

Studebaker
1952



Studebaker for '52! The Newest of the New!

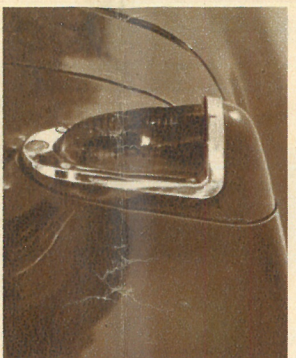


The beautiful interior of the Land Cruiser V-8 is truly luxurious in finish and appointments. You have a choice of either the smart two-tone blue-grey broadcloth illustrated or a rich fawn and tan striped nylon. Seat backs are bolster styled and pleated, with fold-away center arm rest in the rear. Other fine-car interior features on the Land Cruiser are an electric clock and a robe cord and ash tray on the back of the front seat.

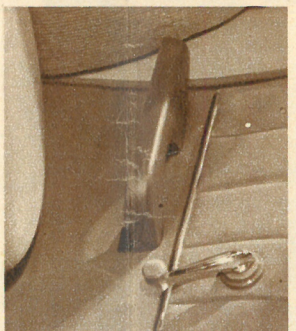
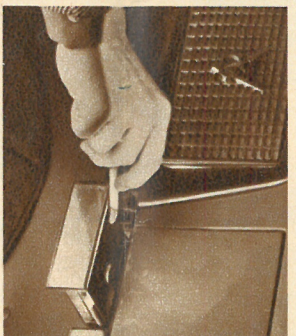


The distinctive new grille with its massive, rugged, wrap-around bumper and guards blends beautifully with the aerodynamic styling of the new 1952 Studebaker. This spectacular new interpretation of Studebaker flight-streaming effectively emphasizes the swept-back motif characteristic of all '52 Studebakers.

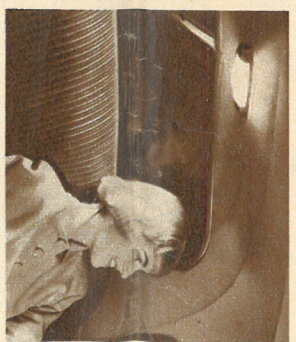
Clothing and accessories by Bonwit Teller



New tail lights are faired-in — are clearly visible from both side and rear. Painted bezel on Custom Champion.



Wide, soft, comfortable arm rests, are standard on all models, except Custom Champion.



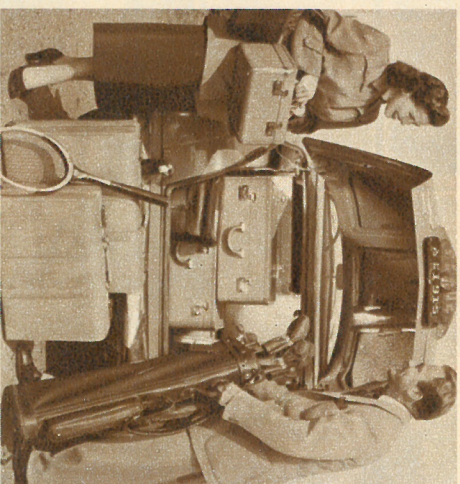
Convenient, disappearing ash trays! Front seat ash trays are standard on all models.

Automatic dome and map lights flash on when doors are opened (except on Custom Champion).

Clothing and accessories by Bonwit Teller



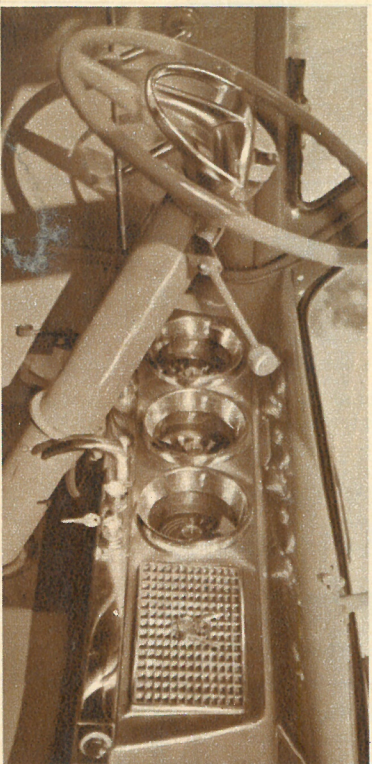
A stunning combination of nylon and vinyl leatherette in the Starliner "hard top" convertible, available either as a Champion or a Commander V-8. The Studebaker convertible is also trimmed in nylon and vinyl leatherette. Leather upholstery is optional at extra cost on both body models.



Plenty of room for luggage in this spacious trunk. The spare wheel is stowed at one side to make loading easy and convenient. The wheel may be removed without disturbing luggage.



An easy-acting weather-protected trunk lock is built into the trunk lid handle on all models. Spherical-type handle on Custom Champion. The counterbalanced trunk lid opens and closes with ease.



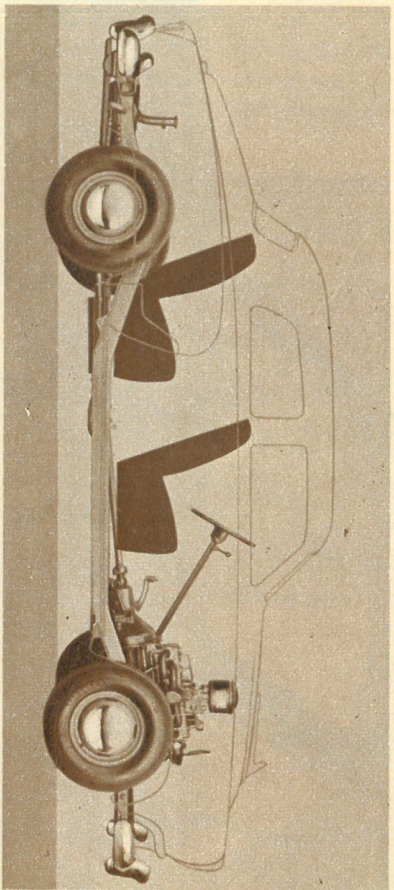
Strikingly designed instrument panels with easy-to-read "black light" dials distinguish every new 1952 Studebaker. Smart, sure-grip steering wheels. Pistol-grip parking brake handle. Large package compartment.



