  
*AMERICA'S FINEST MOTOR CAR*  
 THE 1946 *CADILLAC*  
 NEW IN APPEARANCE . . . NEW IN PERFORMANCE

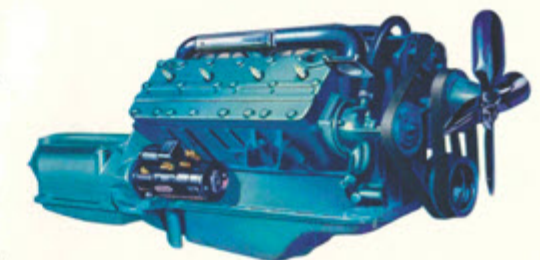


## From Victory on the Battlefield

The heart of Cadillac supremacy is found in the chassis—for it is in the chassis that Cadillac engineering and Cadillac craftsmanship find their highest expression. And the *heart* of the Cadillac chassis is the famous Cadillac V-type engine—and its companion unit, the Cadillac Hydra-Matic transmission, available on all series as optional equipment at extra cost. These are the units that have given Cadillac such a tremendous advance for 1946—for both the engine and transmission were built for the armed services right through the war—built to power tanks and other motorized weapons. The Cadillac engine and transmission assembly lines never stopped. . . . Think what that means! It means that our skilled workmen stayed on their peacetime jobs—doing, in war, the thing they were doing in peace—actually improving their skills as the war years went by. And it means, too, that our engineering advancement went steadily ahead. *In fact, we improved the Cadillac engine and transmission more in four years of war than would*

## . . . to Victory on the Highway

*have been possible in four years of peace!* Not only did we have the world's battlefields for a testing ground—where our equipment had to perform duties far more arduous than were ever before expected of any automotive power units—but we had the constant advice and counsel of the great technical staffs of the Army and Navy. . . . What an engine this is now! And what a transmission! Together, they make a "power train" so far superior to anything the automotive industry has known that only a trial drive, with the wheel in your own hands, can give you any idea what the performance is like. . . . So, when you have looked through this catalog, and selected the particular Cadillac that best meets your requirements—arrange for a demonstration. You'll learn, in the first mile, why we say—"From Victory on the Battlefield . . . to Victory on the Highway!"





## Standard of the World

Only of an occasional product can the statement be made that it has no serious rival—that it stands alone, as the highest expression of all that is good and desirable in its particular field. One such product is certainly Cadillac. For more than forty years, the Cadillac crest has been universally recognized as the symbol of supreme automotive quality. But today, as a result of circumstances outlined on the following pages, the

distance that separates Cadillac from all other cars in the world is the greatest in history. For this there is a definite and measurable reason. Cadillac is the one motor car that has made more progress in war than would have been possible in peace. More significantly than ever, it is the *Standard of the World*. On succeeding pages of this catalog, Cadillac invites your attention to the facts and features which make this statement true.



## MATCHLESS Beauty and Performance in Four Distinguished Series

**61** The Series "61" is the lowest-priced Cadillac for 1946. It is designed to bring Cadillac's incomparable performance, comfort and safety to the widest possible group of owners. Smart new styling and interior design characterize this model. Anyone who plans to spend as much as a thousand dollars for a new motor car, should see the Series 61. Available as a Sedan and a five-passenger Coupe.

**62** The Series "62" is built on a longer wheelbase than the "61" and is designed to provide additional interior luxury and roominess. It is available in three body types, and offers a wide opportunity to the purchaser to express his individual preference as to both the exterior and interior styling. This popular series provides a splendid blending of luxury and practicality.

**60 SPECIAL** The new version of the famed Cadillac "60-Special" is the smartest and finest in this distinguished car's sensational history. Designed to combine all of Cadillac's traditional luxury and performance—with the most advanced of ultra-smart styling—the "Sixty Special" brings its owner a type of motor car which is available nowhere else in the world.

**75** The Series "75"—the supreme combination of the Cadillac chassis and Body by Fleetwood—is, of course, the world's most luxurious automotive creation. In this distinguished series—available in a wide variety of body types, either for personal driving or for chauffeur operation—the art of motor car building reaches its zenith. An inevitable choice for those who want the finest.

## THE NEW CADILLAC



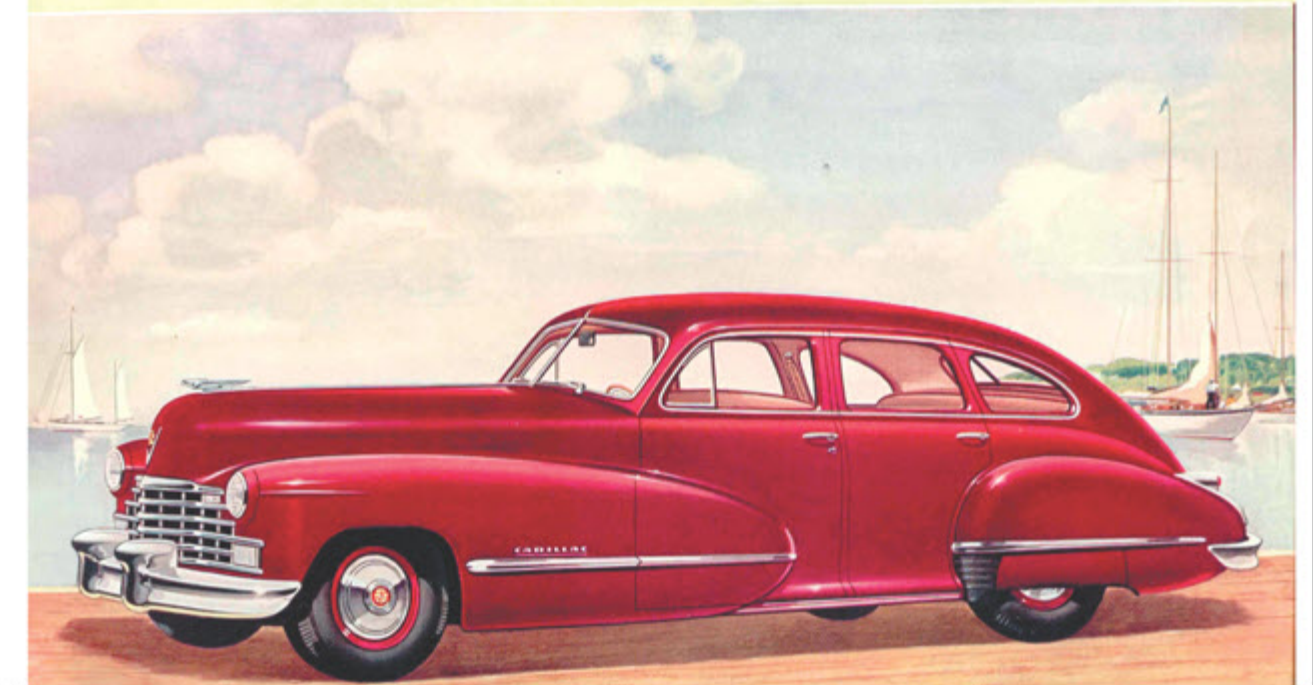
Illustrated on these pages is Cadillac's most popular car—the Series 61 five-passenger Touring Sedan. It offers the world's supreme combination of superb quality and practical economy. Interior trim creations are by Fleetwood—with a choice of three



cloth combinations on cushions and seat backs. Unusual features include oriental walnut garnish mouldings; retractable assist straps; dome light; "pull-to" arm rests on front doors; distinctive new radio grille; electric clock; automatic lighter; automatic glove compartment light; adjustable, full-width sun visors—and other exclusive Cadillac quality features.

