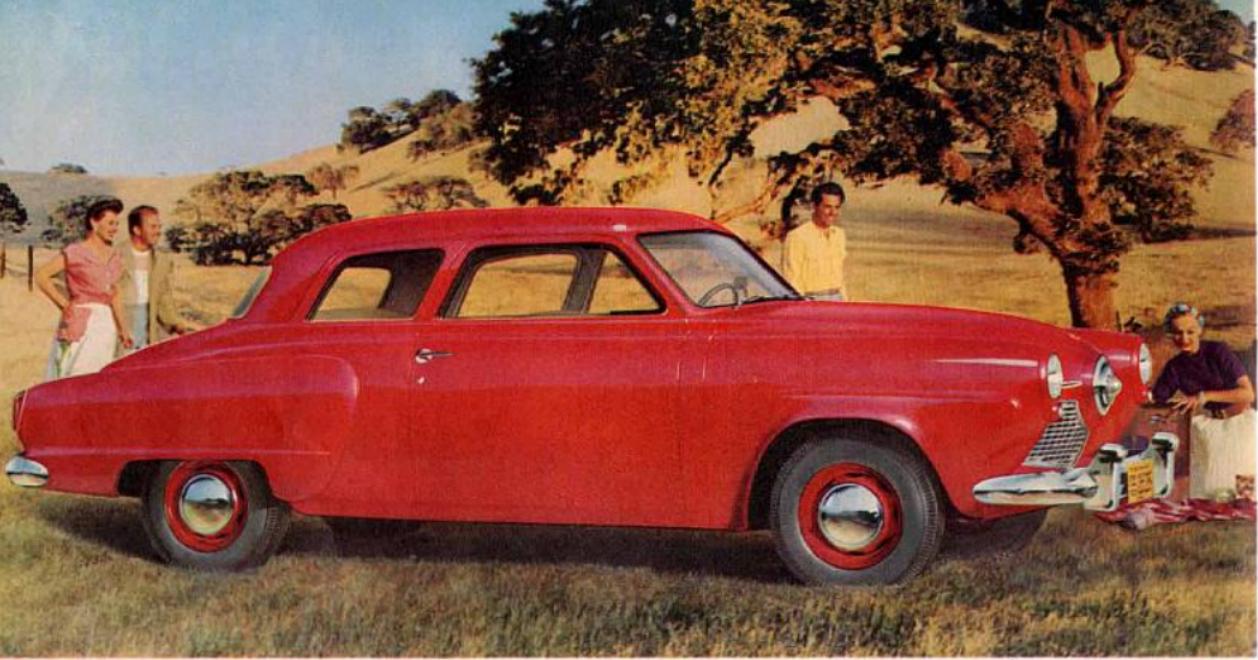
Extra leverage for easy parking!
That's one of the joys of owning a 1951 Studebaker—it has a unique variable-ratio steering assembly that enables you to edge in and out of tight parking spots with delightful ease. There's safe, sure quick-acting control on the straightaway.



Studebaker Champion beats 'em all in gas mileage! In the 1950 Mobilgas Grand Canyon Economy Run, a Studebaker Champion with overdrive, optional at extra cost, beat 30 other cars of 16 makes in actual gas mileage. Traveling from Los Angeles—through the mountains—into Death Valley—then via Las Vegas and Hoover Dam to the Grand Canyon—the Studebaker Champion covered the 751-mile course at an average of 26.551 miles per gallon.



Studebaker's **Miracle Ride** is the finest ride in all motoring. The car eases itself—and you—over rough spots. The seats are cradled between the axles. Coil-spring front suspension of latest design and extra low pressure tires help to assure delightful riding comfort.



1951 STUDEBAKER CHAMPION CUSTOM

2-Door Sedan

This lowest-priced Studebaker 6-passenger sedan is a popular choice of families with small children. Attractive upholstery fabrics of long-wearing quality are smartly tailored into the inviting interior. Seats are exceptionally roomy—doors are extra wide. Both front seats tilt inward at angle to permit easy entrance and exit. The front seat ash tray is a convenience for driver and passengers. Easy to reach, easy to open, easy to clean.



1951 STUDEBAKER CHAMPION DE LUXE

Business Coupe

Here's America's best buy for salesmen. The Champion's low price is amazing to begin with—and you keep on enjoying big savings in operating cost throughout the life of the car. Traveling men particularly like the extra large rear deck storage space—big enough to take care of sizable samples cases. All Studebakers have no-glare "black light" dash dial illumination—introduced into cars by Studebaker.