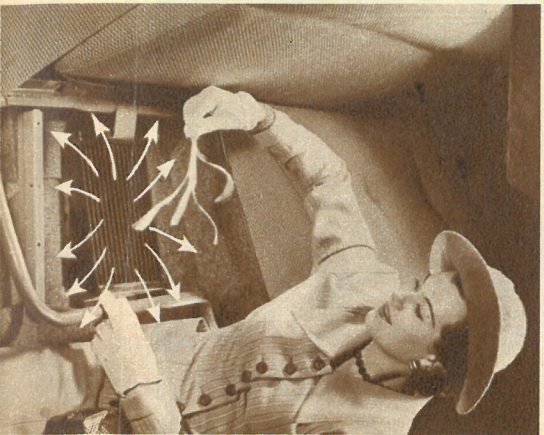
Smart new decorator upholstery fabrics are tailored into the spacious interiors of the Studebaker Champion. In the Regal sedan shown, lace striped pattern is tailored over foam rubber seat cushions; doors are trimmed in pleated style of contrasting grey carpet is used in rear compartment. Hardware is sparkling chrome with plastic knobs.

Clothing and accessories by Bonwit Teller

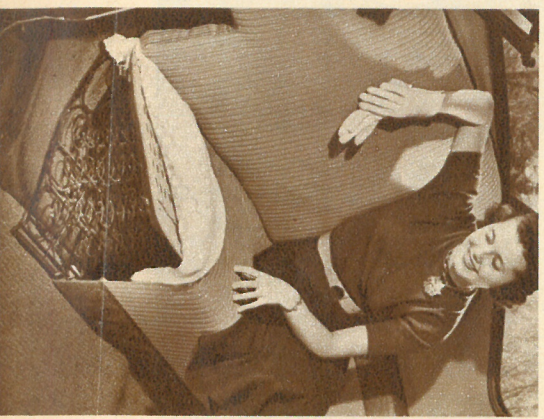
Far-advanced in styling and conveniences!



There's plenty of room in every Studebaker model! There's ample leg-room, elbow room and seating space in these commodious interiors expertly designed for comfort. Moving the engine and body ahead enabled Studebaker engineers to position the passenger compartment in the cradled "comfort zone" without sacrificing room.



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 warms the whole car as it ventilates.



You sit back and relax in easy-chair comfort. Foam rubber softly cushions the wide, luxurious seats of every Studebaker Commander, Land Cruiser and Regal Champion model. It's firm, restful support that lasts for years.



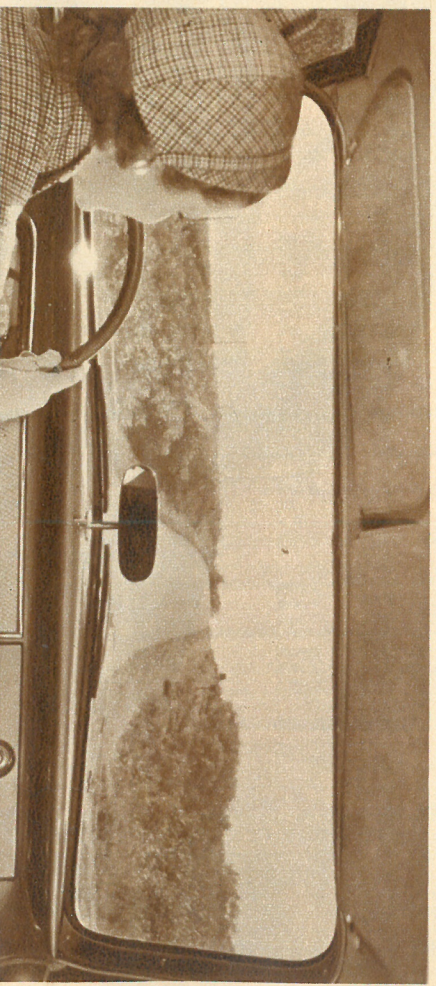
Tinted "green" glass available in windshield and all windows is Studebaker's newest contribution to comfortable motoring. Eye-fatigue, due to glare from brilliant sunlight or strong night lights, is reduced. This glass helps to temper heat from summer sun. Available on all models at extra cost.



Studebakers start easily! Commander V-8 models are equipped with new follow-through starter that remains engaged until motor is running.



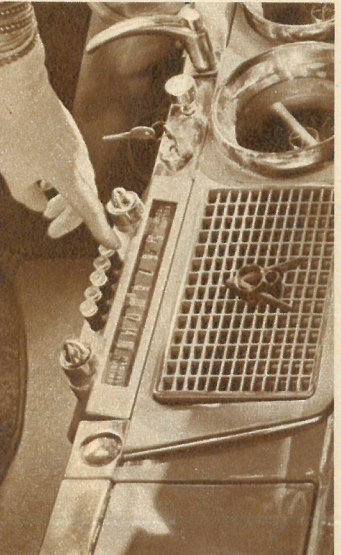
Studebaker's "Miracle Ride"—the most restful in motoring. Car eases itself, and you, over rough spots. Coil-spring front suspension—extra largerearleafsprings, direct acting shock absorbers.



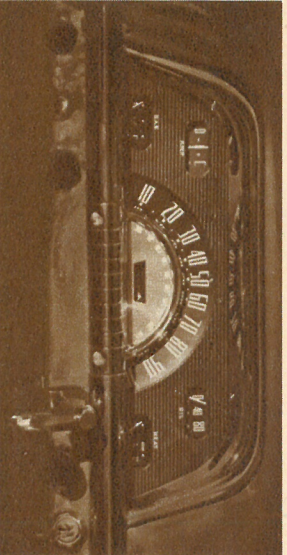
Safe, wide-view vision is another Studebaker contribution to happy motoring. Huge, one-piece safety glass windshields and huge area windows all around let you see more, insure your peace of mind. One-piece rear windows are standard equipment on all sedan models. Unobstructed vision, fore, aft and sideways, is yours at all times in every new 1952 Studebaker.



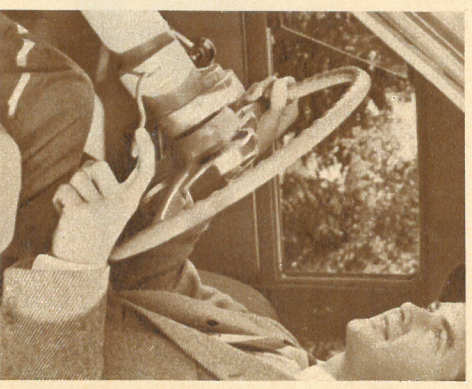
Studebaker self-adjusting brakes rarely need servicing. Brake shoes automatically reposition themselves as lining wears. The firm, reassuring brake pedal "feel" of a brand new car is yours—even after miles and miles of driving.



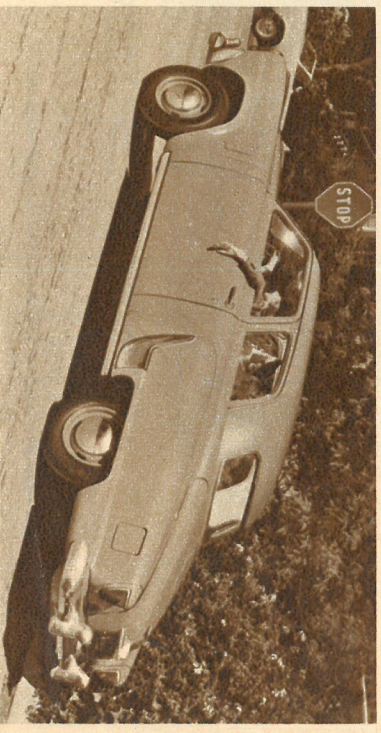
The Studebaker-Philco Automatic Tuning Radio, available at extra cost, is precision built to fit the acoustics of Studebaker cars. Tone is especially fine.



