

1930 PACKARD

CUSTOM EIGHT PHAETON

Packard Motor Car Company - Detroit, MI

ENGINE.....	8 cylinder	HORSEPOWER.....	106 hp
WEIGHT.....	4,245 lbs	WHEELBASE.....	140"
PRODUCTION.....	6,200	FACTORY PRICE.....	\$3,190.00



GILMORE CAR MUSEUM
COLLECTION

“Ask The Man Who Owns One”

Company Slogan

In 1930, the name Packard symbolized one thing: the most prestigious luxury automobile in the world. There were many other automotive makes which were more expensive than Packard, but none were more desirable. Packard sales represented 50% of all luxury car sales worldwide.

New to the Packard Custom Eight for 1930 was a four-speed transmission, fender mounted parking lights, shatterproof laminated safety glass, and an adjustable driver's seat and steering wheel. This Phaeton was also equipped with optional dual side-mount spares, dual windshield, and special bumpers.

ASK THE MAN WHO OWNS ONE

Luxurious Transportation

A tale from the Arabian Nights relates how the Sultan's son, Prince Hossain, secured for a fabulous sum the Magic Carpet which transported its owner wherever he might command.

Throughout the centuries—since before the dawn of history—man's imagination has ever conjured up new and more luxurious modes of travel. But it has remained for the last thirty years to provide a vehicle so silent, swift, luxurious and beautiful that the modern reality surpasses the most miraculous flights of fancy the ancients knew.

Today the man of moderate means may easily own a finer personal conveyance than kings and emperors, with half the world their slaves, could command in ages past—finer than wealth could buy even a generation ago. Packard, after thirty years, has made today's most luxurious transportation available to all who appreciate the finest—who know that in the end it is the best investment.

For Packard builds nothing less than a Packard. And its world-wide reputation for supremacy has created a demand which makes the price of excellence now but little more than that of mediocrity. While long life and unchanging design make Packard ownership cost no more.

PACKARD