1951 STUDEBAKER COMMANDER STATE

4-Door Sedan

This low, long, alluring Commander V-8 sedan has a beautifully flight-streamed flow of line appropriate to its brilliant performance. Rich, long wearing upholstery fabrics are smoothly tailored over foam-rubber cushions. Carpets in front and rear and chrome fender ornaments are standard. The newly designed tail lights are clearly visible from both side and rear. They add to the smartness of the car's appearance—increase your safety.



New high-efficiency V-8
Studebaker Commander

New peaks of power! New driving thrills!
 A real gas saver! Needs no premium fuel!



A STAND-OUT in power is this far-advanced 1951 Studebaker Commander engine. It's a new V-8—marvelously responsive and flexible in every driving range. From the slow pace of scarcely moving traffic, clear on up to open highway cruising

speeds, this magnificent new Commander power plant is marvelous in its smooth, vibration-free performance. It's a high-efficiency masterpiece in design and construction—built to serve you superbly and stand up stalwartly for miles without end.



Save money! Make fewer stops for gas! Tops in smooth, brilliant performance, this new engine gets a full measure of power from every gallon of fuel. No premium fuels required.



What a thrill for your throttle foot! 120 horsepower—with plenty of reserve power from getaway right on up through cruising speeds. It's a marvel of high-efficiency, low cost power.



They're called the world's greatest builders of motor engines—these men of the Studebaker engineering corps. They've introduced many of the great advancements that increase the efficiency—and the economy—of car engines.



1951 STUDEBAKER COMMANDER STATE

Starlight Coupe

You really "see everything" when you're driving a Studebaker Starlight coupe with its panoramic rear view windows. Wide doors make it easy to get in and out of the roomy rear seat. The State Commander illustrated is beautifully appointed and trimmed. The trunk lid handle has a new look that springs open at a slight touch on a trigger. When locked, the trigger "free wheels" making it impossible to jam or break the locking mechanism.



You can make your own climate as you drive—Studebaker's unique Climatizer heating, ventilating and defrosting system is available at moderate extra cost. Located under the front seat, it circulates warmed fresh air evenly throughout the car, prevents steaming and fogging of windows.



Look at all the luggage this large compartment holds. The spare wheel is stowed at one side to make loading easy and convenient and may be removed without disturbing your luggage. Thick weather stripping seals out dust and rain.

The most advanced automatic transmission! *Studebaker Automatic Drive*

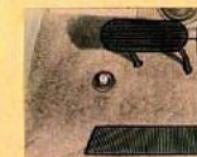
THE new 1951 Studebaker cars offer you the finest and most advanced "no clutch-no gearshift" driving. A revolutionary new transmission called the Studebaker Automatic Drive takes over much of the physical effort of car operation for you. This newest Studebaker transmission is a combination of torque converter and direct mechanical drive—the brilliant triumph of nearly 15 years' research by the most exacting technicians in the automotive industry. Studebaker Automatic Drive is available at extra cost—but you find that it's well worth the extra money in extra motoring enjoyment.



Forget filling stations for miles on end! Studebaker's Automatic Drive assures you real economy at cruising speeds. Its direct mechanical drive prevents wasteful power slippage between engine and rear axle. There is no squandering of gasoline.



No annoying creep at traffic lights! In fact, even on slight down-grades your car won't move when you brake to a stop until you touch the accelerator. On normal upgrade stops, with the selector in "drive" and engine running, car won't roll backward.