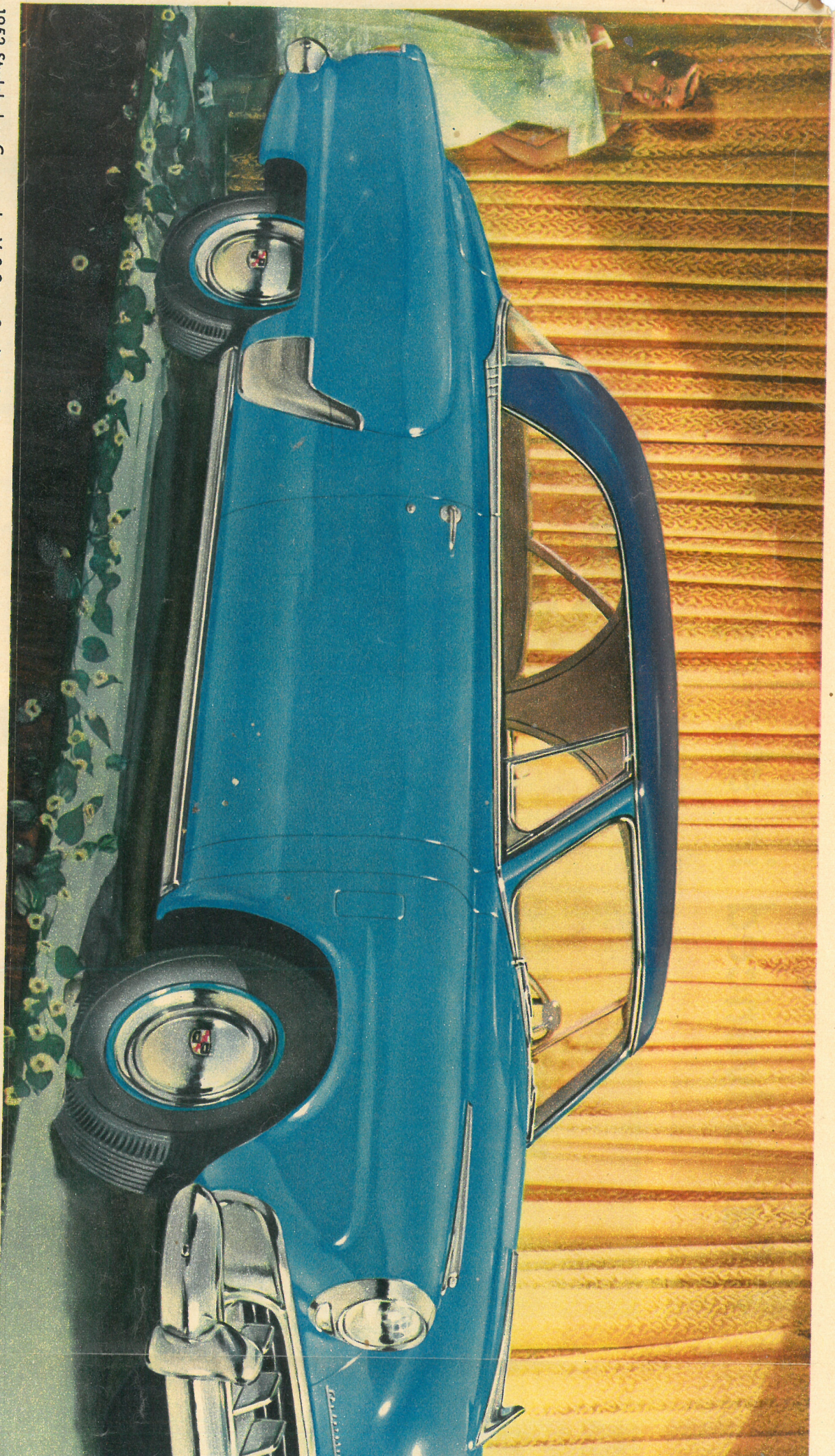
Glare-proof "black light" dial illumination. Again for 1952, Studebaker dash gauges are "black" lighted. Every model has this protection. It reduces inside glare, cuts down fatigue, makes night driving safer.



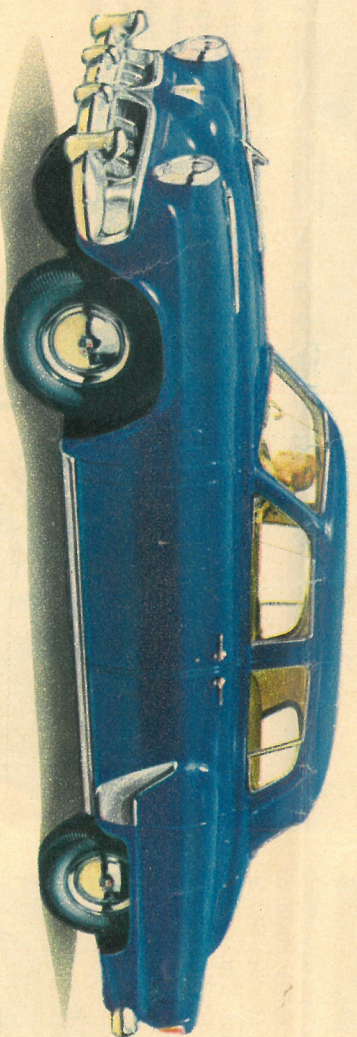
Built-in directional signal equipment is available as an extra cost accessory! Gives added safety. Front and rear lamps flash intermittently on either left or right hand turns.



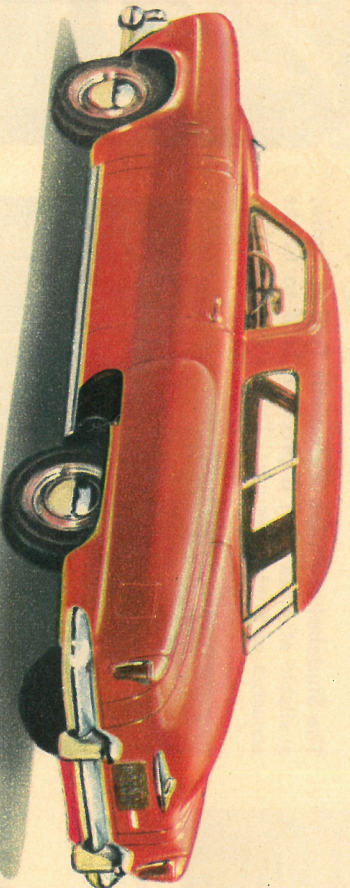
You won't roll back on upgrades with Studebaker's automatic hill holder. No tap-dancing when you want to go forward after making an uphill stop. Keep the clutch pedal down while you're stopped. Car won't roll back. Hill holder is standard on Commanders—optional on Champions at added cost.