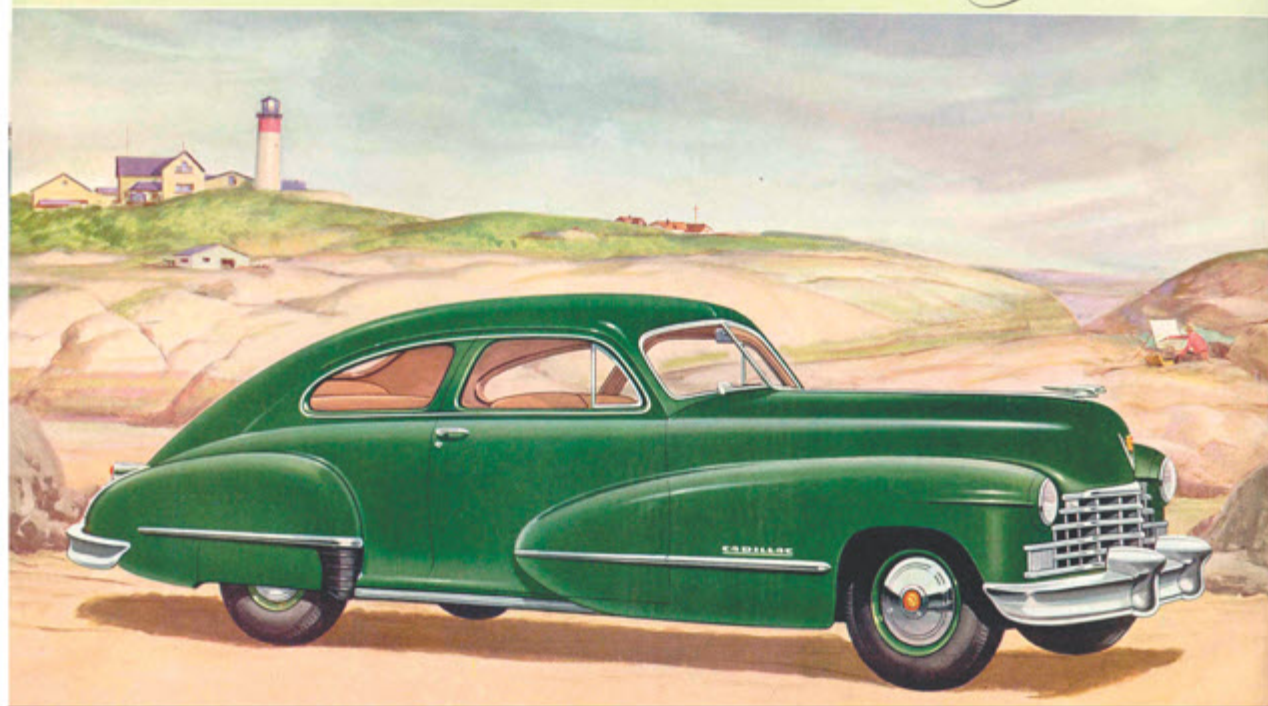
The interior of this lowest-priced Cadillac speaks for itself . . . every inch a Cadillac from bumper to bumper. In this popular car are the luxury and quality of the Cadillac tradition, the finest in motor cars.

## SERIES SIXTY-ONE FIVE-PASSENGER TOURING SEDAN





# THE NEW CADILLAC



## ... SERIES SIXTY-ONE

FIVE - PASSENGER CLUB COUPE

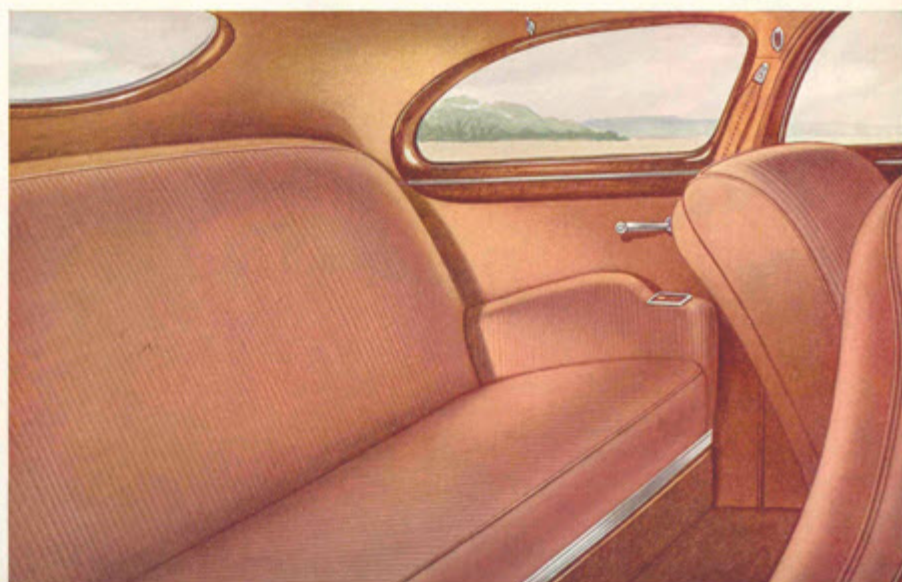


Here—with gorgeous styling which makes it a stand-out in any company—is the lowest-priced Cadillac for 1946... the beautiful five-passenger Club Coupe. Designed for personal driving by the owner—it still has such ample seating capacity that five people can ride in comfort on the longest trips.

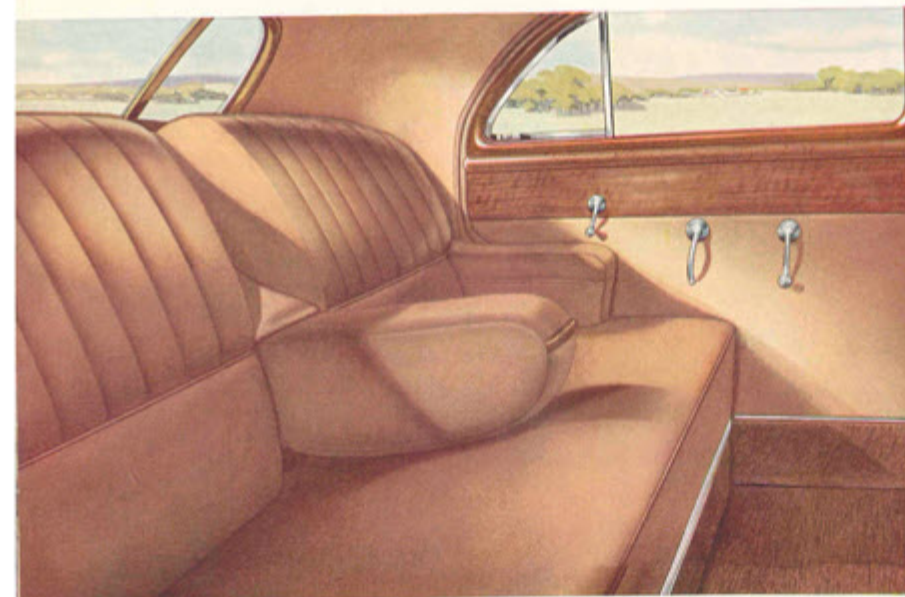
Interior trim creations are by Fleetwood—the body itself by Fisher. Trim options are blue-gray, tan and green upholstery. In general, this body contains the interior features listed for the 61 Sedan.

Features unusual in a body of this type include: full-across rear seat—54½" wide; exceptional leg room—34"; robe cords on both front seat backs; ash tray in each side arm rest; rear quarter window crank handles—and many others.

The body lines are exceptionally beautiful—because the ample wheelbase has permitted the graceful "sweep" which this type of coachcraft demands. Because of a remarkable "weight-to-power" ratio, performance is outstanding.



# THE NEW CADILLAC



Practicality, luxury and beauty are reflected in this moderately priced, five-passenger Touring Sedan. Longer than the 61, there is "leg and elbow room" to spare. Increased comfort comes from the use to which Cadillac engineering skill has put the extra inches of the 62 Series.

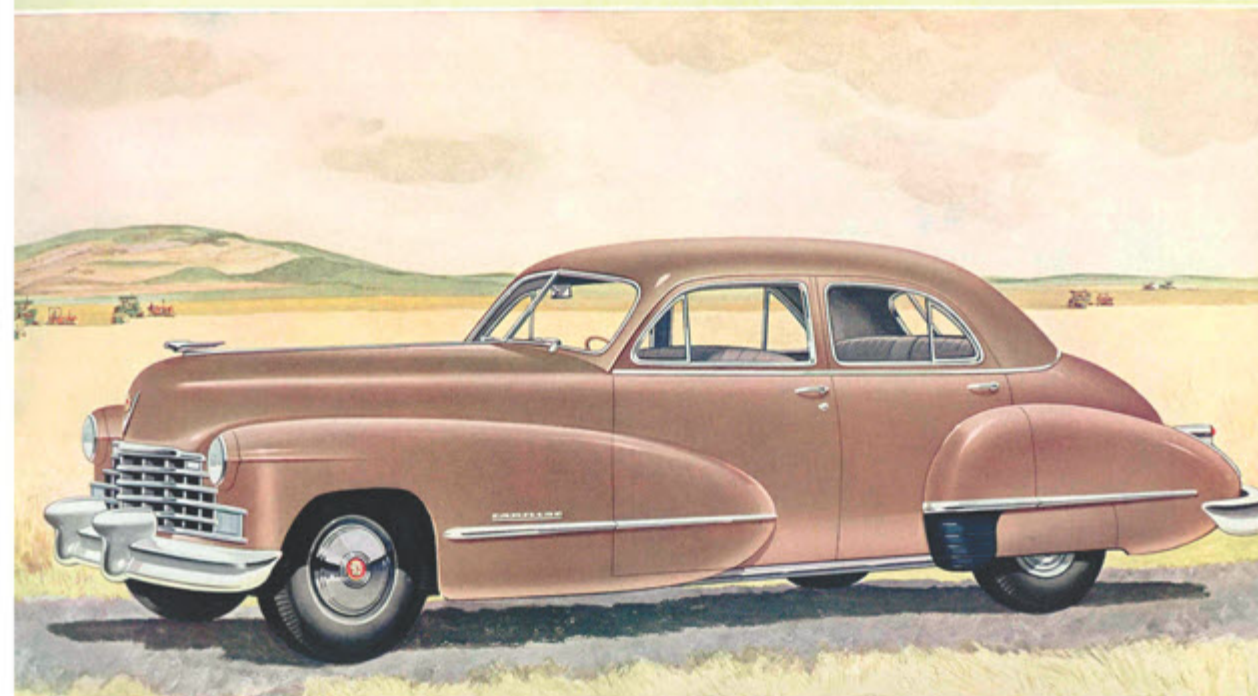
Again Fleetwood has contributed to the interior styling. There not only is rich oriental walnut finish as window trimming but the same paneling has been extended across the back of the front seat, lending a new touch of distinction to interior design. In upholstery, owners have a choice of blue-gray Dual-Tone cord and tan Dual-Tone cord and blue-gray or tan Heather broadcloth.

