



Studebaker

AUTOMOTIVE SALES CORPORATION
SOUTH BEND 27, INDIANA

Service Letter

PARTS AND SERVICE

SUBJECT REGISTRATION AND LICENSING DATA:
1964 MODEL STUDEBAKER PASSENGER CARS

NUMBER G-1964-3

FROM E. J. Challinor, Vice President and
General Manager, Parts and Service Division

DATE September 27, 1963

This letter contains registration and licensing data applicable to all 1964 model Studebaker Passenger cars and station wagons with standard equipment.

EJC/mak

| Model | Registration Fee | Licensing Fee | Other Fees | Total |
|-------------------------------|------------------|---------------|------------|--------|
| 1964 Studebaker Passenger Car | \$1.00 | \$1.00 | \$0.00 | \$2.00 |
| 1964 Studebaker Station Wagon | \$1.00 | \$1.00 | \$0.00 | \$2.00 |
| 1964 Studebaker Truck | \$1.00 | \$1.00 | \$0.00 | \$2.00 |
| 1964 Studebaker Van | \$1.00 | \$1.00 | \$0.00 | \$2.00 |
| 1964 Studebaker Bus | \$1.00 | \$1.00 | \$0.00 | \$2.00 |

| NAME AND BODY TYPE | SYMBOL | PASS. CAP. | (1) SUGGESTED LIST PRICE | (2) SHIPPING WEIGHT | (3) STARTING SERIAL NUMBER | (5) ENGINE CODE IDENTITY | WHEEL BASE | TIRE SIZE |
|------------------------|--------|------------|-----------------------------|------------------------|-------------------------------|-----------------------------|------------|-----------|
| CHALLENGER | | | | | | | | |
| 2 Dr. Sedan | 64S-F2 | All | \$1,756.00 | 2660 | 64S-1001 | S | 109" | 6.00x15 |
| 4 Dr. Sedan | 64S-Y2 | 6 | 1,853.00 | 2780 | | | 113" | 6.00x15 |
| 4 Dr. Wagonaire | 64S-P2 | | 2,215.00 | 3230 | | | 113" | 6.50x15 |
| 2 Dr. Sedan | 64V-F2 | | 1,874.00 | 2910 | 64V-1001 | V | 109" | 6.50x15 |
| 4 Dr. Sedan | 64V-Y2 | | 1,971.00 | 3010 | | | 113" | 6.50x15 |
| 4 Dr. Wagonaire | 64V-P2 | | 2,333.00 | 3480 | | | 113" | 6.70x15 |
| COMMANDER | | | | | | | | |
| 2 Dr. Sedan | 64S-F4 | All | \$1,867.00 | 2695 | 64S-1001 | S | 109" | 6.00x15 |
| 4 Dr. Sedan | 64S-Y4 | 6 | 1,965.00 | 2815 | | | 113" | 6.00x15 |
| 4 Dr. Wagonaire | 64S-P4 | | 2,326.00 | 3265 | | | 113" | 6.50x15 |
| 2 Dr. Sedan | 64V-F4 | | 1,985.00 | 2945 | 64V-1001 | V | 109" | 6.50x15 |
| 4 Dr. Sedan | 64V-Y4 | | 2,082.00 | 3045 | | | 113" | 6.50x15 |
| 4 Dr. Wagonaire | 64V-P4 | | 2,444.00 | 3515 | | | 113" | 6.70x15 |
| DAYTONA | | | | | | | | |
| 4 Dr. Sedan | 64V-Y8 | All | \$2,221.00 | 3055 | 64V-1001 | V | 113" | 6.50x15 |
| 2 Dr. Hardtop | 64V-J8 | 6 | 2,219.00 | 3060 | | | 109" | 6.50x15 |
| 2 Dr. Convertible | 64V-L8 | | 2,547.00 | 3320 | | | 109" | 6.70x15 |
| 4 Dr. Wagonaire | 64V-P8 | | 2,583.00 | 3555 | | | 113" | 6.50x15 |
| CRUISER | | | | | | | | |
| 4 Dr. Sedan | 64V-Y9 | 6 | \$2,365.00 | 3120 | 64V-1001 | P | 113" | 6.50x15 |
| HAWK | | | | | | | | |
| 2 Dr. Hardtop | 64V-K6 | 5 | \$2,702.00 | 3280 | 64V-1001 | P | 120" | 6.70x15 |
| TAXICAB | | | | | | | | |
| 4 Dr. Sedan | 64S-Y1 | 6 | \$2,125.00 | 3060 | 64S-1001 | S | 113" | 6.50x15 |
| 4 Dr. Sedan | 64V-Y1 | 6 | 2,247.00 | 3270 | 64V-1001 | V | 113" | 6.70x15 |
| POLICE MARSHALL | | | | | | | | |
| 2 Dr. Sedan | 64S-F3 | All | \$1,905.00 | 2755 | 64S-1001 | S | 109" | 6.00x15 |
| 4 Dr. Sedan | 64S-Y3 | 6 | 2,003.00 | 2850 | | | 113" | 6.00x15 |
| 4 Dr. Wagonaire | 64S-P3 | | 2,364.00 | 3295 | | | 113" | 6.50x15 |
| 2 Dr. Sedan | 64V-F3 | | 2,023.00 | 2955 | 64V-1001 | V | 109" | 6.50x15 |
| 4 Dr. Sedan | 64V-Y3 | | 2,120.00 | 3060 | | | 113" | 6.50x15 |
| 4 Dr. Wagonaire | 64V-P3 | | 2,482.00 | 3505 | | | 113" | 6.70x15 |
| AVANTI * | | | | | | | | |
| 2 Dr. Hardtop | R-Q | 5 | \$4,090.00 | 3195 | 63R-1001 | R or RS | 109" | 6.70x15 |