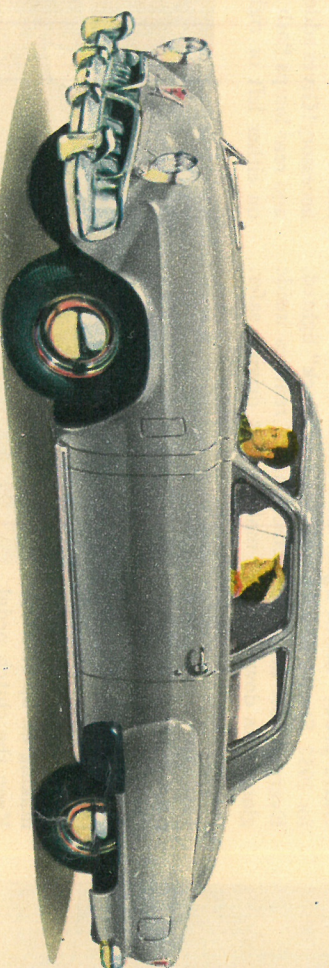
1952 Studebaker Commander V-8 State Starliner for five



1952 Studebaker Land Cruiser V-8 for six



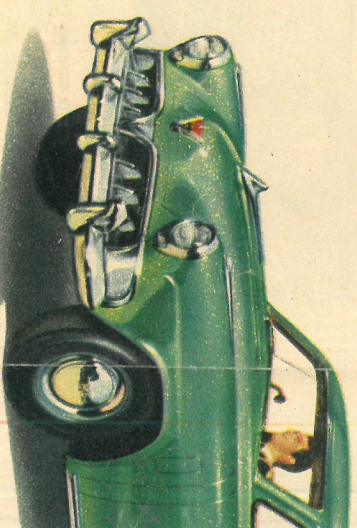
1952 Studebaker Commander V-8 Regal Starlight Coupe for five



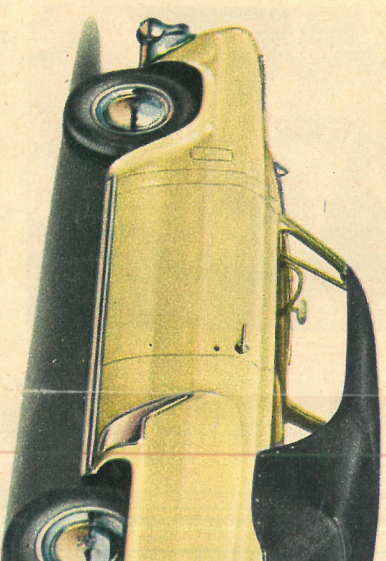
1952 Studebaker Commander V-8 Regal 2-door Sedan for six

Smart new aerodynamic
Sparkling new V-8 perfo
Studebaker Comm

THE "8" TO BUY FOR REAL SA

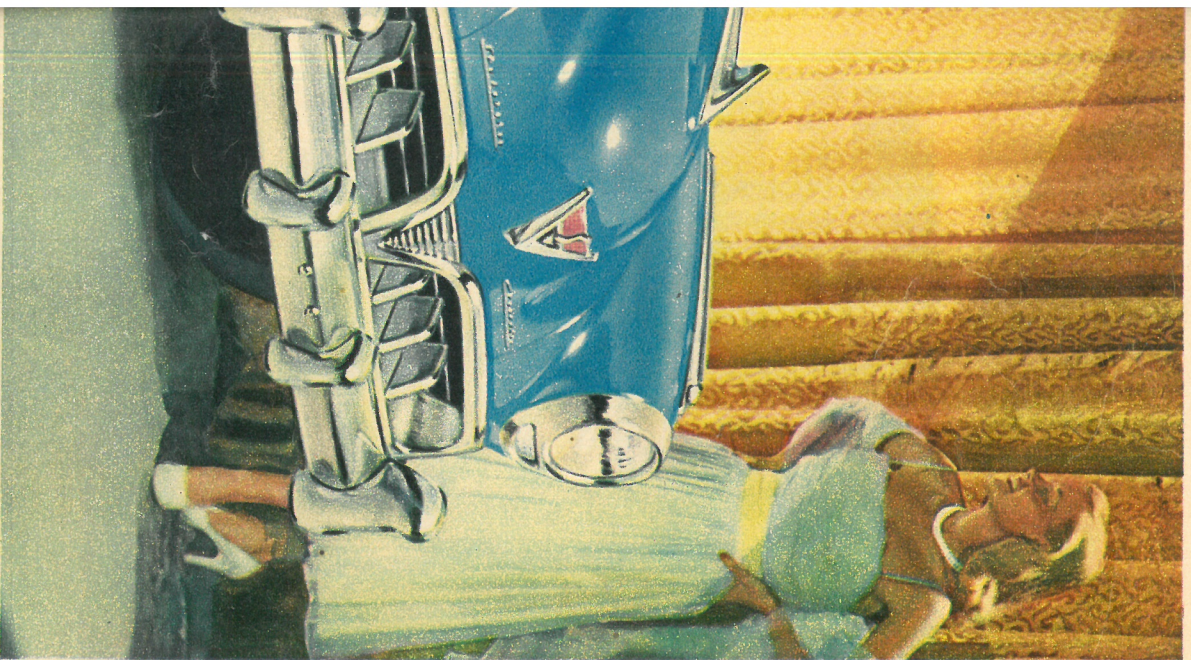


1952 Studebaker Commander V-8 S



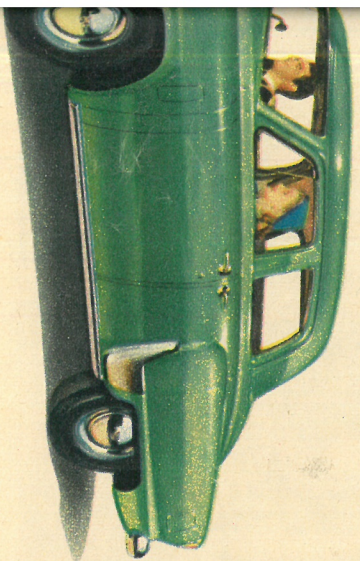
1952 Studebaker Commander V-8 Stat

Wheel trim rings or chrome wheel discs wherever illustrated, are optional at extra cost.

