

THE



Imperial

BY CHRYSLER



THROUGHOUT the past year, you have probably noticed how many discriminating fine car buyers have switched to Chrysler. The number has been large.

And would have been even larger, except for the fact that old Chrysler owners, very logically, have been given delivery preference by Chrysler Dealers throughout the country.

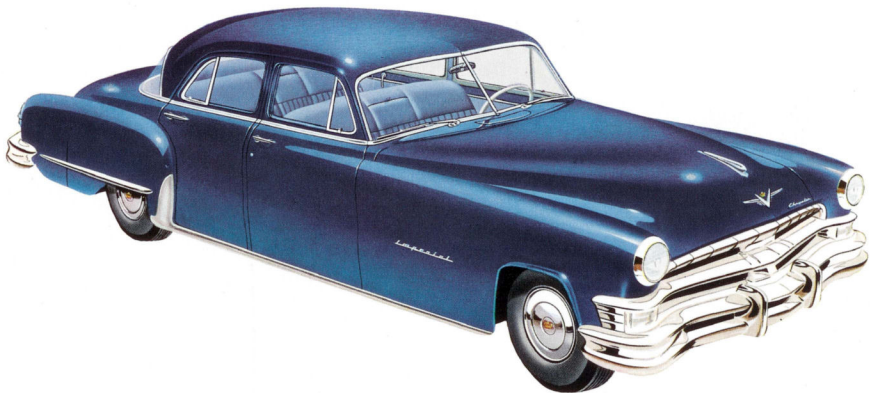
It is understandable why long-time owners of other fine cars would be attracted to the Imperial. The FirePower engine itself, with its amazing performance, has won many over. HydraGuide Power Steering has convinced many more. And the inherent excellence of the car as a whole has made it the first choice of many others, who know fine cars from long experience, and who welcome the opportunity to own and drive a car that has not only the finest performance, but also an exclusiveness that is appreciated, but not enjoyed by other car owners.





THE CROWN IMPERIAL *eight passenger Sedan—the most luxurious and the highest-priced car in America today—and rightly so, because no other car has the revolutionary 180 horsepower FirePower Engine; Fluid-Torque Drive; Hydraguide Power Steering; Disc Brakes; and other exclusive engineering features. Also available is the eight passenger Limousine, which has a movable glass partition between the passenger and chauffeur's compartment.*





THERE IS NO MISTAKING *the Imperial Sedan for any other car. It has a stylish beauty and charm all its own—one reason why many prefer it. It has performance, too, that is all its own—just as exclusive as its smart appearance—which is the big reason for its preference by an increasing number of fine car buyers who have compared it with the several other cars in its class.*





WHEN YOU SAY *you drive an Imperial Newport, nothing more need be said, because it has gotten around in the best circles that there is nothing finer—anywhere in the world, as a matter of fact.*

The style and beauty of the car, inside and out, speak for themselves. And its performance is most eloquent and convincing, with you behind the wheel, and with 180 horsepower—and MORE, under the hood.



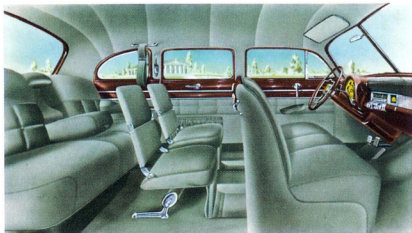


THE INTERIOR of the Imperial Sedan has the beauty and charm of a finely appointed home. Rich fabrics are tastefully and skillfully tailored over soft, deep, yielding cushions for your comfort, and luxurious appointments are added for your convenience.

A WIDE VARIETY of fine leathers, exquisite fabrics and superb styling permits the selection of an interior tailored to your taste to complement the smart, distinctive lines of the exterior of the Imperial Newport.



