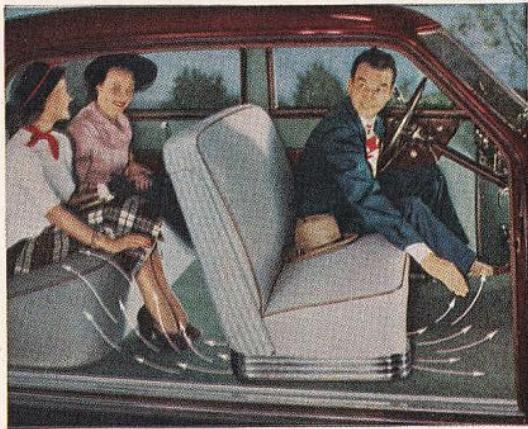




The New Studebakers for 1949

Thrift that lasts.. Style that thrills *Studebaker Champion*



You make your own weather with Studebaker's Climatizer—it's the world's finest car heating and ventilating system. Thoroughly warmed, fresh air circulates evenly throughout the car. Quick-action defrosting is part of this unique and highly successful Studebaker Climatizer system. It's available on all models at added cost.



Young, fresh, modern lines, so graphically evident as you look at this distinctive 1949 Studebaker Champion, have set Studebaker cars apart as the leaders in a whole new era of automobile styling. No one ever has to look twice to identify a low-swung new postwar Studebaker.



There's increased luggage space in the 1949 Studebaker rear decks — Unique counterbalanced spring hinges keep lid securely in place when up—keep it tightly closed when down, should you forget to lock it. Thick weather-stripping seals out dust, rain and snow. Spare tire is always accessible—even when trunk is packed.



Add new thrills to your motoring with Studebaker's gas-saving overdrive—It goes into action automatically. The effect is like gliding downhill with a tail wind. Engine speed is reduced about 30% in overdrive without affecting road speed. Overdrive is available on all Studebaker Champion models at extra cost.



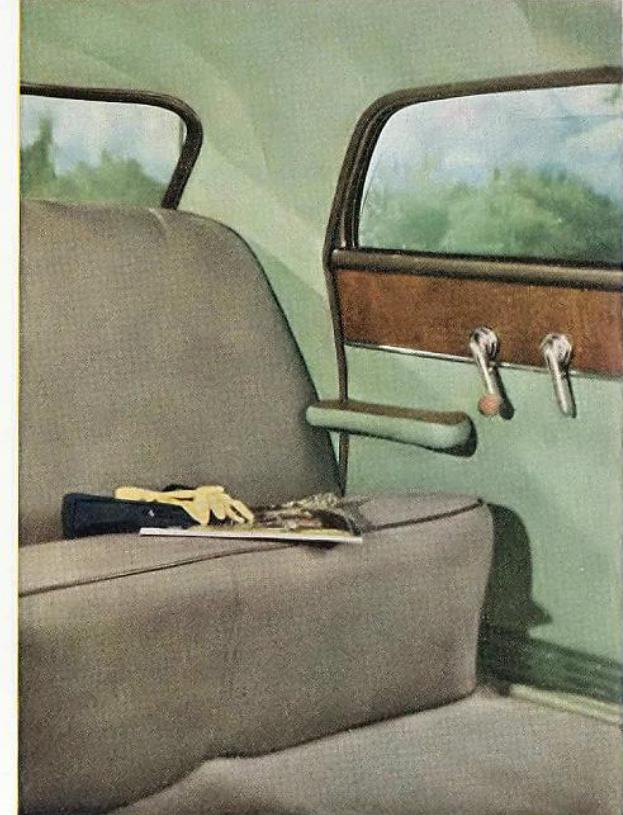
Opening any door automatically lights interiors! Rear doors operate the dome light. When you open either of the front doors, the handy map light on the instrument panel flicks on. Lights go off automatically when doors close, but they may be switched on or off from inside the car when needed, of course.