There are many improvements and features which make this Touring Sedan the complete expression of a new ideal in motor-ing comfort and pleasure. Prominent among these are: new, easy-to-read, air-plane type instruments... instrument cowling which curves into the front doors... fully carpeted floor and a carpet scuff pad... scientifically contoured seats for full riding pleasure... All-Weather ventilation system... Ventipane sliding locks... "Pull-to" front door arm rests.

Moderately priced, the Sixty-two series of Cadillac cars not only gives a wide range of body types but provides owners with the opportunity to express their personal taste in styling the car of their choice.

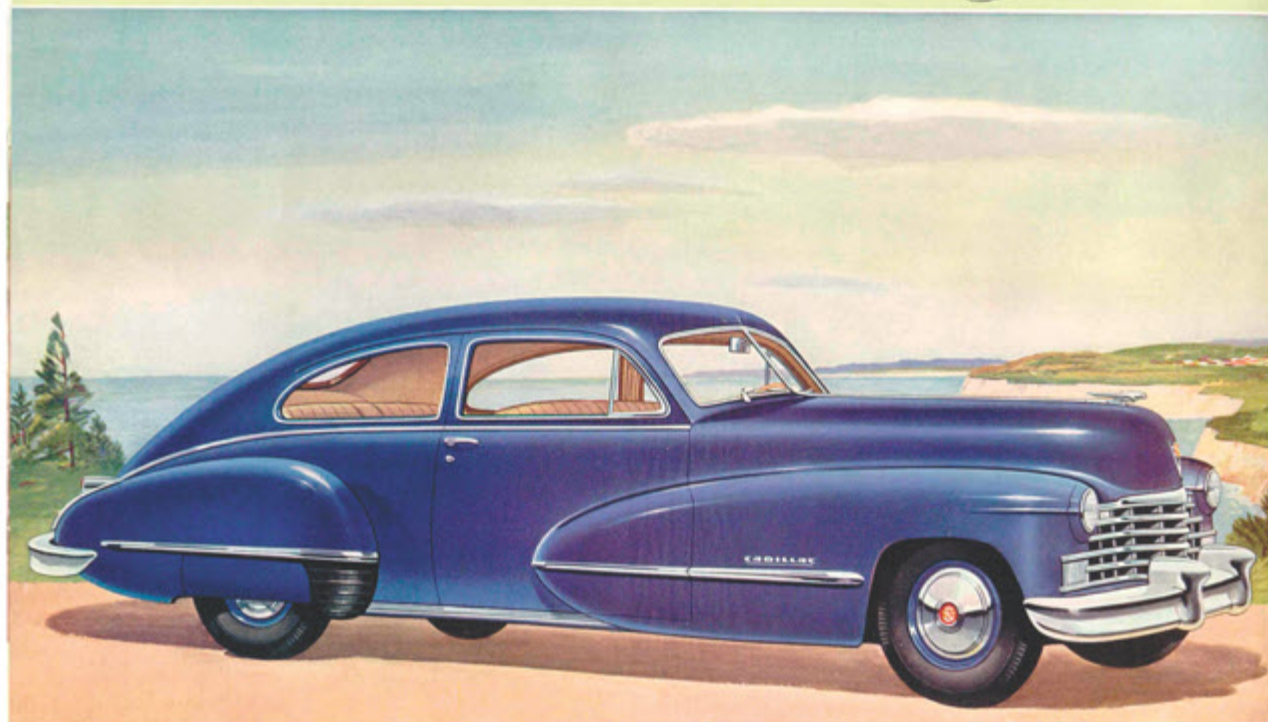
## ... SERIES SIXTY-TWO

FIVE - PASSENGER TOURING SEDAN



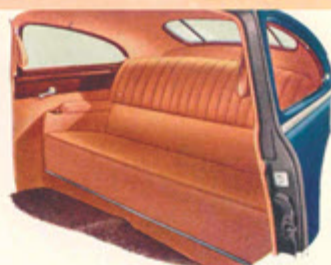


# THE NEW CADILLAC



## SERIES SIXTY-TWO

FIVE-PASSENGER CLUB COUPE

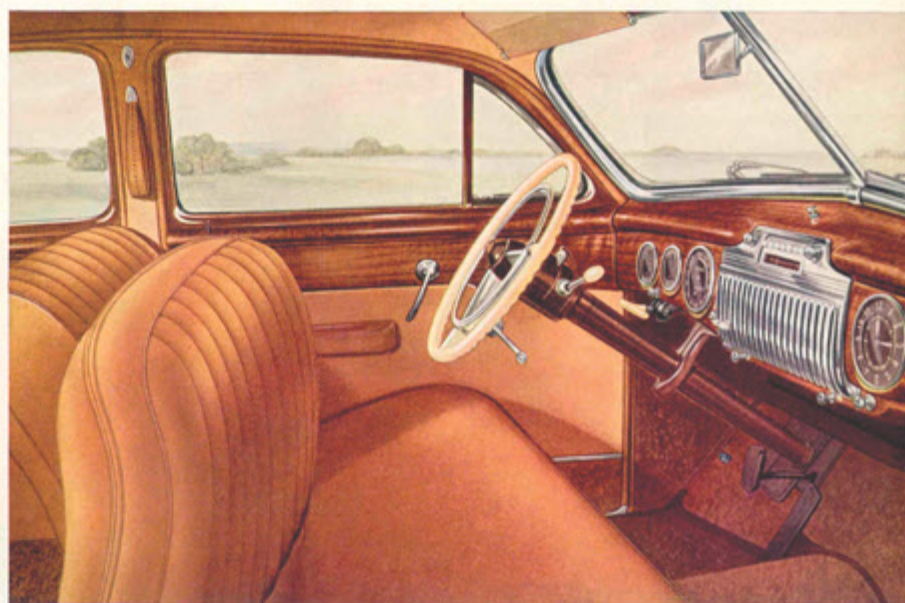


Again in this five-passenger Club Coupe, the 62 line reflects the perfect combination of dignity and style. One glance at this beautiful coupe will convince you that this is a car of outstanding performance and intrinsically fine workmanship.

Like the Touring Sedan on the preceding pages, the Club Coupe has Fleetwood styling. It presents the same range of selection in upholstery and body colors.

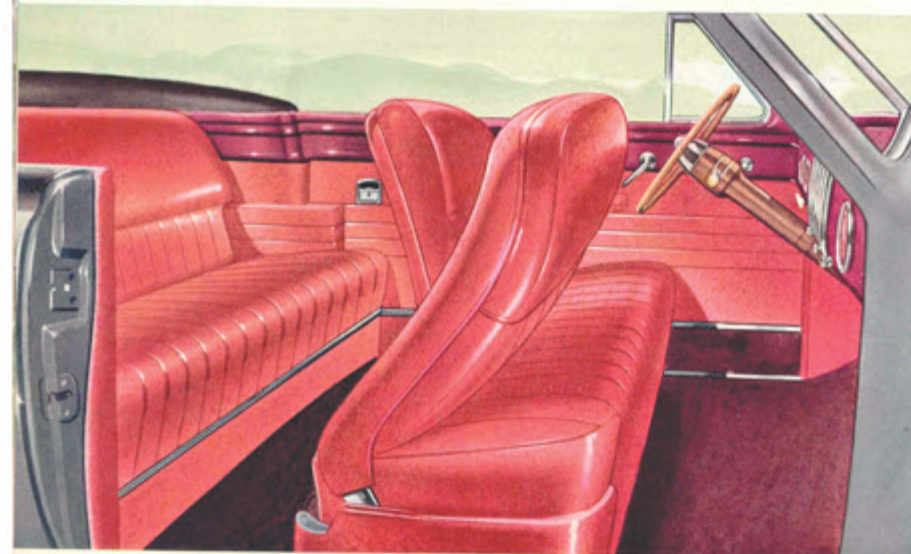
Measuring 220 inches from bumper to bumper, the 62 is a spacious car. Cadillac engineering skill has utilized its great length for new contributions to motoring comfort. A wide front door permits easy access to either front or rear seats. Both seats are wide and comfortable with 33 inches of leg room in the rear.

