

The Incomparable IMPERIAL *for 1964*

The Incomparable Imperial for 1964 is more than a new car. It is a totally new concept of what a fine car ought to be.

■ It is the largest car built in America—and it has comforts, luxuries and owner satisfactions to match. ■ The new Imperial is the quietest motorcar ever produced in this country, the first engineered beyond mechanical requirements, to the more exacting standards of maximum silence. ■ Unquestionably, it is the most capable road car in its field . . . and one built so precisely that it can be truly called incomparable. ■ If you admire fine cars, we invite you to enter the quiet world of The Incomparable Imperial.

THE IMPERIAL CROWN FOUR-DOOR

This is the new look of Imperial. Beautifully proportioned. Quietly elegant. Its simplicity of design and its custom designed interior reflect the dignity of the Crown Four-Door, and these are its luxuries:

Pushbutton automatic transmission ■ Power steering ■ Power brakes ■ Power window lifts ■ Remote-controlled outside rearview mirror ■ Instrument panel safety padding, top and bottom ■ Hidden storage compartments in the front doors ■ Center arm rests in both front and rear seats ■ Air-foam padded seat cushions and back for both front and rear ■ Rear seat assist handles ■ Interior courtesy lights located in the door pulps ■ Illuminated front-seat ashtray-lighter unit; dual rear-seat ashtray-lighter units in the arm rest consoles ■ Map-light ■ Glove box light ■ Trunk light ■ Vanity mirror on passenger-side windshield visor ■ Non-glare inside rearview mirror ■ Automatic parking brake release ■ Back-up lights ■ Rear license plate frame ■ Variable-speed electric windshield wipers ■ Windshield washers ■ Electric clock ■ Trunk carpeting ■ Undercoating.



THE CROWN FOUR-DOOR INTERIOR

It is the most spacious in the luxury-car world; seat width and shoulder room exceed five feet, both front and rear. It is most luxurious as well. 15 custom decors are reserved for this model alone. Seven choices combine jacquard or pebbleweave nylons with color-coordinated leather trims; eight are prime leather upholstery options* in a wide selection of pearlescent colors. Note the extraordinary leg room; also the convenient arrangement of door handles, power window controls and courtesy lights, on and about the arm-rest consoles.

*Optional at extra cost



WHAT IS IT LIKE IN THE QUIET WORLD OF THE INCOMPARABLE IMPERIAL?

One observer described it this way, after a press preview of our new car: "The more you drive this car, the more impressive are its differences from other fine cars. And finally you realize that this is what luxury cars always were meant to be, but somehow never became until now."

In the quiet world of the Imperial, silence becomes a new, almost tangible luxury—one which magnifies all others. Road and engine sounds you've grown accustomed to are strangely subdued here. Thousands of hours were spent in engineering and testing this car specifically to the finer tolerances of supremely quiet operation: by every measurement known to our sound engineers, the new Imperial for 1964 is the quietest motorcar ever built in America.

The comfort of the seats is extraordinary, even by luxury standards. Seat backs are contoured to lend support to the back; thick foam padding is provided in both front and rear seats and seat backs as standard equipment. You'll notice the difference on long drives especially.

Each of the Imperial's four models has a custom-designed interior appropriate to its individual personality, and each is offered in a wide range of color schemes. There are 27 interiors altogether, color-coordinated with 17 paint choices and 44 roof/body color combinations.

No detail is too small to escape our insistence upon extra quality. Each fabric, for example, must meet the highest standards in the industry for durability, color-permanence and resistance to stretch. But we do not stop there—its "failure" characteristics under extreme conditions are rigidly prescribed. Our specifications require the use of special dyes, so that if a fabric ever *should* lose color under years of tropic sun, it will fade "true to color value". This assures that the subtle color harmonies we plan into the interiors will be kept throughout the life of the car.

Imperial brakes have 287.3 square inches of lining area—25% larger than in any other American luxury car.

The new Imperial is built so skillfully that curved glass side windows can be used even in its convertible model. In all models power window-lift controls at each window are subject to a lock-out switch located on the driver's master window-control panel—a standard equipment safety feature important to Imperial owners who have young children.

Luxury automobiles usually are rust-proofed before painting by means of spray treatments or dip-baths. The Imperial is the only one to improve upon this by using seven dip-baths and six spray treatments in addition. Some of its initial rust preventatives are so potent that they actually increase the inherent rust immunity of the steel itself.