* The Avanti model designation is unchanged for 1964 since changes will continue to be incorporated as running changes in its production. Therefore, for registration purposes only, effective September 1, 1963 and until further notice, all new and unused Avanti models when first sold at retail and which are licensed or titled for the first time, will carry the registration year designation of 1964.

| ENGINE DATA | | | | | |
|-------------|---------------|-------------|----------|--------|-------------------|
| CODE | DISPLACEMENT | NO. OF CYL. | BORE | STROKE | TAXABLE H. P. (4) |
| S | 170 Cu. In. | 6 | 3.0" | 4.0" | 21.6 |
| V | 259 Cu. In. | 8 | 3-9/16" | 3-1/4" | 40.6 |
| P | 289 Cu. In. | 8 | 3-9/16" | 3-5/8" | 40.6 |
| JT & R | 289 Cu. In. | 8 | 3-9/16" | 3-5/8" | 40.6 |
| JTS & RS | 289 Cu. In. | 8 | 3-9/16" | 3-5/8" | 40.6 ** |
| R3 | 304.5 Cu. In. | 8 | 3-21/32" | 3-5/8" | 42.5 ** |
| R4 | 304.5 Cu. In. | 8 | 3-21/32" | 3-5/8" | 42.5 |

JT, JTS, R3 and R4 optional engines.

** Supercharged

READY-FOR-ROAD WEIGHT - The approximate ready-for-road weights may be determined by adding to the indicated shipping weights the weights shown for water, engine oil, and gasoline and the weight of the items of optional equipment on the car.

WATER, ENGINE OIL & GASOLINE
 6-Cyl. Engine Models - 140 Lbs.
 8-Cyl. Engine Models - 150 Lbs.
 AUTOMATIC TRANSMISSION
 6-Cyl. Engine Models - 10 Lbs.
 6-Cyl. Taxi & Police Marshall and all
 8-Cyl. Engine Models - 21 Lbs.
 OVERDRIVE
 6-Cyl. Engine Models - 36 Lbs.
 8-Cyl. Engine Models - 17 Lbs.

STA. WAGON WITHOUT SLIDING ROOF
 Sub 240 on P2, P4 & P8; 215 on P3
 4-SPEED TRANSMISSION - Sub. 5 Lbs.
 POWER BRAKES - 9 Lbs.
 POWER STEERING - 40 Lbs.
 CLIMATIZER & DEFROSTER -
 All Models - 19 Lbs.
 AIR CONDITIONER - Est. 90 Lbs.
 RADIO WITH ANTENNA - 10 Lbs.

The following weights should be added to the shipping weight of 1964 V models whenever optional engines and/or high performance packages are specified:

| MODEL | ENGINES | | | | | HIGH PERFORMANCE KIT | |
|--------------------------------------|-------------|--------|----------|-----|-----|----------------------|--------------|
| | 289 Cu. In. | JT & R | JTS & RS | R-3 | R-4 | 4-Speed Trans. | Auto. Trans. |
| VF - 2 Dr. Sedan | 32 | 93 | 148 | 158 | 103 | 81 | 107 |
| VY - 4 Dr. Sedan | 32 | 93 | 148 | 158 | 103 | 51 | 77 |
| VL - Convertible } VJ - Hardtop } | | | | | | | |
| VP - Sta. Wagon | 13 | 74 | 129 | 139 | 84 | 51 | 77 |
| VY9 - Cruiser | Std. | 74 | 129 | 139 | 84 | 38 | 64 |
| VK - Hawk | Std. | 44 | 99 | 109 | 54 | 16 | 42 |
| Q - Avanti | N. A. | Std. | 55 | 65 | 10 | N. A. | N. A. |

These weights should be added to the shipping weight and do not include any other optional equipment that may be ordered.

- LIST PRICES - The prices shown are Studebaker Factory List Prices and apply to the models indicated with standard equipment, effective September 26, 1963.
- SHIPPING WEIGHTS - The shipping weights indicated herein are for vehicles with standard equipment only and exclude water, engine oil, and gasoline.
- SERIAL NUMBER (IDENTIFICATION NUMBER) - On plate attached to the left front door hinge pillar post.
- TAXABLE HORSEPOWER RATING - The taxable horsepower ratings used herein are derived by the following formula: the cylinder bore squared, multiplied by the number of cylinders, divided by 2.5.
- ENGINE CODE NUMBER - On a machined pad at the upper left front of the cylinder block. The code number identifies the engine by its letter designation and production date giving the month, year and date.

Month Represented By Letter As Shown Below

| | | | |
|--------------|-----------|---------------|--------------|
| A - January | D - April | G - July | K - October |
| B - February | E - May | H - August | M - November |
| C - March | F - June | J - September | N - December |

The year is designated by a single digit Numeral 4 for 1964; 5 for 1965 etc.

The actual date of production completes the code - For Example - S F 4 22

| | | | |
|----------|----------|----------|------------------|
| <u>S</u> | <u>F</u> | <u>4</u> | <u>22</u> |
| 6 Cyl. | June | 1964 | 22nd day of June |

To continue its program of quality and design improvement, Studebaker Corporation reserves the right to change specifications, design or price at any time without notice and without incurring obligations.