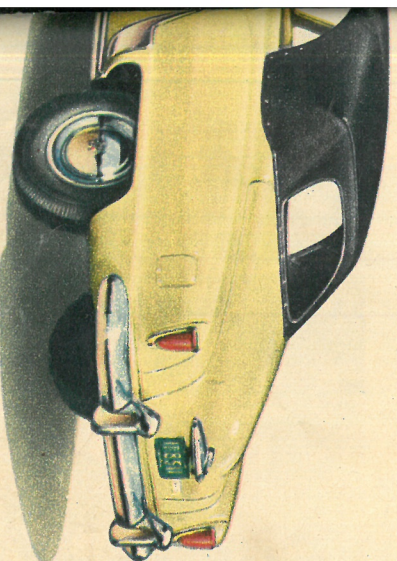


dynamic lines
performance

Commander V-8
REAL SAVINGS



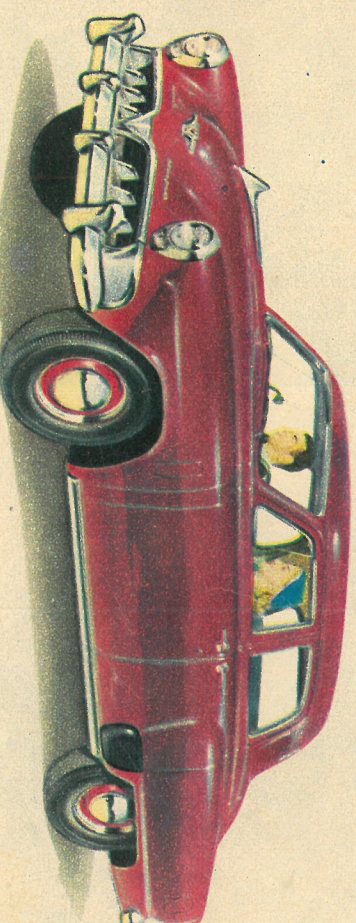
Commander V-8 State 4-door Sedan for six



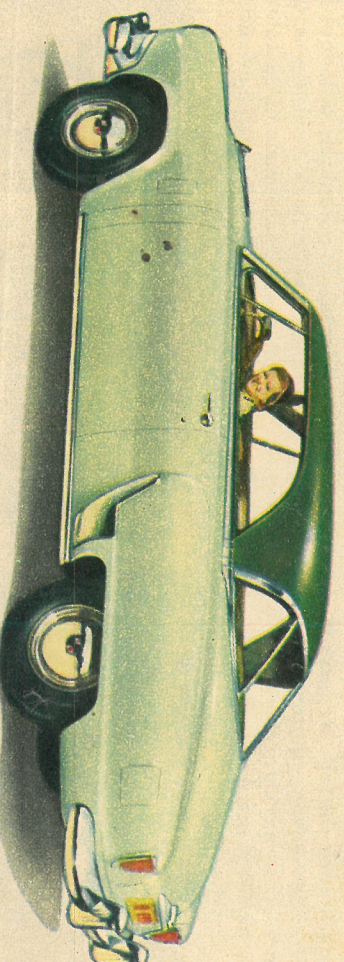
Commander V-8 State Convertible for five

Studebaker Champion

Top gas-saver of the top 4
in the lowest price field



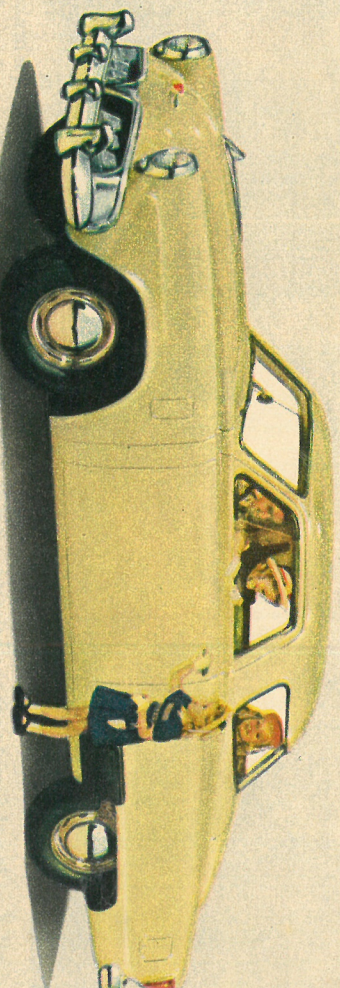
1952 Studebaker Champion Regal 4-door Sedan for six



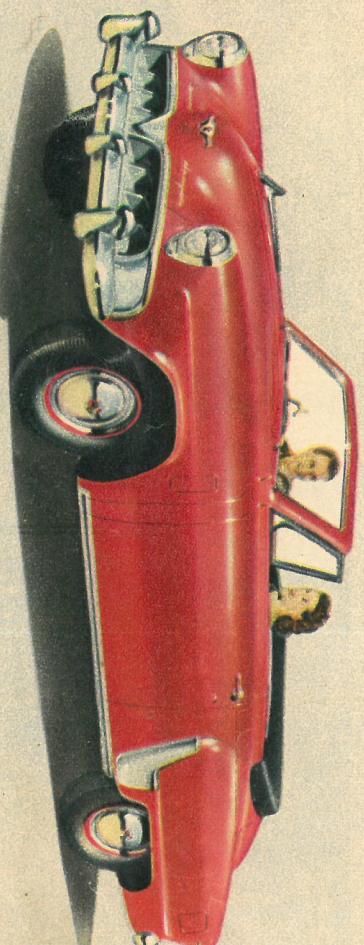
1952 Studebaker Champion Regal Starliner for five



1952 Studebaker Champion Custom 2-door Sedan for six

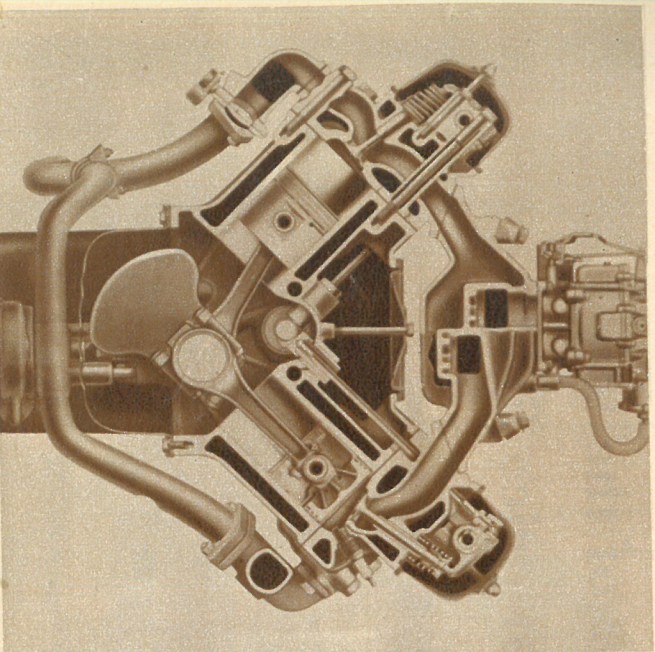


1952 Studebaker Champion De Luxe Starlight Coupe for five



1952 Studebaker Champion Regal Convertible for five

Low operating cost and new driving thrills!