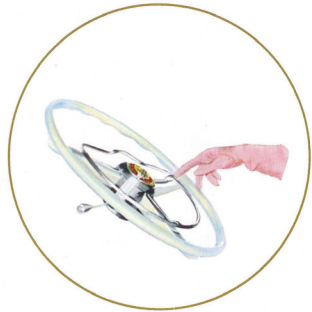
THE INTERIOR on the left very effectively illustrates one reason why the Crown Imperial is regarded as the most luxurious car in America. In the Limousine, the chauffeur's compartment is tailored in fine leather. A movable glass partition affords privacy to those in the rear compartment.





SINCE ITS INTRODUCTION early in 1951, the FirePower engine has very securely established itself as the finest automobile engine produced today and its supremacy remains unchallenged. FirePower is the only motor car engine in this country with the Hemispherical Combustion Chamber—the ideal combustion head design that has been used so successfully in airplane engines and in very expensive, low production sport cars of foreign manufacture. Chrysler engineers perfected the design of the head and valve train to make it practical in volume production. The FirePower engine gets more power out of the gasoline. There is almost perfect combustion, with practically no carbon formation. And, proof of the amazing efficiency of the engine is the fact that it develops 180 horsepower—and MORE—on regular grade gas. Premium grade fuel is not required, as it is in other engines with the same 7.5 to 1 compression ratio. There are, of course, many other engineering features that contribute to the efficiency, the economy, and the sensational performance of this great engine. Its performance is, of course, its greatest quality, and the only way you can possibly appreciate this is to drive the car yourself.

WITH ONLY ONE FINGER on the spoke of the steering wheel, you can turn the large 8.20 x 15 Super-Cushion tires on the Imperial their full travel from side to side, which illustrates the effortless steering made possible by Chrysler's new Hydraguide Power Steering mechanism, available as extra equipment on the Imperial. This remarkable convenience and safety feature requires only one-fifth the effort that is needed to steer and park a car equipped with the ordinary manual steering mechanism. In other words, Hydraguide does four-fifths of the work for you. Hydraguide makes steering and parking the car so easy you are hardly aware of any exertion whatever, and you can drive all day, in traffic or cross-country, with a surprising freedom from driving fatigue. Hydraguide gives you a supreme confidence in the car and in yourself, because you have such complete, instant control of the car at all times. On rough roads or soft shoulders, in snow or loose gravel, or in case of a tire blow-out, the power steering mechanism builds up a resistance to any deflections of the road wheels, which means greater driving safety under all road conditions. By all means, try Hydraguide. Everyone who has, says it is simply unbelievable!





In addition to the FirePower Engine, which makes the Imperial the finest performing car on the road, there are other features which make the Imperial such a pleasure to own and drive.

Chrysler's Power Brakes, for example, are so easy to operate, so smooth and safe. The electric window lifts have a separate motor for each window—and not one for all. The exclusive Safety Crash Pad, of heavy sponge rubber, across the dash panel, affords greater protection. The center arm rests in both front and rear give easy-chair comfort. The Oriflow Shock Absorbers give you the smoothest ride you ever experienced. The exclusive Full-Flow Oil Filter keeps the oil clean, insuring fine performance and reducing maintenance costs. The Waterproof Ignition System provides trouble-free starting and engine operation in rainy or damp weather. And there are other features you will be interested in. The Imperial is, in every respect, a fine motor car, and we would be delighted to have you drive one at your convenience.



SPECIFICATIONS

*All specifications
and prices subject to change
without notice.*

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BODY STYLES—Imperial 6 Passenger Sedan and Newport, Crown Imperial 8 Passenger Sedan and 8 Passenger Limousine.

ENGINE—FirePower High Compression 90° V-8. Bore, 3 $\frac{1}{8}$ in. Stroke, 3 $\frac{3}{8}$ in. Piston Displacement, 331 cu. in. Brake Horsepower, 180 at 4000 rpm. Torque, 312 ft. lbs. at 2000 rpm. Hemispherical Combustion Chamber with lateral valve arrangement. 3 rings per piston. Full Pressure Lubrication. Exhaust Valve Seat Inserts. Waterproof ignition. Full-Flow Oil Filter. Full length Water Jacket Cooling. Twin Concentric Valve Springs. Resistor-type Spark Plugs. Crankcase Ventilation. Double Breaker Distributor. Dual-throated Carburetor with integral automatic choke.