Unquestionably, the totally new Imperial is the finest road car in the luxury-car field. The car steers more accurately, and corners with far less drift and lean. Even on uncommonly rough roads it provides a comfortably controlled ride, without the swaying softness often experienced in cars with coil springs. Yet its smoothness on boulevards is superb. Our torsion-bar suspension system is responsible.

In almost all automobiles, the differential which controls power flow to each rear wheel is a relatively unsophisticated mechanism. But in the Imperial, the differential is highly refined for silence as well as efficiency. Its gears are *machined* like those of a fine watch; gear teeth are intricately designed in overlapping patterns which afford an uninterrupted, quiet flow of power to the wheels. A costlier way to build a fine car, but another example of the precise standards to which this car is engineered.

We have said that your private world of luxury will be larger in the Incomparable Imperial; this is because its body is not shared with smaller cars. So we are able to scale the interior for comfort without compromise, to give you the most spacious car in America.

The Imperial's world is replete with thoughtful little touches which add greatly to your enjoyment of the car: center arm rests, front and rear, in all models. Assist handles for rear seat passengers. Lights wherever you need them. A fully lined trunk to protect your luggage. And snap-latched storage compartments hidden in the front doors.

The paint finish of each body is nine coats deep; each finish coat is hand-sanded, except the last. This coat undergoes a special machine-buffing process to provide a lasting luster impossible to achieve by hand.

The Imperial moves so easily and quietly that one rarely thinks of it as a high-performance car. Yet it can be driven that way, when necessary, with impressive results—its handling ease and acceleration ratio from a standing start are unequaled by any car near its size and weight.

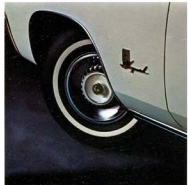


THE NEW IMPERIAL CROWN COUPE

Now the Imperial raises the "personal car" concept to full-scale luxury levels. A new custom-covered* town car roof and a custom interior give it a spirited look all its own. And, of course, Crown Coupe standard equipment has the basic superiorities one would expect. Specifically:

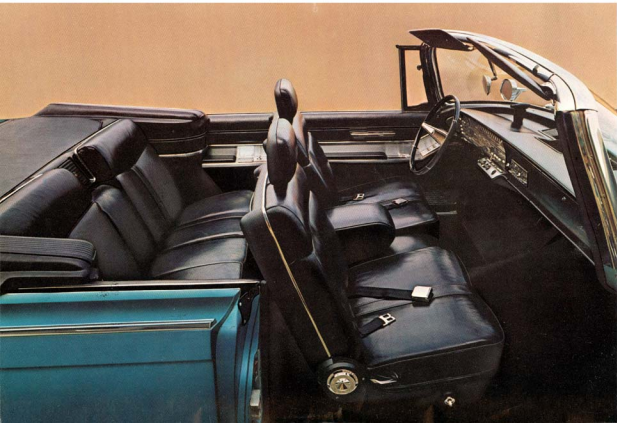
Executive aircraft type seats ■ Individual power seat adjustment for driver and front-seat passenger ■ Reclining front passenger's seat ■ Prime-grade top-grain leather upholstery ■ Removable head rests for front seats ■ Head rest storage pockets ■ Push-button automatic transmission ■ Power steering ■ Power brakes ■ Power window lifts ■ Remote-controlled outside rearview mirror ■ Instrument panel safety padding, top and bottom ■ Hidden compartments in the front doors ■ Center arm rests in both front and rear seats ■ Air-foam padded seat cushions and back for both front and rear ■ Interior courtesy lights located in the door pulls ■ Illuminated front-seat ashtray-lighter unit; dual rear-seat ashtray-lighter units ■ Map-light ■ Glove box light ■ Trunk light ■ Vanity mirror on passenger-side windshield visor ■ Non-glare prismatic inside rearview mirror ■ Automatic parking brake release ■ Back-up lights ■ Rear license plate frame ■ Variable-speed electric windshield wipers ■ Windshield washers ■ Electric clock ■ Trunk carpeting ■ Undercoating.

*Optional at eight extra cost



THE CROWN COUPE AND CROWN CONVERTIBLE INTERIORS

Executive aircraft type seats with movable center arm rests adapt to four, five or six adults. Front seats are individually power adjusted, the passenger's reclines. Only *prime* grade top-grain leathers are used: eight interior color schemes are offered. (In the Crown Coupe, five special interiors of leather and nylon Bedford cord are also offered.)