The luxury and comfort of the 62 line is enhanced by the year-around ventilation system, the restfulness of its scientifically contoured seats, the appointments which emphasize its luxury. Cadillac presents the finest of cars built for all-around utility.



Special Steering Wheel, Hydra-Matic Drive, Radio and Heater shown above are optional on all models at extra cost.

# THE NEW CADILLAC



There is a touch of jauntiness . . . a dash of glamour . . . in this new Series 62 Convertible Coupe. But you can tell at a glance that, for quality, it is a Cadillac throughout.

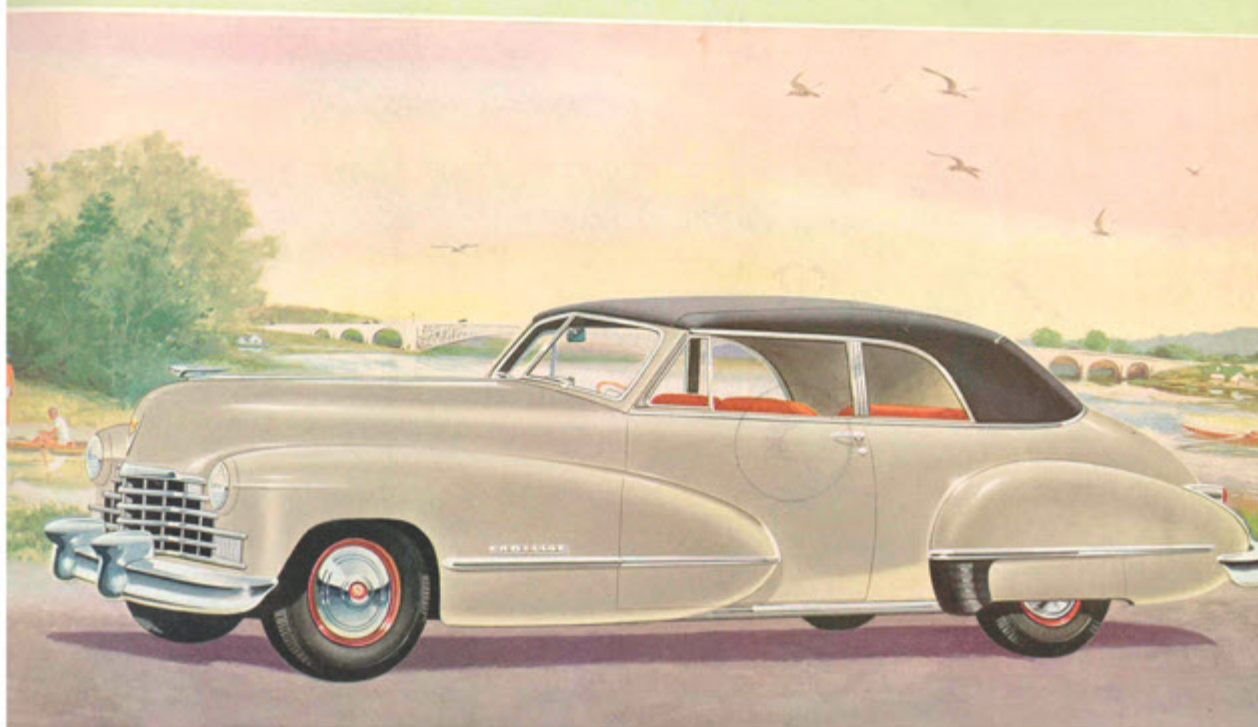
Its interior is spacious . . . 32 inches of leg room in the rear compartment. All of the luxury of the 62 Series is here. For this gay car the leather upholstery options are widely ranged . . . black, tan, or red, green with buff, blue with buff, or red with buff. The selection of upholstery, combined with a choice of body colors, allows owners of the Convertible Coupe a satisfying expression of individual taste.

In addition to the previously mentioned features, the Convertible Coupe gives you an open or closed car at the touch of a finger . . . controls on the instrument panel hydraulically raise or lower the top . . . adjust the front seat . . . raise or lower the door windows.

This distinguished car surrenders none of its Cadillac character or quality in meeting "the young idea."

## SERIES SIXTY-TWO

CONVERTIBLE CLUB COUPE





## THE NEW *CADILLAC - FLEETWOOD*



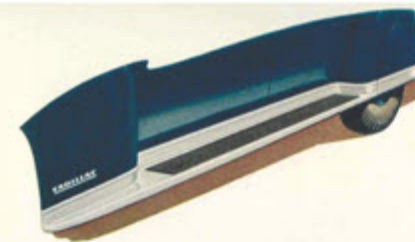
### . SERIES *SIXTY-SPECIAL*

FIVE - PASSENGER TOURING SEDAN

Fleetwood design and Cadillac craftsmanship merge in this Sixty-Special to provide a matchless car. It combines advanced styling... the ultra-smartness of Fleetwood coachwork... with the improved qualities of all Cadillac cars to set this five-passenger Touring Sedan beyond comparison.

The oriental walnut trim of the instrument panel is extended as a paneling motif throughout the interior, bringing an harmonious flow of line and color. Its upholstery options are blue-gray, tan or green Bedford Cord or striped broadcloth.

Motoring comfort and pleasure, naturally, follow Cadillac styling and luxury to a new peak in the Sixty-Special. Contributing to greater motoring enjoyment than ever are... individually wrapped and tied Marshall springs, the finest in seat cushions... a smart ash tray set in the back of the front seat... instrument faces designed for the maximum in visibility... electric clock recessed in the glove compartment... flicker signal in the speedometer for directional indicator... All-Weather ventilation system... and many other extraordinary features. Here in the Sixty-Special, Cadillac perfectly combines the maximum in automobile styling, performance and luxury.



## THE NEW *CADILLAC -*



Here again in its 75 Series, Cadillac stands alone... the world's finest motor car.

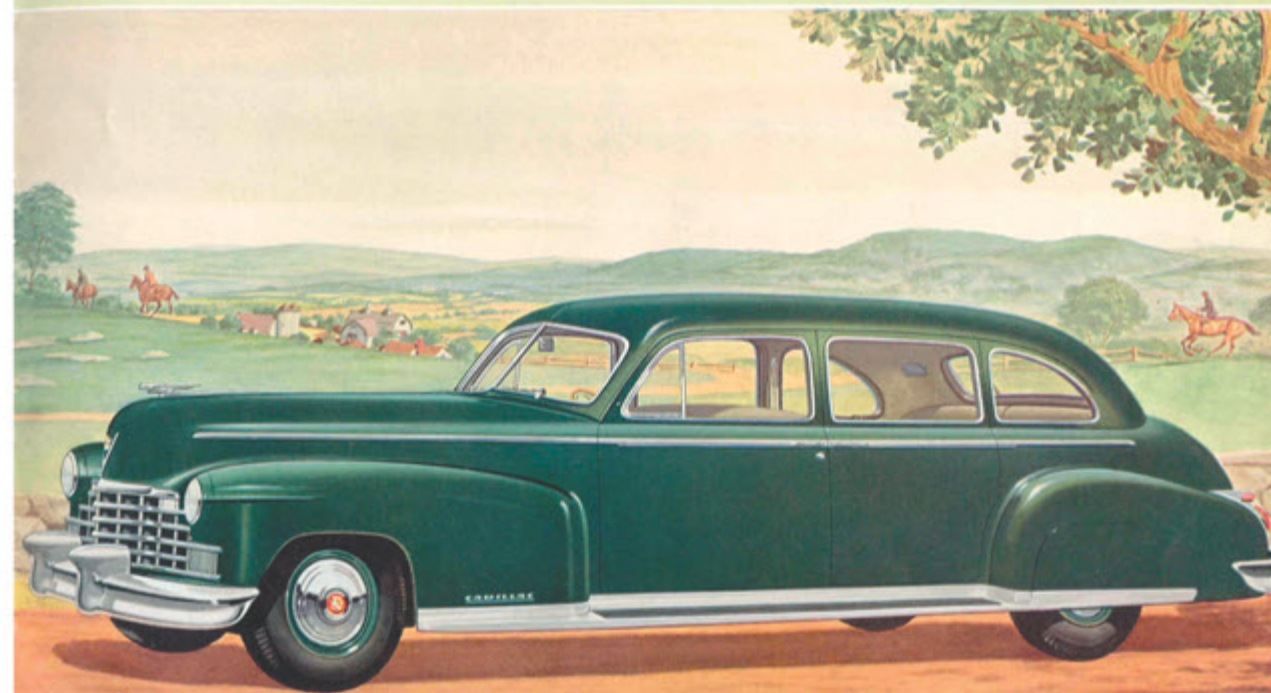
In providing the ultimate in fine car creation, Cadillac presents the exclusive coachwork of Fleetwood... matchless styling reserved only for Cadillac owners. In this five-passenger Touring Sedan are found the interior appointments which add so much to the distinction and pleasure of motoring... a choice of fabrics in exclusive patterns... luxurious trim styling... wide French walnut garnish mouldings... rich, soft Kinkomo floor carpeting.