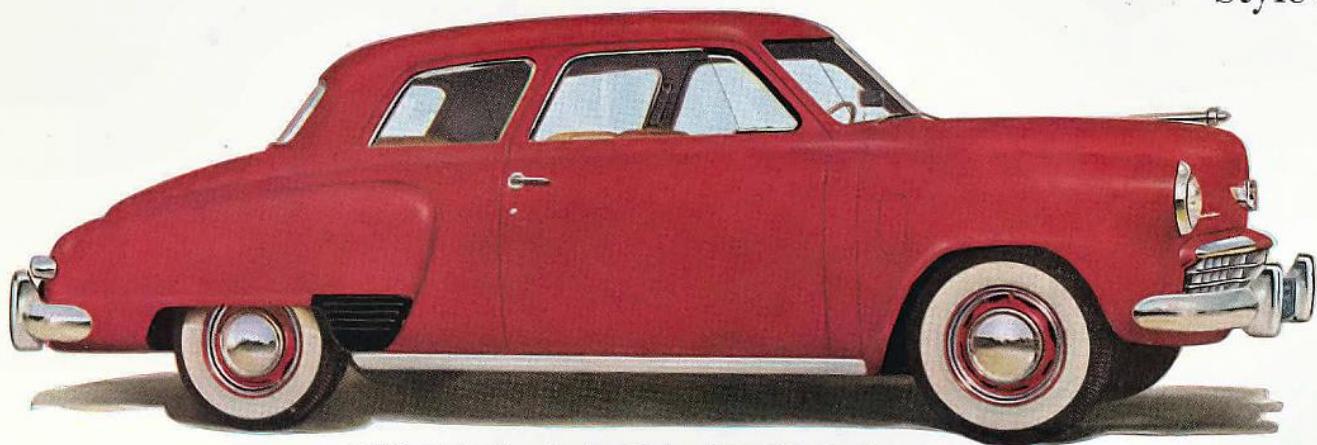
Studebaker's automatic hill holder keeps you from rolling back on upgrades—When you come to an uphill stop, keep clutch pedal depressed, take right foot off brake pedal and hold ready for the gas. You go forward without roll-back. This fine feature available on all Champion models at extra cost.



1949 Studebaker Champion Regal De Luxe 4-door Sedan for six passengers



Studebaker Champion Regal De Luxe interior.



1949 Studebaker Champion Regal De Luxe 2-door Sedan for six passengers

Style-marked with a new distinction

Studebaker's low-swung new 1949 Champion has that distinctive look you want—clean, smooth-flowing body lines . . . massive new wrap-around bumpers . . . exciting new colors. You enjoy a new inside outlook too as you relax in luxurious new decorator-fabric upholsteries of captivating new tones and richness. The Champion's operating economy is amazing to begin with—and you keep on enjoying big savings throughout the life of the car. Here's Canada's best buy for the money in its price field.



The Champion instrument panel — Styled as distinctively as its dramatic, low-slung body, is this new 1949 instrument panel. It's a marvel of compactness—and, with thoughtful regard for your safety and convenience, the controls are easy to see and easy to reach.



You stop to ask directions more often than for gasoline—All the new 1949 Studebaker Champions and Commanders, brilliantly uphold the traditional Studebaker reputation for maximum mileage on a minimum amount of fuel. These gas savings are little short of sensational. Oil consumption is also remarkably low.



Studebaker's the stand-out car in providing real postwar vision—Huge windshields and windows let you see more—give you new peace of mind when driving. A one-piece windshield gives a special touch of distinction to the Starlight Coupe—provides extra visibility.

STUDEBAKER GIVES YOU

more value per dollar



Studebaker Champion De Luxe interior.



The motor car industry's finest craftsmen — many of them father-and-son teams—build these cars to strict standards that save you many a repair dollar. Trustworthy craftsmanship is one of Studebaker's proudest traditions, dating back to 1852 when the business began.



World's first self-adjusting brakes—stop these 1949 Studebakers smoothly and surely. Brake shoe adjusts automatically as lining gradually wears. Brakes rarely need servicing as long as there's any useful amount of lining left on the brake shoes to grip the drum.