THE IMPERIAL CROWN CONVERTIBLE

Only the Imperial, in the luxury field, employs a highly refined form of racing car suspension; its handling and cornering characteristics are unequalled. You enjoy more sheer horsepower dedicated to your command of the road. And even in a convertible, the *silence* of its ride and performance becomes an extraordinary new luxury.

STANDARD EQUIPMENT: Executive aircraft type seats ■ Individual front seat power adjustment ■ Reclining front passenger's seat ■ Prime-grade top-grain leather upholstery ■ Removable head rests for front seats ■ Head rest storage pockets ■ Pushbutton automatic transmission ■ Power steering ■ Power brakes ■ Power window lifts ■ Remote-controlled outside rearview mirror ■ Instrument panel safety padding, top and bottom ■ Hidden compartments in the front doors ■ Center arm rests, front and rear ■ Air-foam padded front-seat ashtray-lighter unit; dual rear-seat ashtray-lighter units in the arm rest consoles ■ Map-light ■ Glove box light ■ Trunk light ■ Vanity mirror on passenger-side windshield visor ■ Non-glare prismatic inside rearview mirror ■ Automatic parking brake release ■ Back-up lights ■ Rear license plate frame ■ Variable-speed electric windshield wipers ■ Windshield washers ■ Electric clock ■ Trunk carpeting ■ Undercoating.

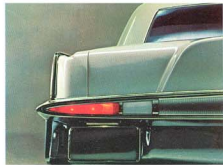




THE IMPERIAL. LEBARON

This is the ultimate in America's largest . . . finest . . . quietest . . . and most distinguished luxury car. Its famous tradition of coachwork is reflected in countless fine details: the smaller rear window. Dual reading lamps. Special inlays of walnut trim. And, of course, virtually every convenience is included in its equipment:

Power-controlled vent windows ■ 6-way power seat control ■ Dual adjustable reading lamps in rear pillars ■ Spare tire cover ■ Walnut interior trim ■ Pushbutton automatic transmission ■ Power steering ■ Power brakes ■ Power window lifts ■ Remote-controlled outside rearview mirror ■ Instrument panel safety padding, top and bottom ■ Hidden storage compartments in the front doors ■ Center arm rests in both front and rear seats ■ Air-foam padded seat cushions and back for both front and rear ■ Rear seat assist handles ■ Interior courtesy lights located in the door pulls ■ Illuminated front-seat ashtray-lighter unit, dual rear-seat ashtray-lighter units in the arm rest consoles ■ Map-light ■ Glove box light ■ Trunk light ■ Vanity mirror on passenger-side windshield vicer ■ Non-glare prismatic inside rearview mirror ■ Automatic parking brake release ■ Back-up lights ■ Rear license plate frame ■ Variable-speed electric windshield wipers ■ Windshield washers ■ Electric clock ■ Padded trunk carpeting ■ Undercoating.





This quiet retreat, reserved for LeBaron owners, is sheer luxury on the grand scale. Its spacious seats are wide, and deeply comfortable; its rich leathers and satiny jacquard fabrics are pleasing to the touch. Dual reading lights are provided in the rear pillars—twin portfolio pockets on the back of the front seat provide ample storage. You may read to FM music*, or simply bask in the silence of your Imperial in motion. There are 12 impeccable interiors for the LeBaron, each accented with walnut inlays. *extra cost option

THERE HAS NEVER BEEN A MOTORCAR LIKE THE INCOMPARABLE IMPERIAL

No luxury car in the world, regardless of price, equals the superiorities of the Imperial's basic concept and engineering. And no modern-day car is more painstakingly built to meet the quality standards set for it.

Not only is the Imperial itself totally new—the processes by which it is built have been completely re-engineered as well. New facilities, new equipment and new techniques have been introduced, where technological advancements might further improve quality; yet new and larger areas also have been provided for hand work operations. So, in a plant where new paint drying ovens have been installed for use with our acrylic enamels, you also will find bright new areas where upholsterers fuss over fabric fittings with unhurried care.

To design and build a car to new concepts of motoring silence, Imperial engineers delved deep into the new field of *telemetry*—a science of radio waves, used here to measure sound conduction through metals. By using super-sensitive microphones, tape recorders, oscilloscopes, analyzers and a new "electronic highway" to obtain data never before available, Imperial engineers were able to make 154 engineering refinements, isolate and eliminate vibration noises—some of which you might not ever hear, but which cause tensions and driving fatigue nonetheless.