But Cadillac in this 75 Series provides even greater convenience and luxury... arm rest vanity cases containing lighters, ash trays and memo pads... provision in right hand case for radio controls... courtesy lights operated by the doors... slash pockets with zippers... electric clock... and other contributions which make this one of the world's most distinguished cars.

Shown above is the gleaming, stainless steel, full-length running board which lends new distinction to the 75 Series.

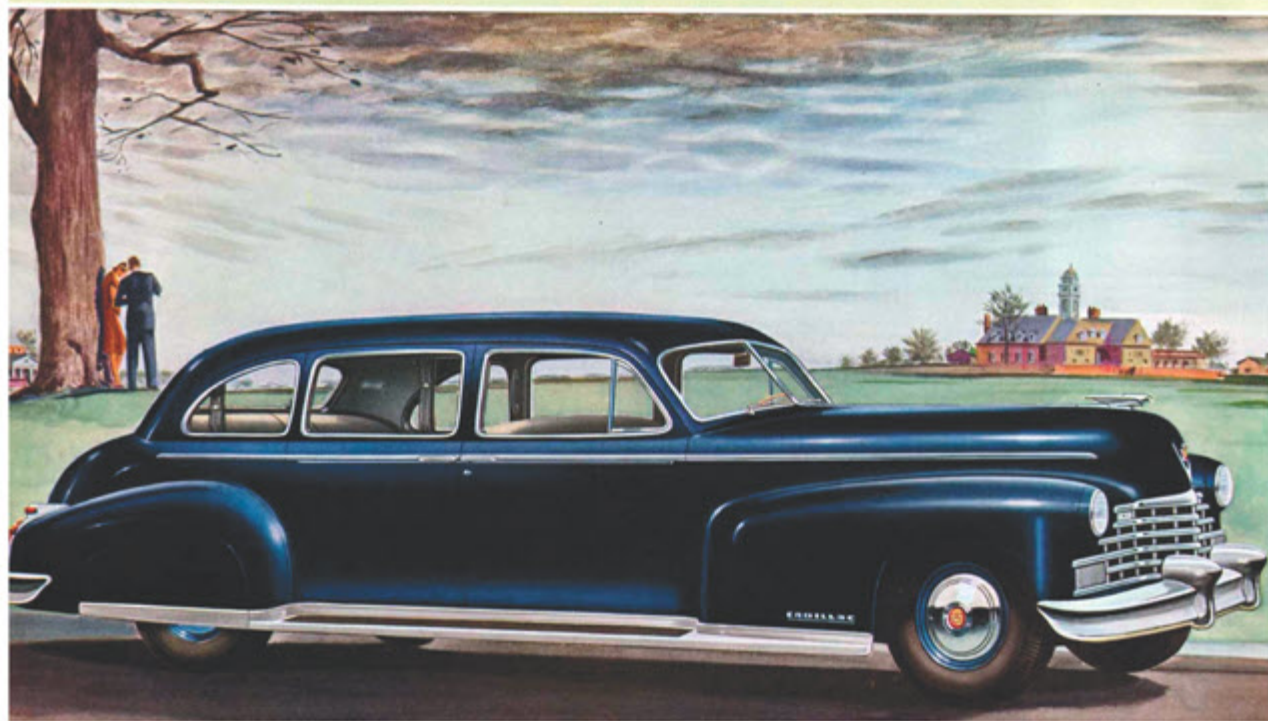
### *FLEETWOOD*... SERIES *SEVENTY-FIVE*

FIVE - PASSENGER TOURING SEDAN





# THE NEW CADILLAC - FLEETWOOD



## ... SERIES SEVENTY-FIVE

SEVEN - PASSENGER TOURING SEDAN



With this seven-passenger Touring Sedan, Cadillac again fulfills its obligation to the thousands of motorists who expect the utmost in personal transportation.

In addition to the previously mentioned qualities of the Cadillac-Fleetwood 75 Series, the seven-passenger Touring Sedan has been created for hospitality. Its 227-inch overall length affords the utmost in roominess and luxury.

In cars having the formal division, the partition glass is operated hydraulically. Its front compartment extends the same comfort and convenience to the driver. The French walnut instrument panel contains an ash tray in the radio panel, lighter and electric clock. The cloth-lined glove compartment is automatically lighted.

The upholstery options in the 75 Series range through tan or gray vogue broadcloth, Bedford Cord, plain broadcloth or figured types. Masterpieces of the Cadillac line, the 75 Series moves still higher—a new "Standard of the World."



## Luxury, Comfort and Convenience... apparent in every detail

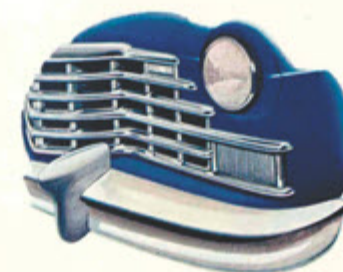


The matchless satisfaction which a Cadillac provides is, of course, the result of many things—but outstanding among them are certainly the luxury, comfort and convenience incorporated in every Cadillac body type. First of all, perhaps, is the way you relax. Seats are designed and built to encourage you to sit at ease, as in a favorite living room chair—whether you're at the wheel, or riding as a passenger. There is plenty of room... room to stretch, to lounge, to be comfortable.

Cushions are deep, scientifically contoured, and pitched at the proper angle. Appointments of every nature show care and thought in their design and execution. Upholsteries and trim are not only beautiful as to material, but carefully tailored in conformity with the individual body type. It could all be summarized, perhaps, by saying that Cadillac cars are meant to be "livable"—to offer all the comfort and convenience it is possible to have in your "home on wheels." Nowhere else is motoring pleasure brought to such completeness as in Cadillac cars.



Ample trunk compartment space is characteristic of all 1946 Cadillacs. The compartments range from 34 to 38 inches in depth in the various series. All trunks are completely carpeted and weather proofed. Light is provided automatically when the lids are raised.



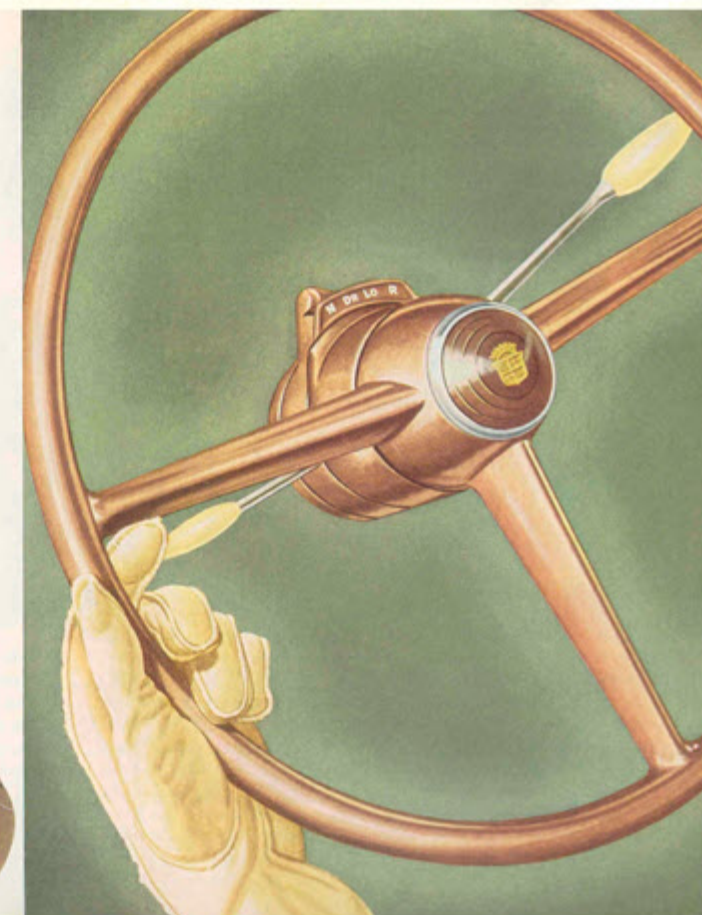
The massive heavily chromed bumpers not only add to the beauty of the car but because they are mounted direct to the frame provide added strength and protection. Curved around the fender edges they protect against denting, scraping, or locking bumpers while parking.



Passenger riding comfort is enhanced by the use of Marshall springs in both seats and seat backs on the series 60 Special and 75. All Marshall springs are individually wrapped and tied in keep them in a vertical position, providing the utmost in scientifically contoured seating.

