

Media Release 10/2/2016

## Celebrating the life of Studebaker

Fifty years ago this March, the last Studebaker car rolled off the production line in Canada. Yet here in Australia, Studebaker lives on, driven by the passion Matt Pettigrew has for the distinctive vehicles.

In 2014 he opened the first Studebaker retail shop since 1966, giving a public face to the Studebaker parts supply business Chris Skinner had been running since 2003.



On Sunday March 13th, Studebaker of Australia will commemorate the sad demise of the Studebaker Corporation by holding a wake at their premises in Hemmant. Whilst acknowledging the 'death' of the engineering firm, like many wakes, this will be a celebration of that life and its many achievements. It will also celebrate the beauty of the cars Studebaker created, which were '*Different by Design*' - the 1964 advertising slogan used by Studebaker.

Their 1950's bullet-nosed designs with their 'jet-propelled look' were described as 'a car so startling, they half expect to see it take off and fly!' You can see one of these stunning cars for yourself



at the Studebaker Wake, just one of the many on display. Also part of the ceremony is the beautiful hearse, a 1939 President, of local crime writer Jack Sim.

**March 13th 2016, 11/45 Canberra Street, Hemmant 9:30am BBQ breakfast**

For more information: [www.studeparts.com.au](http://www.studeparts.com.au) **T:** 3890 0080 **M:** 0432 121 403



Images:

Top: Original 1950 Studebaker advertisement  
Middle: Chris Skinner and Matt Pettigrew at Studebaker of Australia, Hemmant QLD  
Middle Right: Studebaker tyre wreath used at the wake  
Bottom left: Jack Sims' 1939 Studebaker President Hearse