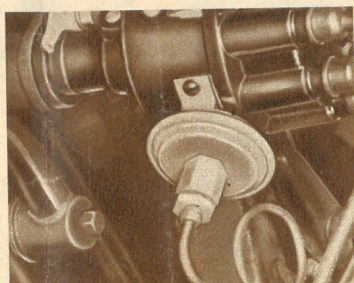
Premium performance on regular gas! Studebaker's 120-horsepower V-8 engine doesn't require premium fuel to sparkle with zip and pep. It wrings extra energy out of every drop of gas—saves you money with its new efficiency.



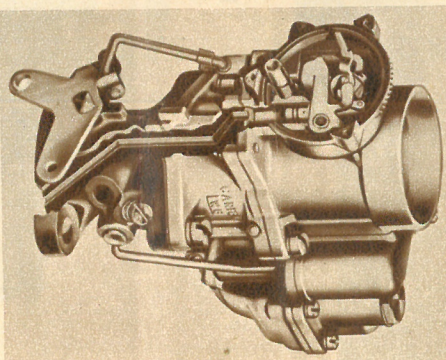
Best by test in actual gas mileage! In the 1951 Mobilgas Economy Run, a Studebaker Champion, Commander V-8 and Land Cruiser V-8 finished 1st, 2nd, and 3rd in actual gas mileage to lead a field of 26 cars entered in "standard classifications." Like many of the contenders in that rugged 840-mile driving ordeal from Los Angeles to the Grand Canyon, the Studebakers used overdrive, optional at extra cost.



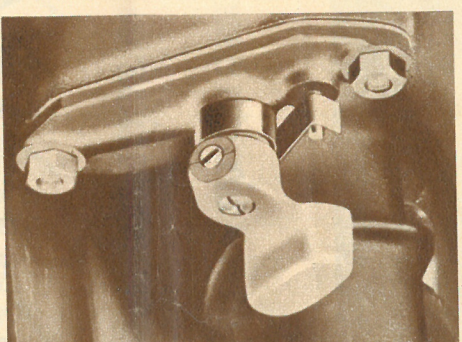
Thrills and thrift with gas-saving overdrive! It goes into action automatically at cruising speeds. Engine effort is reduced about 30% without slowing road speed. Available on all models at extra cost.



More power from your fuel with automatic spark control—standard equipment on all Studebakers.



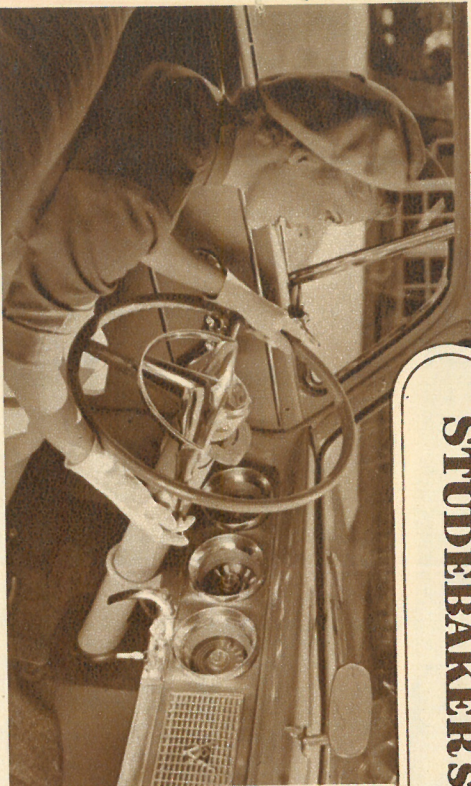
The convenience and economy of an automatic choke is yours in every Studebaker. Automaticchoke means easier starting, reduced engine wear and increased economy.



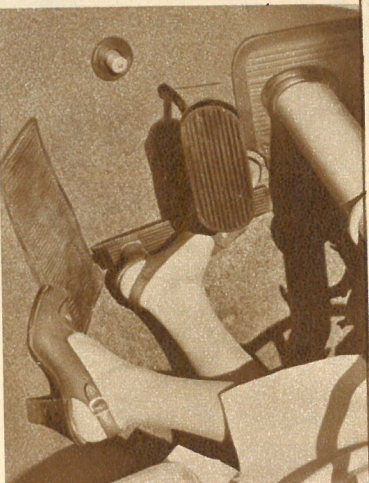
Automatic manifold heat control and water thermostat hold engine at most economical and efficient operating temperature.

STUDEBAKER'S THRIFTY AUTOMATIC DRIVE

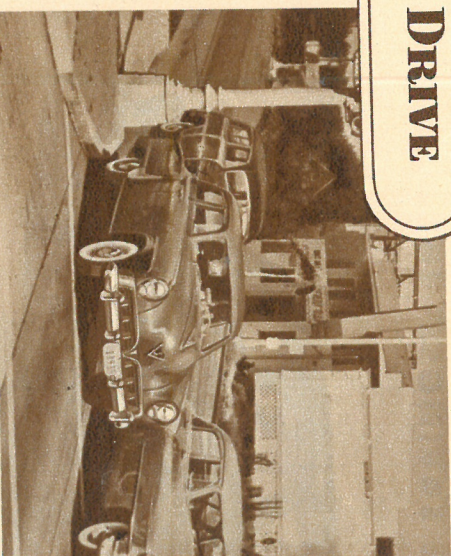
AVAILABLE ON ALL MODELS AT EXTRA COST



Drive relaxed all day long! Simply set the selector lever at "D"—that's all. Your Studebaker Automatic Drive "shifts for itself." The gear ratios change automatically, smoothly—in traffic slow-downs and everywhere.



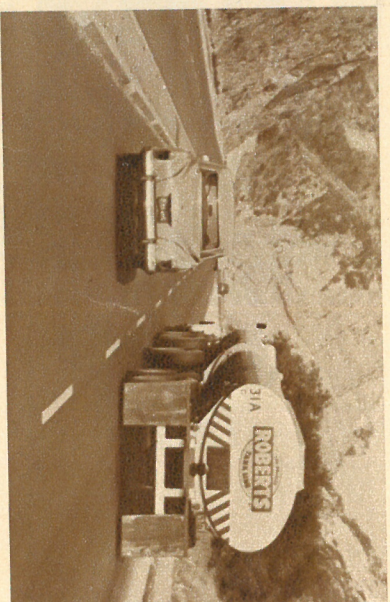
No clutch pedal! The brake pedal is oversize, gives added safety and may be used with either foot. You can't start in gear—engine won't turn over unless selector is set at "neutral" or "park."