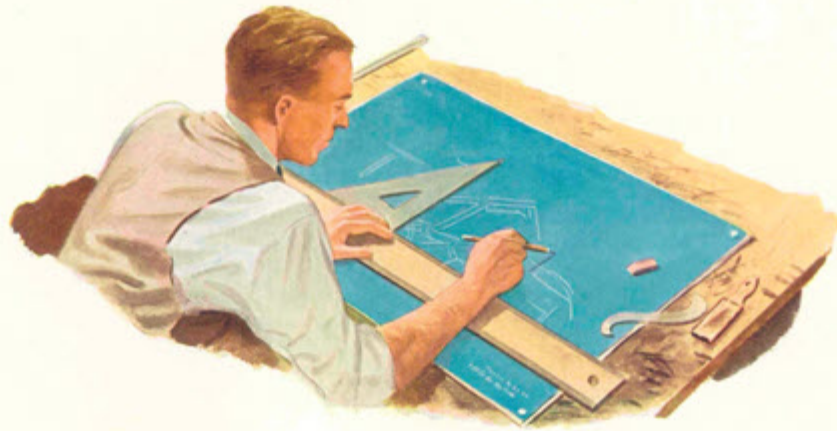
## Improved HYDRA-MATIC DRIVE adds a final touch to Cadillac's Incomparable Performance

The Cadillac engine—standing alone and by itself—is, of course, a masterpiece. It is the world's finest automotive power plant. There is simply nothing to compare with it. But the ultimate joy and luxury of Cadillac performance is found only when this incomparable engine is teamed with Cadillac's improved Hydra-Matic transmission. There is no clutch pedal—for the Hydra-Matic is fully automatic. You can drive from New York to San Francisco without touching a lever—except to start the engine or to back up. You just drive—and oh, so smoothly, so effortlessly, and so quietly! Gears shift themselves, as the pull on the engine requires. Your car is always in the proper mesh for every situation. Your left foot does no work at all—and your right merely alternates between accelerator and brake pedal. Try the Cadillac Hydra-Matic just once—and you'll be a Cadillac Hydra-Matic fan forever!... Available on any model of any series, at additional price.





## Forty Years of Engineering Leadership Climaxed in the New Cadillac



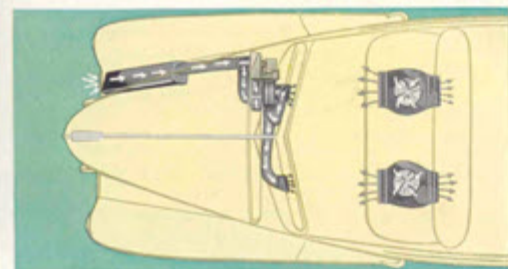
The founder of the Cadillac Motor Car Company had but a single instruction for his engineering staff, when he outlined the job he wished them to do. "Design the best car that can be built," he said. "Do this without regard to cost; and when you have designed the best car that can be built, we will then devise a way to offer it at a reasonable price." These instructions, insofar as they represent the spirit in which Cadillac cars are built, have never been changed. Cadillac still designs to *quality*—and depends upon scientific manufacturing to hold down the price. Working in such an atmosphere, it is not surprising that Cadillac's engineering department should have been responsible for the most impressive array of really great advancements in the automotive industry.

Cadillac was *first* to produce a multi-cylinder engine; *first* to achieve complete interchangeability of parts—for which it was awarded the famous Dewar Trophy; *first* to offer closed bodies as standard equipment; *first* to develop and use knee-action wheels; and *first* to use the synchromesh transmission. But impressive as these achievements are, the *greatest* Cadillac advancements have come as a result of the past four years. While building for war, Cadillac's engineering staff has been the most productive in its career. Advancements improve every aspect of the car. The Hydra-Matic drive is remarkably improved. And the car's overall performance is finer. Truly, the 1946 Cadillac is the climax to forty years of engineering leadership—the *greatest Cadillac of all!*

## Added Comfort and Pleasure...

### for Cadillac Owners

All Cadillac cars are alike in respect to their basic goodness. Every car built by Cadillac is built in a factory where *craftsmanship is a creed and accuracy a law*. Fundamentally, there is no variation in Cadillac quality. But Cadillac cars do differ with respect to their size, type, and the nature and completeness of their appointments. For owners do not all want the same degree of elegance. Choosing from Cadillac's unmatched groupings of features which add to convenience, the purchaser may, therefore, individualize his car to any degree desired. Every accessory—from radio . . . to heater . . . to fog lights—is designed and built to standards worthy of the world's finest motor car. Your dealer will gladly assist you in making a proper selection for your car.



Illustrated above is the Cadillac Automatic Heating System. Two large heaters installed under the front seat are thermostatically controlled for the desired temperature. Fresh air enters the system through the right hand All-Weather Ventilator. A separate defrosting unit with its own heating core is mounted on the dash providing maximum defrosting capacity.



The 1946 Cadillac radio provides the finest in motor car radio reception . . . unequalled range, tone and selectivity . . . both push button and manual tuning . . . push button control of treble, medium and bass . . . vacuum operated aerial . . . ignition switch control for safeguard against leaving the radio in operation and many other perfections.

#### CADILLAC ACCESSORIES

Below are listed Cadillac accessories available for your selection. They are built to the same fine standards as are the cars themselves.

AUTOMATIC HEATING SYSTEM . . . RADIO . . . VENTILATING DEFROSTING HEATER . . . SEAT COVERS . . . SPECIAL STEERING WHEEL . . . GLARE-PROOF MIRROR . . . FLEETWOOD ROBE . . . BACK-UP LIGHT . . . SPOTLIGHT . . . WHEEL DISCS . . . TRIM RINGS . . . LICENSE PLATE FRAMES . . . WINDSHIELD WASHER . . . GAS-CAP LOCK . . . OUTSIDE REAR VIEW MIRROR . . . FOG LIGHTS.

## Quality Service...in keeping with the World's Finest Motor Car



Naturally, service would not seem—at first thought—to be of primary concern to a Cadillac owner. He is driving the world's finest and most dependable motor car. But Cadillac service is primarily preventive service. It is aimed at keeping the owner's car always at the peak of its operating efficiency. Through careful periodic inspection, checking,

and adjustment—it is the intention to *prevent* trouble. Every Cadillac dealer is enrolled in this service. He wants every Cadillac owner, regardless of the locale of his residence, to have the fullest possible enjoyment from his car—with the minimum of cost and inconvenience. As a result, you can drive your Cadillac into any Cadillac service station in America

—two thousand miles from home, if you happen to be that far—and have it checked and inspected free of charge, so long as it is not necessary to dismantle any parts. When you purchase a Cadillac, you don't just purchase a motor car. You come into possession of the world's finest medium of personal transportation. And it is the purpose of every

Cadillac service organization to help you get maximum satisfaction from your investment. Cadillac owners who have owned no other make of car for more than a quarter of a century bear testimony that Cadillac service is one of the finest dividends of Cadillac ownership. It is, truly, the world's finest service for the world's finest car.

## SPECIFICATIONS

**ENGINE:** Cadillac precision-built 90° V-type 8 design, L-head, bore 3½, stroke 4½, displacement 346 cu. in. Engine mounted in rubber at three points. Taxable horsepower 39.20—brake horsepower 150 at 3,400 r.p.m.

**PISTONS:** Lightweight, precision—manufactured to Cadillac quality standards. Surface treated to prevent scuffing. Pistons fitted with two compression rings and one oil ring which are surface treated with ferrous oxide for durability.

**CARBURETION:** Dual down-draft with equalized manifold, mechanical fuel pump, oil bath type air cleaner, intake silencer, fully automatic choke.

**GASOLINE TANK:** Capacity 20 gallons; Series 75-24 gallons.

**GENERATOR:** Delco-Remy peak load current controlled generator maintains charging rate even when headlamps, radio, and heater are being used.

**CLUTCH:** 10½" outside diameter semi-centrifugal single-plate torbend disc; Series 75: 11" outside diameter semi-centrifugal single dry plate torbend disc. Permanently lubricated ball throwout bearing reduces service expense.

**TRANSMISSION:** SYNCRO-MESH—Cadillac pioneered and built with pin type synchronizers, sliding low and reverse gears and constant-mesh second gear. Helical transmission gears fully carburized for hard use and long life.

**HYDRA-MATIC** transmission consists of 2 planetary gear units—fully automatic, thus eliminating clutch and need for manual shifting.

**LIGHTING:** Sealed-beam safety lighting system insures brilliant road illumination, accurate lamp adjustment and lasting reflector polish.

**DIRECTIONAL SIGNALS:** New, exclusive type which signals driver's intention to turn by flashing lights in parking and rear lamps. Operated by a lever located under left side of steering wheel which automatically returns to off position after turn is made.

**FRONT SUSPENSION:** Independent Knee-Action front wheels, simple and sturdy with large, helical coil springs for smoother riding comfort and effortless driving control. Thoroughly proven by eleven years' use and millions of miles of testing.

**SPRINGS:** Independent helical coil type, front suspension, rear springs semi-elliptic type; spring leaves lubricated by wax-impregnated liners; 54½" long, 2" wide; Series 75: 56½" long, 2" wide.