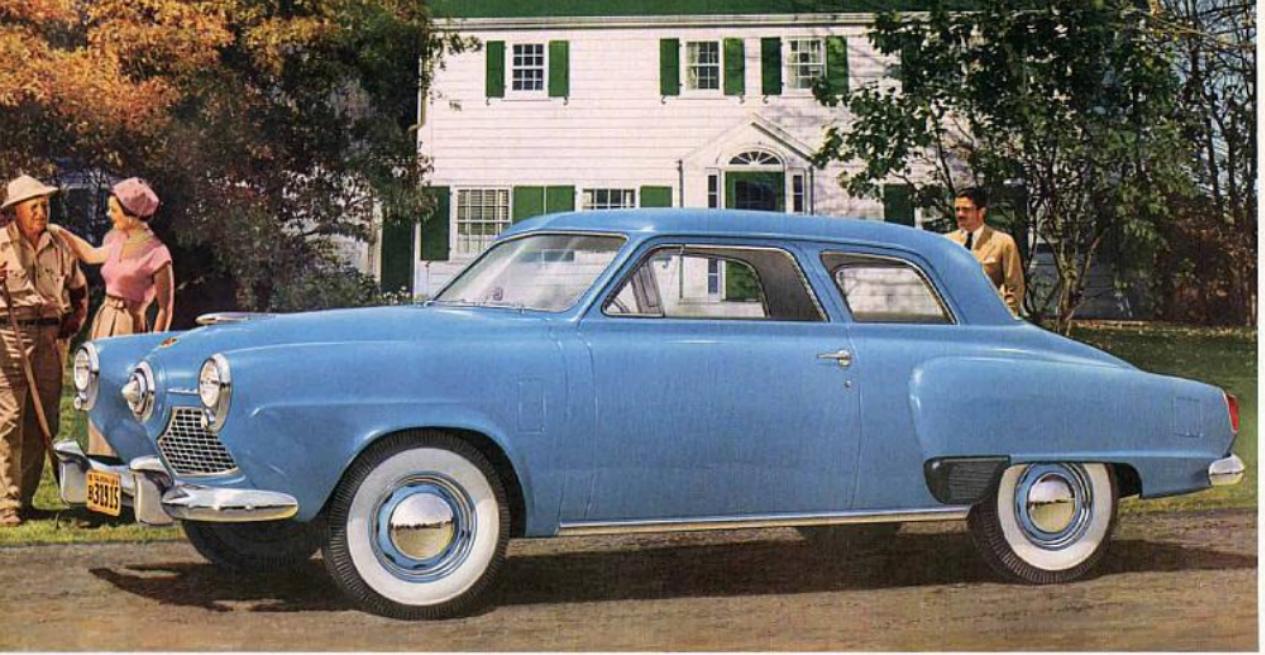
No clutch pedal! The brake pedal is over-size, gives added safety and may be used with either foot. You can't start engine unless selector is set at "neutral" or "park."



You boss the drive—it doesn't boss you! Step all the way down on the accelerator and you get an extra burst of power in a flash when you need it for quick emergency passing.



For down-hill engine braking, set the selector at "L" (low). Braking is better than second gear in a conventional drive car. For quick starts, set pointer at "L" (low).



Clothing and accessories by Russell Teller

**1951 STUDEBAKER COMMANDER REGAL
2-Door Sedan**

This is the lowest priced Studebaker V-8 Commander. A truly outstanding automobile, it's thrill-packed in performance. Interior finish and appointments are exceptionally pleasing—fine quality broadcloth upholstery—leatherette door panels—chrome trim. Outside door handles are an easy "pull-open" type. Tight-gripping rotary door latches on all Studebakers become even more secure as they wear—won't jolt open—need no slamming.