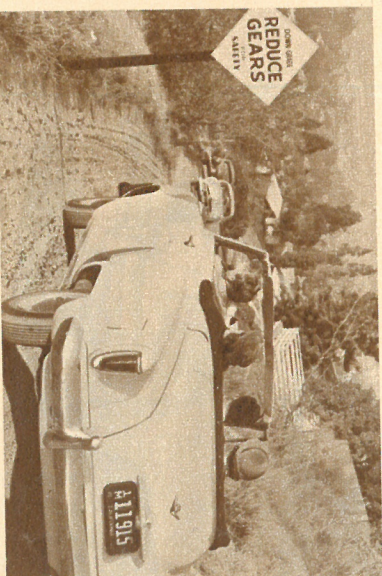
No annoying creep at traffic lights! In fact, even on slight downgrades your car won't move when you brake to a stop until you touch the accelerator. The Automatic Drive has a built-in "anti-creep" protection.



No roll-down on downgrades! No roll-back on upgrades! You can park your car safely on a downgrade—it won't budge until selector lever is moved from "park." On normal upgrade stops you can take your foot off the brake—car won't roll back.

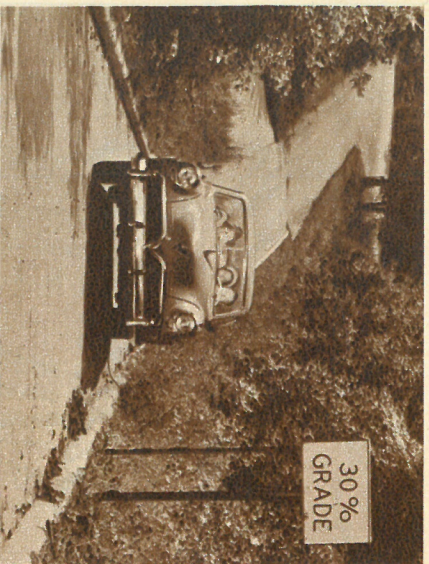


Plenty of extra power when you need it. You boss the drive—it doesn't boss you! Step all the way down on the accelerator and you get an extra burst of power in a flash when you need it for quick, emergency passing.

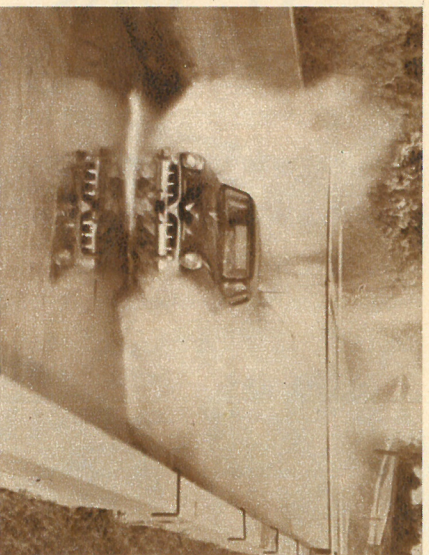


For down-hill engine braking set the selector at "L." Braking is similar to second gear of a conventional drive car. For fast get-away, set pointer at "L." To "rock" car, flick lever to and fro between "L" and "R."

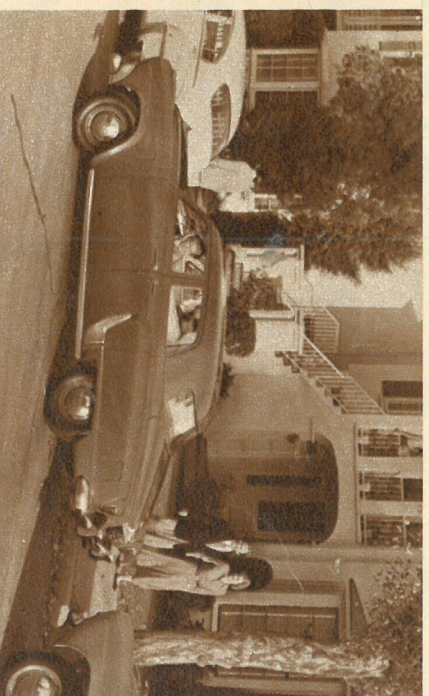
Advanced engineering..enduring craftsmanship!



A real thrill at the throttle! A Studebaker takes steep hills or a flat ribbon of highway in perfect stride. Smooth-flowing, quick-responding power is always yours to command the instant you touch the throttle.



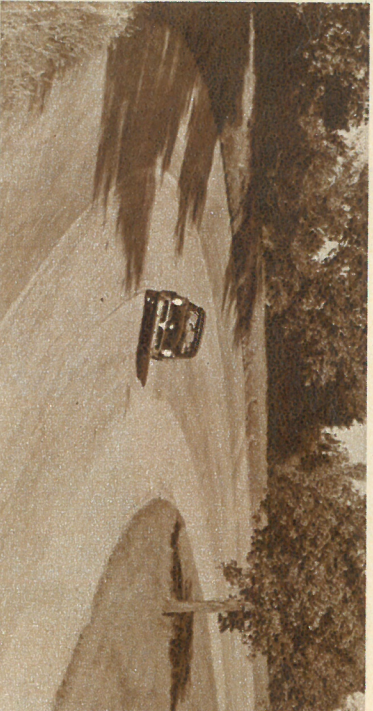
What a dousing a Studebaker can take! The ignition system has new protection against wet weather stalling. New spark plug caps act as effective "umbrellas" to prevent loss of electrical energy.



Easy to park in tight spots! That's one of the joys of owning a 1952 Studebaker—it has an easy-to-turn steering assembly that enables you to edge into and out of tight parking spots with delightful ease. Quick-acting control on the straightaway, too.



Painstaking craftsmanship keeps Studebaker cars singularly free from wear—fends off repair bills for many miles. Studebaker's famed craftsmen, many of them father-and-son teams, build surviving soundness and enduring quality into every car.



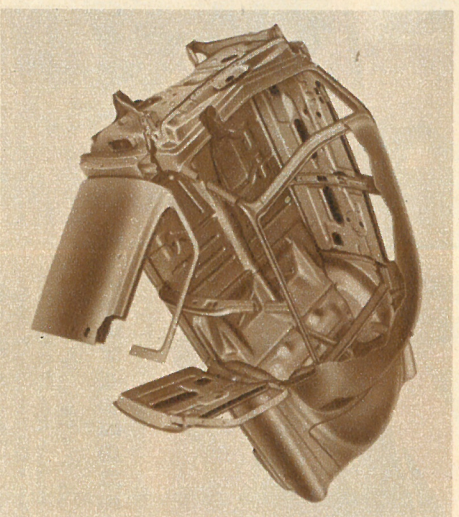
There's no weave or wander, even when rounding curves. A low center of gravity, scientific weight distribution, a wide, low body and center-point steering—all combine to give you a reassuring feel of complete control and solid safety in a Studebaker.