**BRAKE:** New, Super-Safe hydraulic brakes operate in composite drums with 208 square inches braking area; Series 75: 233 square inches braking area.

**DRIVE SHAFT:** Two universal joints of the needle roller bearing type permanently packed with lubricant requiring no service attention.

**REAR AXLE:** Hypoid rear axle, Cadillac design and manufacture. Semi-floating type, insuring quiet, dependable performance. Gear ratio 3.77 to 1; Series 75: Gear ratio 4.27 to 1. Optional economy axle ratio, for Series 61, 62, 60 Special, 3.36 to 1; for Series 75, 3.77 to 1.

**STEERING GEAR:** Recirculating Ball type—exceptionally smooth and practically frictionless. Design provides steering accuracy at all times.

**FRAME:** Tread—front 59", rear, 63". Series 75: Tread—front 58½", rear 62½". Rigid frame, X-type, with deep X-member junction and reinforced side members. Maximum depth 6½", flange width 2", thickness ¾". Series 75: Maximum depth 7½", flange width Series 75, 2¼"; thickness, Series 60 Special, 75: ¾".

**RIDE STABILIZER:** Double ride stabilizers—torsion bar-type front, cross link-type rear—hold car to level position and promote roadability and safety.

**TIRES AND WHEELS:** Slotted steel disc wheels with low pressure, 4-ply tires, 7.00x15. Series 75: Low pressure, 6-ply tires, 7.50x16.

**FENDERS:** Fenders and other sheet metal parts are treated with a rustproofing paint.

**WHEELBASE:** Series 61, 126". Series 62, 129". Series 60 Special, 133". Series 75, 136".

**BODY TYPES:** Series 61—Two, Series 62—Three, Series 60 Special—One, Series 75—Four. No-draft ventilation and Turret-Top construction on closed models. Wide selection of color and upholstery options. Cadillac All-Weather Ventilation standard equipment on all models.

*Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.*



## Studebaker Corporation Brings You America's Most Advanced Automobile

"This brochure is intended to acquaint you with the Avanti. When you have read the facts concerning our new car, I am sure you will agree that it is unique in the United States. No American automobile manufacturer has built a car that can be compared to the Avanti."

"The Avanti has created a new class of American automo-

bile. It is a car of sophisticated design and great elegance. To this it adds the advantage of high performance with unusual safety.

"Admittedly, this is a car for the discriminating. The advanced styling and engineering of the Avanti are intended to please individuals desiring an automobile of great distinction."

*Sherwood H. Egbert*  
SHERWOOD H. EGBERT  
PRESIDENT, STUDEBAKER CORPORATION



### The Avanti is Elegance

Only in the Avanti of all American cars can you find a shape of this modern school of design. The Avanti's lines express a smooth fluidity of motion, suggestive of its high performance and aerodynamic birthright. Even its windows are shaped to follow the smooth curvature of its sides. This indeed is an elegant sculptured form.

Five Avanti colors are available, carefully selected to enhance the play of light over the Avanti's flowing surfaces. Eighteen interior color and texture combinations are offered to harmonize with the Avanti's exterior.

In fact, the Avanti's interior is as elegantly fashioned as are the car's graceful lines. It is distinguished by the sophistication of simplicity. Thick pile carpeting mutes sound and provides a rich, luxu-

rious setting. The four seats are contoured to support the body and are exceptionally comfortable.

Considerate touches abound in the Avanti. There's a built-in vanity case with an illuminated mirror and a between seat console to store odds and ends. The console also houses an ash-tray and cigarette lighter. Even the doors are considerably fashioned... exceptionally wide for gracious entry and exit. Two dome lights and a courtesy light provide a welcome touch at night. Even the trunk has its own light. And, the Avanti's trunk may be reached from right inside the car via an access panel in the rear compartment.

You can see that no car in America combines beauty, function and innovation as does the Avanti.



### Avanti Means Advance

When you take your first drive in the Avanti, you'll understand how appropriate is its name. Its shape is an aerodynamic wedge, designed to defy the wind. It appears to be in motion even when standing still. And when in motion, the Avanti proclaims action. Its special high performance engine hums with a vibrant note as it surges down the road. Its tuned dual exhausts pulse with power. And its brakes match its exhilarating performance. The Avanti is the first American passenger car to offer the remarkable stopping power of caliper-type disc brakes... the same brakes used on Europe's Grand Prix race cars.

The Avanti's special engine uses high performance components including high lift cams and heavy-duty crankshaft bearings. The Avanti is also available with a Paxton supercharger for those who want even more performance. Matched to this is a unique new automatic transmission with a floor-mounted control. It acts as a fully automatic or permits the driver to up or down shift if he wishes while automatically limiting the engine speed to a safe rpm downshifting. High performance four-speed

and three-speed manual transmissions are also available. To conserve horsepower, the Avanti's engine fan has a viscous drive and automatically cuts out when not needed. Performance-matched axle ratios and a limited slip differential are also available.

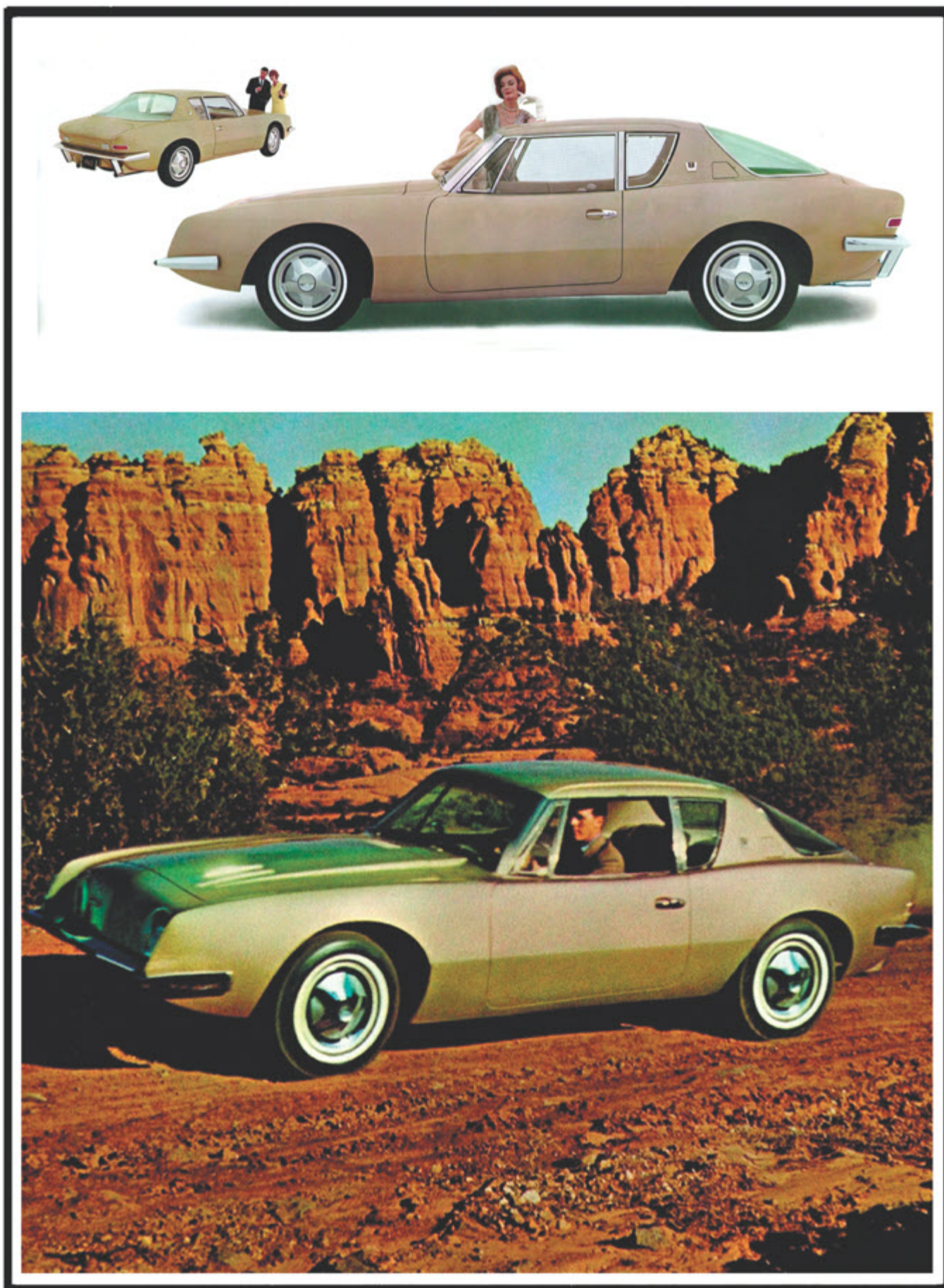
The instrument panel is complete and includes a tachometer, manifold pressure gauge and a clock. Exceptionally fast and precise power steering is also available—only three and one half turns from full right to full left.