A dreamlike new ride—is one of the most impressive postwar Studebaker advancements. Bodies are extra low and extra wide. The car's weight is in ideal balance. Rear seats are located well forward of the rear axle. There's no pitch or roll when rounding curves. The law of gravity itself is utilized to provide the car with exceptional stability.



New safety at night with "glare-proofed" black light dash dials—A Studebaker origination in cars. No glare in the eyes — no reflections in the windshield — from inside the car. Big, round, easy-to-read dials. Electric clock shown is available at extra cost.



Studebaker Champion Regal De Luxe Starlight Coupe interior.



1949 Studebaker Champion Regal De Luxe Starlight Coupe for five passengers

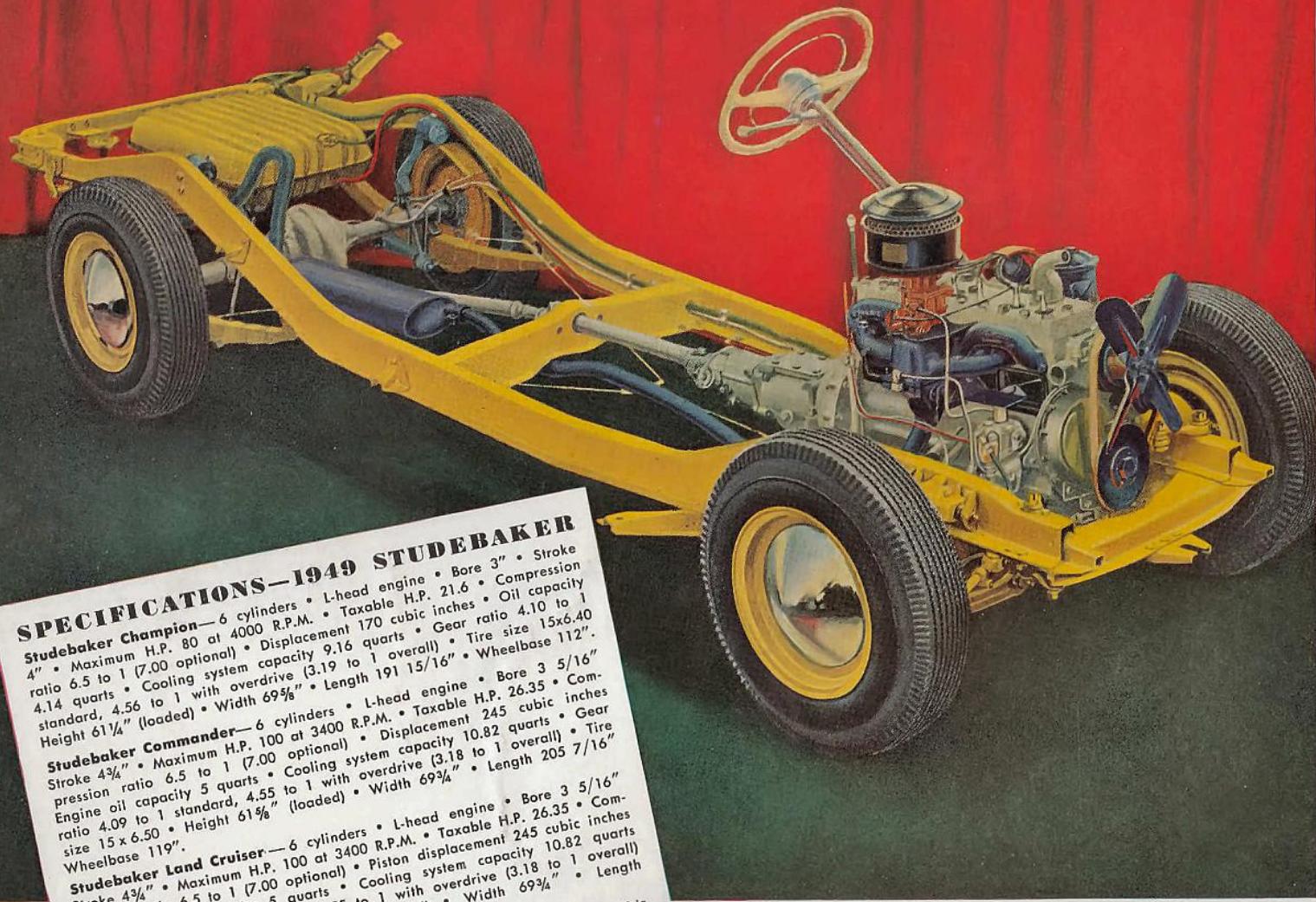


1949 Studebaker Champion De Luxe Coupe for three passengers

Spectacular new power—smart new interiors

A new Studebaker Commander now swings on the scene! A dramatic new version of the new vision, the new ride, the new look that Studebaker originated! A new Commander with impressive new power that leaps into action at your slightest command! A new vogue in interiors by Studebaker stylists. Inside and out, the Commander's dramatic new design and rich range of colors and appointments bring you a pride of ownership you've never had before from any motor car.

HERE'S THE "INSIDE STORY" OF THE BRILLIANT-PERFORMING 1949 STUDEBAKER!



SPECIFICATIONS—1949 STUDEBAKER

Studebaker Champion—6 cylinders • L-head engine • Bore 3" • Stroke 4" • Maximum H.P. 80 at 4000 R.P.M. • Taxable H.P. 21.6 • Compression ratio 6.5 to 1 (7.00 optional) • Displacement 170 cubic inches • Oil capacity 4.14 quarts • Cooling system capacity 9.16 quarts • Gear ratio 4.10 to 1 standard, 4.56 to 1 with overdrive (3.19 to 1 overall) • Tire size 15x6.40 Height 61 1/4" (loaded) • Width 69 5/8" • Length 191 15/16" • Wheelbase 112".