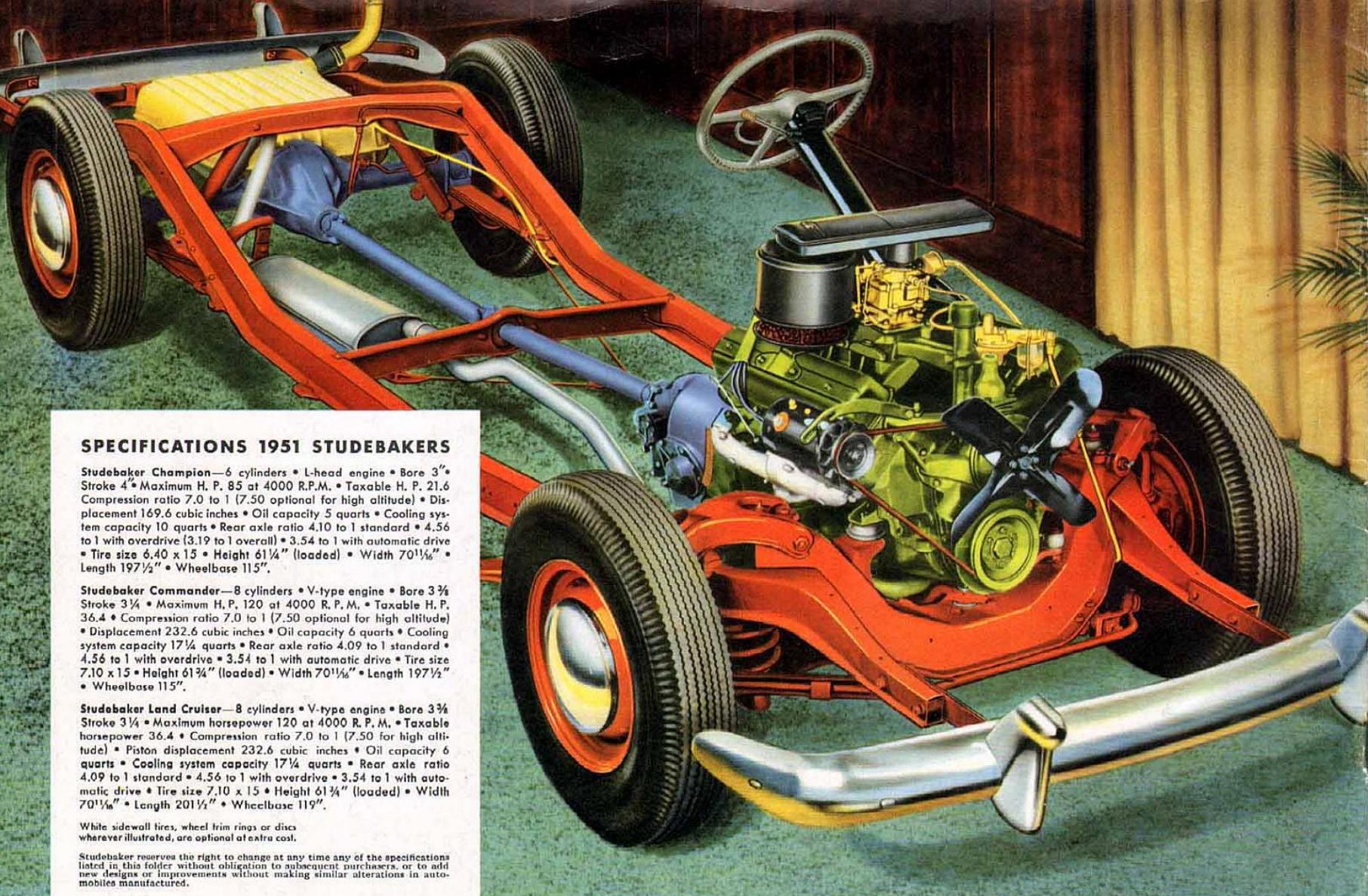


Clothing and accessories by Russell Teller

**1951 STUDEBAKER COMMANDER STATE
Convertible**

The youth in your veins, whatever your years, makes you yearn to drive this Studebaker. Open to the sunlight and breezes when the weather is fair—it becomes a snugly comfortable, fully enclosed car in a trice. Top raises or lowers automatically. Durable nylon upholstery with vinyl leatherette trim is standard. Natural leather, as illustrated, is optional at extra cost. A weather-tight map-and-storage pocket is built into each door.





SPECIFICATIONS 1951 STUDEBAKERS

Studebaker Champion—6 cylinders • L-head engine • Bore 3" • Stroke 4" • Maximum H. P. 85 at 4000 R.P.M. • Taxable H. P. 21.6 • Compression ratio 7.0 to 1 (7.50 optional for high altitude) • Displacement 169.6 cubic inches • Oil capacity 5 quarts • Cooling system capacity 10 quarts • Rear axle ratio 4.10 to 1 standard • 4.56 to 1 with overdrive (3.19 to 1 overall) • 3.54 to 1 with automatic drive • Tire size 6.40 x 15 • Height 61 1/4" (loaded) • Width 70 1/8" • Length 197 1/2" • Wheelbase 115".

Studebaker Commander—8 cylinders • V-type engine • Bore 3 3/8" • Stroke 3 1/4" • Maximum H. P. 120 at 4000 R. P. M. • Taxable H. P. 36.4 • Compression ratio 7.0 to 1 (7.50 optional for high altitude) • Displacement 232.6 cubic inches • Oil capacity 6 quarts • Cooling system capacity 17 1/4 quarts • Rear axle ratio 4.09 to 1 standard • 4.56 to 1 with overdrive • 3.54 to 1 with automatic drive • Tire size 7.10 x 15 • Height 61 3/4" (loaded) • Width 70 1/8" • Length 197 1/2" • Wheelbase 115".

Studebaker Land Cruiser—8 cylinders • V-type engine • Bore 3 3/8" • Stroke 3 1/4" • Maximum horsepower 120 at 4000 R. P. M. • Taxable horsepower 36.4 • Compression ratio 7.0 to 1 (7.50 for high altitude) • Piston displacement 232.6 cubic inches • Oil capacity 6 quarts • Cooling system capacity 17 1/4 quarts • Rear axle ratio 4.09 to 1 standard • 4.56 to 1 with overdrive • 3.54 to 1 with automatic drive • Tire size 7.10 x 15 • Height 61 3/4" (loaded) • Width 70 1/8" • Length 201 1/2" • Wheelbase 119".

White sidewall tires, wheel trim rings or discs wherever illustrated, are optional at extra cost.

Studebaker reserves the right to change at any time any of the specifications listed in this folder without obligation to subsequent purchasers, or to add new designs or improvements without making similar alterations in automobiles manufactured.