And the Avanti is America's safest car. To complement its performance potential, the Avanti suspension system is exceptionally stable incorporating radius rods, front and rear stabilizer bars, hydraulic shocks, coil springs and semi-elliptics. The car's interior is virtually all safety padded and nothing protrudes from the instrument panel. And to provide maximum safety, a built-in steel safety girder is concealed in the roof, surrounding the passenger compartment.

Driving the Avanti is an indescribable pleasure. It will take you to the country club or shopping in style, or out on the highway for the sheer joy of driving.







**A/** The Avanti "Beauty Vanity" slides from the glove locker and an illuminated mirror pops up. There's a convenient tray and ample storage space for maps and odds and ends.

**B/** Safety recessed instrument panel has no protruding controls. In fact, the entire Avanti interior is virtually free of projecting objects and is generously safety-padded.

**C/** Aircraft throttle-type controls govern heater-defroster and air flow. Your choice of high performance automatic, or four or three speed manual transmissions. All are "stick" controlled.

**D/** Extra wide doors permit easy entry and exit for all four occupants. Bucket seats are contoured and exceptionally comfortable. Rear seats are raised so that passengers have unobstructed vision.

**E/ Command performance.** The Avanti's high performance demands functional instrumentation, accessible controls and exceptional visibility. Note how these requirements are met in the Avanti interior. A glare-reducing windshield eases daytime driving and at night instrument lights are red for superior night vision.

**F/** Aircraft practice dictates the position of lighting and fan controls. Overhead, these two-way push switches are readily accessible, easy to operate.

**G/ Panoramic vision.** The Avanti's unusually large rear window is treated for glare and heat protection. Its "bubble-canopy" design blends into the car's overall aerodynamic shape and provides exceptional visibility.

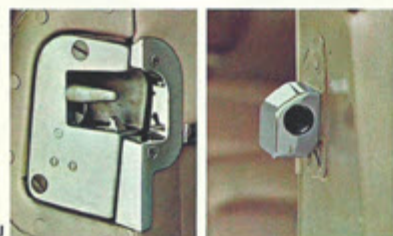




H/ Unique access panel permits passengers to reach the trunk without leaving the car. Wonderful in the rain or snow!



I/ Large trunk is contoured for maximum luggage capacity. The spare tire is under the trunk floor. The trunk can be unlocked by a latch from inside the car.

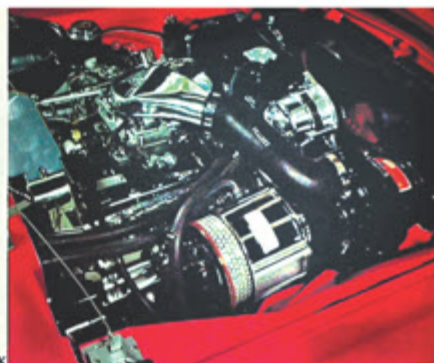


J/ Safety-cone door locks. The dovetail and tapered cone construction of the latch mechanism forms a solid seal that unites door and pillar rigidly. When closed, the door actually becomes a structural member of the body. The entire side of the body becomes almost a one-piece unit just as if the door opening did not exist. When the latch is engaged, it is virtually impossible for the door to open accidentally even though it is subjected to terrific stress and strain.

K/ High performance components are a feature of the Avanti's "jet-thrust" V-8 engine, including high lift cams, special pistons, heavy-duty crankshaft bearings and a four-barrel carburetor. For exceptionally high performance a Paxton Supercharger is available.

Note: rocker covers, lifter cover, oil filler caps, air cleaner and voltage regulator are chrome plated.

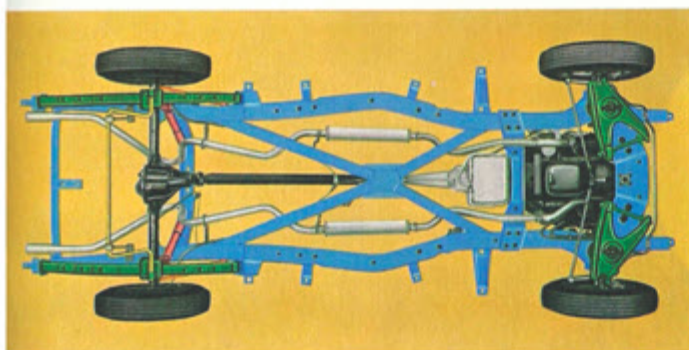
L/ More horsepower than you'll ever need—the Avanti, with its supercharged engine and disc brakes, can accelerate from standstill to 60 mph in true competition time and stop from 100 mph in well under 450 feet—about two thirds the distance required by conventional braking systems.



M/ Exclusive disc brakes. The Avanti is the first American passenger car to possess the positive stopping power of caliper disc brakes. Thoroughly proved in European racing, the caliper-type disc brakes are on the front wheels. Able to absorb over twice as much energy as the ordinary drum and shoe brake, the efficiency of the power disc brakes actually rises under most demanding braking situations. Combined with flared-rib rear brakes, these "Power-grip" disc brakes give the Avanti the ability to make the swiftest, surest, straight-line stops of any American car in production today.

N/ The special Avanti frame has tremendous structural strength and torsional rigidity. (Note the "X" member and the size of front cross-member.) An effective combination of radius rods, stabilizer bars, hydraulic shocks, coil and semi-elliptic springs provide the Avanti with outstanding and precise handling characteristics.

O/ Unique new automatic transmission operates as a fully automatic or permits the driver to up and down shift if he wishes. The "Power-shift" transmission is floor-mounted with a stick lever, and its control system provides remarkable operating flexibility while limiting engine speed to a safe rpm when downshifting.



## AVANTI SPECIFICATIONS

### STANDARD EQUIPMENT

Alternator—40 Amp  
Axle Ratios, choice of several  
Back-Up Lights  
Brakes, Power  
Front—Caliper Disc  
Rear—11" x 2" finned drums  
Bucket Seats  
Cigarette Lighter  
Climatizer, Heater-Defroster  
Clock—Electric  
Console  
Dual Exhaust  
Electric Windshield Wipers  
Fuel Tank—21 gallons  
Gas Filter, in line  
Gauge, Manifold Pressure  
Internal Trunk Release  
Lights—Courtesy  
(2 dome & 1 instrument board)  
Light—Trunk Compartment  
Mirror, Rear View—Interior  
non-glare  
Positive Crankcase Ventilation  
Radio, Push Button with  
Rear Seat Speaker (at extra cost)

Radius Rods—Rear Axle  
Roll Bar, safety padded  
Safety Padded Interior  
Seat Belt Anchors, Front and Rear  
Shock Absorbers, Heavy Duty  
Adjustable  
Stabilizers, Front and Rear  
Steering, Manual 22 to 1 ratio  
Sun Visors, padded  
Tachometer  
Tinted Glass—Windshield  
and Rear Window  
Transmission—3-speed  
floor stick shift  
Vanity Tray (in glove locker with  
lamp and mirror)  
Wheel Discs

### ENGINE FEATURES

Engine—90° V-8 OHV  
Bore and Stroke—3.56" x 3.62"  
Pistons—Aluminum, Tin-Plated  
Autothermic Type  
Compression Ratio  
—with supercharger 9 to 1  
—without supercharger 10 to 1

High Lift Cams  
Heavy-Duty Valves  
Heavy-Duty Crankshaft Bearings  
Distributor, dual breaker  
Viscous-Drive Fan with  
Power Saving Cutout  
Carburetor, downdraft 4 barrels  
Fuel recommended—Premium  
Oil Filter, full flow

### DIMENSIONS AND WEIGHT

Overall Length 192.5"  
Overall Width 70.4"  
Overall Height 54"  
Wheel Base 109"  
Shipping weight 3140 lbs.  
Turning diameter 37.5'  
Tire and Wheel Size—6.70 x 15

### COLORS

Avanti Black  
Avanti Gold  
Avanti Red  
Avanti Turquoise  
Avanti White

### OPTIONS

Air Conditioning—(Not Available  
with Supercharger)  
Belts—Seat—Front and Rear  
Hill Holder (Available with 3- or  
4-speed transmissions)  
Power Steering, 16 to 1 ratio  
Speaker, Rear  
Springs, Heavy Duty—Front & Rear  
Steering, Manual 16 to 1 ratio  
Supercharger, Paxton—(Not available  
with 3-speed transmission or  
air conditioning)  
Tinted Glass with Sun Band—  
Windshield and Rear Window  
Tinted Glass—Side Windows  
Tires, White Sidewall—  
6.70 x 15 regular  
6.70 x 15 Nylon 500  
Tires, Black—6.70 x 15 Nylon 500  
Transmissions:  
Automatic (water cooled)  
Power shift  
Floor mounted control  
4-speed—  
Floor stick shift  
Twin Traction  
Windows, Electrically controlled  
Windshield Washer, Electric





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