Studebaker Commander—6 cylinders • L-head engine • Bore 3 5/16" • Stroke 4 3/4" • Maximum H.P. 100 at 3400 R.P.M. • Taxable H.P. 26.35 • Compression ratio 6.5 to 1 (7.00 optional) • Displacement 245 cubic inches • Engine oil capacity 5 quarts • Cooling system capacity 10.82 quarts • Gear ratio 4.09 to 1 standard, 4.55 to 1 with overdrive (3.18 to 1 overall) • Tire size 15 x 6.50 • Height 61 5/8" (loaded) • Width 69 3/4" • Length 205 7/10" • Wheelbase 119".

Studebaker Land Cruiser—6 cylinders • L-head engine • Bore 3 5/16" • Stroke 4 3/4" • Maximum H.P. 100 at 3400 R.P.M. • Taxable H.P. 26.35 • Compression ratio 6.5 to 1 (7.00 optional) • Piston displacement 245 cubic inches • Engine oil pan capacity 5 quarts • Cooling system capacity 10.82 quarts • Gear ratio 4.09 to 1 standard, 4.55 to 1 with overdrive (3.18 to 1 overall) • Tire size 15 x 6.50 • Height 61 5/8" (loaded) • Width 69 3/4" • Length 209 7/16" • Wheelbase 123".

Studebaker reserves the right to change 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.

Gas-saving automatic overdrive*

Automatic hill holder†

Wide rim wheels and wide tread tires

Self-adjusting brakes

Self-stabilizing independent front wheel suspension

Anti-vibration rubber engine mountings

Super-smooth, short coupled crank-shaft with vibration damper

Heat-dam aluminum alloy pistons

Large capacity oil cleaner—full pressure oiling system

Full length water jacketing

Valve seats integral with block—metered water flow for equal temperatures

Automatic current and voltage regulated generator

Vacuum booster for windshield wipers†

Variable ratio steering—shockless steering linkage

Studebaker blue-ribbon engine

Automatic choke control

Automatic spark and heat controls

Rubber-mounted two section drive shaft with anti-friction needle bearings

Anti-vapor lock fuel system

High capacity shock absorbers

Direct-action hand parking brake

15 gallon gas tank

Built-up rear axle—hypoid gears

Full-power muffler—rubber mounted

Anti-twist box-section frame

White sidewall tires, bright metal wheel discs and trim rings, license plate frames available on all models at extra cost.

*Available on all models at extra cost.

†Available on Champion at extra cost. Standard on all other models.