

New Studebaker Is Strong On Sharp, Clean Planes

A major change in automotive styling has been announced by Studebaker Corporation with the showing of its 1964 models.

Studebaker has chosen to play strongly on the performance theme again in 1964 by staging its press preview at famed Bonneville Salt Flats in an atmosphere of endurance runs and performance evaluation.

Moreover, the styling of the 1964 Studebaker cars mirrors the performance concept in every crisp, sharp line.

FOR THE FIRST TIME since 1958, Studebaker has made a complete turnabout in styling, but still retains a hint of styling continuity in its new cars.

This year, across the entire basic line of 13 different body models in six different series, the cars have a crisp and smartly tailored appearance.

The most apparent changes are in sweeping new expanses of sculptured metal on the hoods, deck lids and roofs of the '64 cars.

Fender lines, too, are longer and sweep in both directions toward sharply squared-off front and rear sections.

An indented "catwalk" on each side of the lengthened hood is repeated in the rear deck styling, and the flattened new roof line flows rearward to a steeply angled rear window.

The rear window area is strongly marked by a double bevel in metal sculpture, with all lines clean and knife-edged, leading to the nearly flat back glass area.

THE CARS HAVE lost all trace of the "compact" appearance they once bore and for 1964 Studebaker cars are almost six inches longer than they were in 1963.

The boldest, strongest single feature of the 1964 car is the completely new idea expressed in grille styling. Width of the entire vehicle is now at 72 inches and the grille design, with its strong horizontal treatment, makes it appear much wider.

THE ENTIRE front of the car has been extended to convey a strong feeling of forward motion. The frontal area of Studebaker cars is now on a single plane, rather than the multiple planes formed by headlamps, grille and other front sheet metal.

Both lower priced series, the Challenger and Commander models, are built with two headlamps while Daytona and Cruiser series cars have quad lamps.

ON ALL CARS, headlamp areas are recessed and shrouded by brightwork giving a continuous and pleasing effect to the lower frontal line of the cars. These bright metal shrouds also serve to protect lights from damage and the headlamp bezels are easily removed this year for repair, adjustment or focusing.

Atop the strongly chiseled cross-line of the new hood is a new ornament, the Circle "S," known as the "Symbol of Superiority," recently adopted as Studebaker's new trademark. This free-standing gunsight emblem is brilliantly finished in chrome.

THE REAR DECK of 1964 models wears its tail-lamps in a horizontal mounting on the outboard edges of the deck area, giving a feeling of sweep to the rear area similar to that provided by the new grille.

All-new discs of turbine design cap the wheel.

THE INTERIOR of the new

Accessories that are entirely new with the 1964 Tempest include power window controls, power tilt front seat, rear seat speakers, Safe-T-Track differential, tilting steering wheel, breakerless ignition, back window defogger, dual exhausts and a custom sports steering wheel of wood grain finish with stainless steel spokes.

Studebakers are subtly changed.

Inside, all instruments are placed against a flat back background for easier, quicker reading. Dash panels of even the lowest priced models continue to be fully padded for

safety's sake — the only car in the U.S. industry to offer this feature.

General dashboard and instrument panel design is borrowed heavily from aircraft practice.

Ford's Cougar II, Fast at 170 mph

The Cougar II is the most recent of a series of styling experimental cars from the studios of the Ford Styling Center at Dearborn. It is described by Gene Bordinat, vice president and director of styling, as "a simple yet unique design for effective total performance in a distinctive, versatile, all-weather vehicle."

Powered by a 260 cubic inch, high-performance V-8 engine, the car could be engineered to attain speeds in the 170 miles per hour range, according to Bordinat. "Even with its racing potential, the car would not look out of place at the opera or the shopping center," he said.

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