FUEL SYSTEM—Dual-throated Downdraft Carburetor with integral automatic choke and water-jacketed throttle body. Oilite fuel filter in gas tank. Tank capacity 20 gal.

COOLING SYSTEM—Thermostatic by-pass control. Four-bladed fan. Fin and tube radiator core. Full-length water jackets. Pressure Vent radiator cap. Capacity, 25 qts.

CLUTCH—Single-plate, dry, ventilated with two molded, woven asbestos facings. Imperial, 9 $\frac{1}{2}$ in. dia.; Crown Imperial, 10 $\frac{1}{4}$ in. dia.

ELECTRICAL SYSTEM—High capacity generator, 50 amps, (Crown Imperial, 55 amps), 19-plate, 6 volt battery, 135 amp.-hr. capacity. Waterproof Ignition. Resistor-type spark plugs. Back-up lights. Directional Signals. Ignition key starter switch. Solenoid engaged starter. Sealed-Beam Headlights.

FLUID-MATIC DRIVE—Hydraulically operated, controlled type automatic transmission with gYrol Fluid Drive. Four forward speeds and reverse. All forward gears are synchronized. Ratios: 3.57 to 1—2.04 to 1—1.75 to 1—1.00 to 1—with 3.99 to 1 for reverse. Capacity, 3 pints. Fluid Drive Unit permanently sealed at Factory. Standard all models except Crown Imperial, on which Fluid-Torque Drive is standard.

FLUID-TORQUE DRIVE—New Chrysler Torque Converter with hydraulically operated, controlled type automatic transmission. Standard equipment on

Crown Imperial. Available on Imperial extra cost.

DRIVE—Hotchkiss type, through rear springs. Hypoid rear axle. Ratios 3.54 to 1.

FRONT SUSPENSION—Independent front wheel suspension with Amola steel helical coil springs. Oriflow Shock Absorbers. Four rubber limit bumpers. Rubber-bushed torsion rod stabilizer.

REAR SUSPENSION—Semi-elliptic springs with grooved and tapered leaves. Wax-impregnated permanently lubricated liners. Straddle-mounted Oriflow Shock Absorbers.

STEERING—Center-arm steering with equal length tie rods. Steering ratios—20.4 to 1. Hydraguide Power Steering unit is standard equipment on Crown Imperial and available at extra cost on Imperial.

BRAKES—Chrysler Safe-Guard Hydraulic, 12 in. diameter, internal expanding, with Cyclebond brake linings. Power Braking unit, vacuum operated. Parking Brake—Chrysler Easi-Lock, independent, internal expanding, located on propeller shaft at rear of transmission. Crown Imperial has Chrysler hydraulic, self-energizing, self-adjusting Disc Brakes as standard equipment.

WHEELS AND TIRES—Imperial—Safety Rim Wheels, 15 x 6.00 with 4-ply Super Cushion Tires, size 8.20 x 15. Crown Imperial—6-ply Super Cushion Tires, size 8.90 x 15. Wheel covers standard equipment all Models.

WHEELBASE—Imperial—131 $\frac{1}{4}$ inches. Crown Imperial, 145 $\frac{1}{2}$ inches.

TREAD—Imperial—Front 57 $\frac{1}{8}$ ", Rear, 58 $\frac{3}{4}$ ". Crown Imperial—Front 57 $\frac{3}{8}$ ", Rear 60".

OVER-ALL LENGTH—Imperial—212 $\frac{3}{8}$ ". Crown Imperial, 229 $\frac{1}{8}$ ".

OVER-ALL WIDTH—Imperial, 75 $\frac{3}{4}$ ". Crown Imperial, 80 $\frac{7}{8}$ ".

ELECTRIC WINDOW LIFTS—Standard equipment on both Imperial and Crown Imperial.

SOLEX SAFETY GLASS—heat and glare reducing—available at extra cost.

CHRYSLER SALES DIVISION • DETROIT



