

# Studebaker Lark Offers Trim Silhouette Styling

Up to 13 inches longer, the new Studebaker Larks present trim, low silhouette styling and glamorized interiors for 1962, without sacrifice of tradition handling ease and economy.

Leading the line is the new Lark Daytona, a sports-styled series offering bucket seats with a console, and optional four-speed floor shift transmissions and Studebaker sliding Skytop Sunroof. Daytona hardtops and convertibles, with their distinctive exterior and interior styling are available with Skybolt Six OHV or V-8 engines.

**THE STUDEBAKER** Lark Cruiser offers limousine luxury in a four-door sedan. For 1962, the Cruiser displays a newly-designed instrument panel and front and rear wrap-around bumper extensions. Other features are door pockets, folding rear seat armrest, rear wing window vents and exclusive interior and upholstery trim.

Lark hardtops and convertibles are offered with Regal styling which includes accessories that are usually optional. Four-door sedans and station wagons are available in either Regal or the more economical Deluxe styling and trims. The two-door sedan is offered with Deluxe trim only, but most Regal features are optional.

**WITH A WIDE** choice of exterior designs and colors, interior appointments and trims, engine power, transmissions and axle ratios, there is a Lark for every motoring requirement, driving condition, individual preference and geographical location.

The Lark's new look extends from its newly-designed radiator grille in front of a tapering, sculptured hood to a lower rear end that is completely restyled.

The four-door sedan and Lark Cruiser are 188 inches in length, an increase of 13 inches for the sedan and nine inches for the Cruiser. The two-door sedan, hardtop convertible have been increased nine inches to an over-all length of 184 inches. The station wagon is 187 inches long, an addition of 2½ inches.

**SURROUNDED** by a wide chrome frame, the vertical radiator grille displays continental-type texture and contour. All 1962 Larks have dual headlights.

The trunk lid has been lengthened, lowered and restyled. It is equipped with a torsion rod hinge for easier lifting and an improved lock. The gasoline filler neck has been placed at the center of the rear on all Lark models except station wagons.

**REAR** fenders are redesigned with streamlined configurations. Additional new features on the rear of the Lark include large, easy-to-see circular tail lamps, and newly-styled back-up lights.

New interior trim and color combinations of durable fabrics and vinyls harmonize with exterior body colors. Station wagons and soft-top convertibles have all-vinyl seat covers, which are optional on other models. Carpets for cargo decks of Regal station wagons are standard equipment.

Newly-designed contour seats are offered 1962. All cushions have cone coils instead of formed wire construction. Both front and rear seat cushions have been lowered to give more riding comfort.

**NEW COLOR SCHEMES** are featured on instrument panels. Instruments and clearly-readable dials are efficiently arranged with rheostat lighting controls. Safety-padding of panels is standard on all models.

The Lark's dish-type safety steering wheel for '62 has color changes. Its oval shape permits the driver to slide into his seat easily even in bulkiest clothing. All models have seat belt anchors, front and rear.

**NEW OPTIONAL** equipment for '62 includes all-transistor radios,

newly designed vertical bumper guards and wing guards, wrap-around bumper extensions. Wing guards are standard on Daytona models and the Lark Cruiser.

Introducing a sport car glamor in personal and family cars, the new Studebaker Lark Daytona series for '62 features distinctively styled hardtops and convertibles, available with either Skybolt Six OHV or V-8 engines.

**TITLED "America's Action Cars,"** the Daytonas have front bucket seats separated by a vinyl-covered console, newly-designed instrument panel and unique exterior and interior styling.

The Daytona instrument panel has an attractive wood-grain styled finish, with safety padding across the top, lower edge and around the radio control section in the center



## Studebaker Cruiser

As easy to park as any Lark, the 1962 Studebaker Cruiser offers exceptional interior roominess with limousine comfort. Overall length is 188 inches and the wheelbase is 113 inches. There's a choice of eight body colors and nine interior trim combinations. The Cruiser's standard equipment includes many accessories that are usually optional.

of the panel.

WITH A built-in ash tray and lift-lid storage box, the console be-

tween the bucket seats is a convenient utility feature. Ash trays are also located on the backs of the bucket seats.

## Valiant Introduces New Signet 200

Valiant for 1962 introduces an all-new model, the Valiant Signet 200.

Addition of the Valiant Signet 200 expands to seven the number of models Valiant will offer in the lowest-price compact class. The sporty new hardtop is distinctive in styling inside and out from all other Valiants.

In each model in the Valiant line there are over 50 improvements and refinements—the majority of them engineering advances—which add to the car's over-all value and quality, make it more durable, economical, efficient and trouble-free. C. E. Briggs, vice president of Chrysler Corp. and general manager of the Chrysler-Plymouth division, and the new Valiant Signet 200 was designed "to make available at a realistic price the smart sports car interior combined with the popular silhouette of the hard-top."

"This car is different from any other Valiant model from the front, from the rear, and from the side," he said.

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