Factory approved accessories add individuality to your Studebaker. They are custom-styled accessories—and whether you want seat covers or weather lights, a radio or fender ornaments, you can purchase any one that appeals to you with complete confidence always.



Distinguished automotive engineering staff! The Studebaker engineering corps has deservedly earned fame by introducing many of the great improvements in automotive design. These men have developed many of the great advancements that increase the efficiency and the economy of car engines—and Studebaker's new V-8 is one of their outstanding achievements.



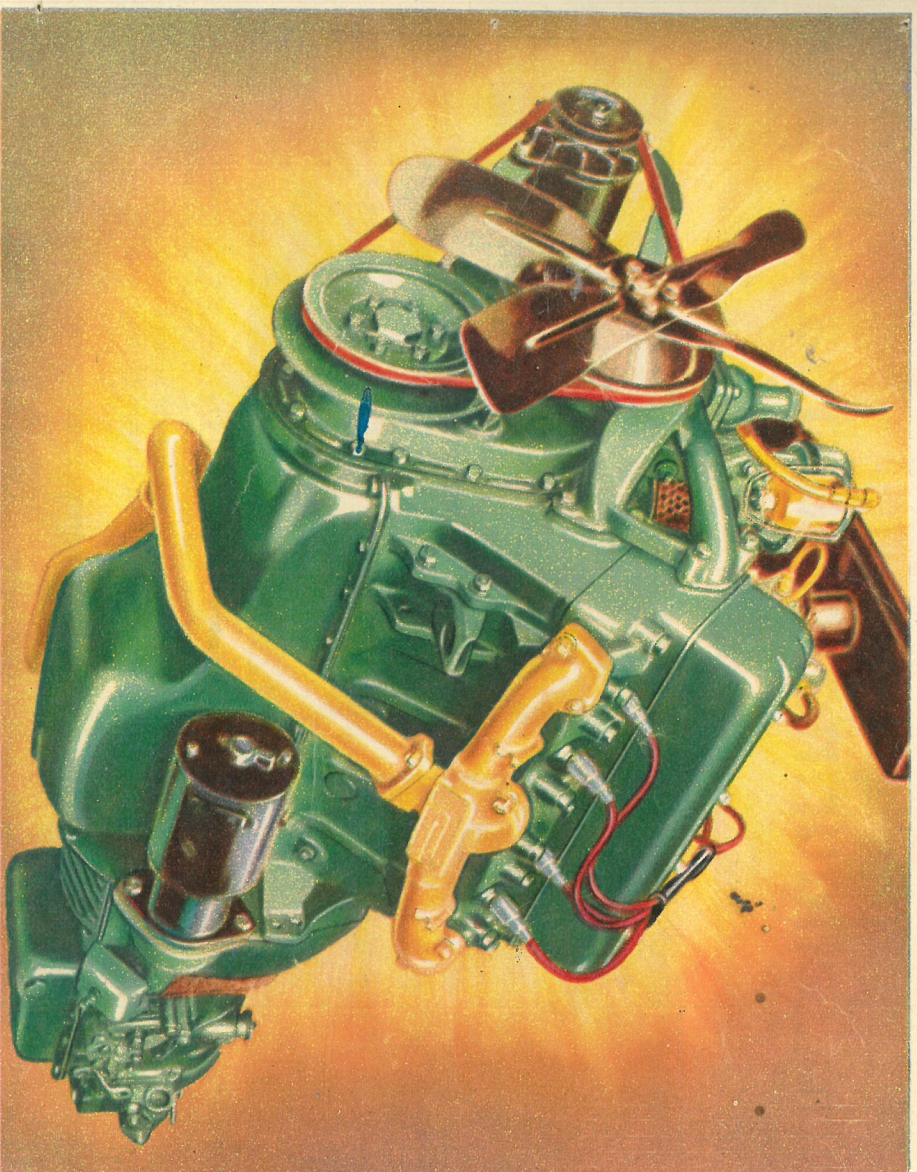
You ride protected by steel upon steel! Your safety is the first consideration in the designing of Studebaker's all-steel bodies. Box-section girders strongly reinforce the rugged outer body structure.



Every Studebaker part must prove its durability! Here's a close-up view of one of the many tests of Studebaker stamina and strength. Here a flexible brake line is whirled at 800 r.p.m. for a minimum of 35 hours to test its dependability and safety.



Studebaker's famous 800-acre proving ground where the 1952 Studebakers graduated with honors. Before any model went into production, it had to withstand terrific punishment on the tough terrain of this great testing area. Up and down sharp grades, on man-made hazards, through sand pits and mud holes, new Studebakers take plenty of "abuse," before they're cleared for assembly.



Cut your driving costs!
Thriftest "8" in America!

120 H.P.

Studebaker
Commander V-8

Spectacular acceleration is instantly on tap every second you're at the wheel of a Studebaker Commander V-8. And you don't have to be a fast driver to enjoy the zooming brilliance of this new Studebaker's 120 horsepower. You feel secure just in knowing that all this responsiveness is always at your command.

SPECIFICATIONS 1952 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 (7.5 optional for high altitude) • Displacement 169.6 cubic inches • Oil capacity 5 quarts. Cooling system capacity 10 quarts • Standard rear axle ratio 4.10 to 1 • With overdrive 4.56 to 1, 4.10 to 1 optional • With Automatic Drive 4.10 to 1, 3.54 to 1 optional • 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 • Overhead valve, V-type engine • Bore 3 3/4" • Stroke 3 1/4" • Maximum H. P. 120 at 4000 R. P. M. • Taxable H. P. 36.4 • Compression ratio 7.0 to 1 (7.5 optional for high altitude) • Displacement 232.6 cubic inches • Oil capacity 6 quarts • Cooling system capacity 17 1/4 quarts • Standard rear axle ratio 4.09 to 1, 4.55 to 1 optional • With overdrive 4.55 to 1, 4.09 to 1 optional • With Automatic Drive, 3.54 to 1 • 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 • Overhead valve, V-type engine • Bore 3 3/4" • Stroke 3 1/4" • Maximum horsepower 120 at 4000 R. P. M. • Taxable horsepower 36.4 • Compression ratio 7.0 to 1 (7.5 for high altitude) • Displacement 232.6 cubic inches • Oil capacity 6 quarts • Cooling system capacity 17 1/4 quarts • Standard rear axle ratio 4.09 to 1, 4.55 to 1 optional • With overdrive 4.55 to 1, 4.09 to 1 optional • With Automatic Drive, 3.54 to 1 • Tire size 7.10 x 15 • Height 61 3/4" (loaded) • Width 70 1/8" • Length 201 1/2" • Wheelbase 119"

Wheel trim rings or chrome wheel discs wherever illustrated, are optional at extra cost.



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