Even the body mounts on the Imperial chassis were analyzed telemetrically, and repositioned to strategic points where they cancel out the vibration patterns of road noise, completely isolating the passenger compartment from the most important source of unwanted sound.

The new Imperial is the only luxury car built in this country with a flexible coupling especially designed into its steering column for filtering out road shock. This unique construction makes possible a remarkably pure feel of the road that is undistorted by vibration.

Three separate corps of inspectors subject the Imperial to more than 1650 quality-control evaluations in final assembly phases alone. First, 106 trained technicians watchdog each car through the plant. When the

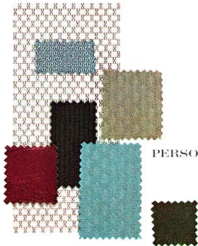
Imperial meets their satisfaction in every detail, it is driven to a special road-test and inspection center nearby. Then, a separate team of experts takes over to conduct their own series of trial-runs and inspections of the completed car. Finally, an elite corps of quality-control supervisors maintains vigilance over both cars and work procedures to ensure that the Imperial remains the best-built motorcar in America.

Imperial specifications for materials are as demanding as they are for design and craftsmanship. For example, the entire front section, the lower doors, and rear quarter panels are formed of heavier gauge steels than are normally used; this assures greater strength and rigidity of the body throughout its life. Even stainless steel brightwork used by Imperial is a special alloy developed to resist tiny pits that dull the luster.

Notice the fine grain of the leathers used in the Imperial—especially when you see them in the large, unpleated seats of the Crown Coupe and Convertible. Only the prime grade of finest top-grain leathers are used in our cars—and even then, only portions of each hide meet the inflexible standards of Imperial inspectors.

The Imperial's reputation for fine engineering continues to grow each year because its engineers are never satisfied with status quo. Example: after improving the longevity of the Imperial's exhaust system by 70% for 1963, they now have improved its life expectancy—and silence—again. 1964 Imperials now provide *three* layers of steel in its exhaust pipe, and *double* thickness exhaust pipe extensions.

Among all the totally new elements of the new Imperial design, owners of earlier models will be pleased to note one thoughtful feature which has *not* been changed: its pull-bar door handles. Because our designers have made pushbuttons unnecessary to trip the door latches, the Imperial in 1964 remains one of the few cars in the world whose doors can be opened easily with either hand. Another fine point of personal convenience that is especially appreciated by Imperial owners.

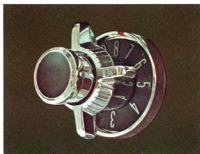


PERSONAL LUXURIES OF THE TOTALLY NEW IMPERIAL

AUTO-PILOT—on turnpikes and superhighways, any pre-set speed is automatically held until a touch of the brain releases the Auto-Pilot. When set to in-town speeds, a back-pressure on the accelerator acts as a warning when the speed limit is reached.

TRANSISTORIZED FM-AM RADIO—affords many more stations and the static-free FM sound so popular today. Dual speakers, on the instrument panel and in the rear seat back, are standard with FM-AM or AM radio, as are power antenna control and pushbutton station selector.

CUSTOM-COVERED ROOF—this special option for LoBaron and Crown Coupe models lends unusual distinction to the roofline. The covering is handsomely textured, highly durable vinyl in black, white or blue, offered in limited combinations with Imperial body color choices.



Imperial's consideration for individual tastes is exceptionally well shown in the magnificent selection of custom interiors offered for each model. While it would be easier to provide uniform choices among our closed models, we feel Imperial owners are entitled to exactly the right interior to reflect the unique personality of each Imperial body.

Most other special luxuries you might wish in a fine car are already included as standard equipment. But since personal preferences vary so widely, Imperial does offer a few extra-cost options which you may elect. The pictures and captions below identify our most popular choices and the new adjustable steering wheel. Others are listed here:

Sure-grip differential—a modestly priced mechanical option which assures maximum traction over snow, mud or ice ■ Rear window defroster ■ Tinted windows with shaded windshield ■ Heavy duty turn signals (included for use with trailer tows) ■ Spotlight ■ Underhood light ■ Locking gas cap ■ Right rearview mirror (outside) ■ Remote control trunk release ■

SPECIFICATIONS

ENGINE: Overhead valve 90° V-8, 10.1 to 1 compression ratio, 340 hp @ 4600 rpm; torque, 470 lb.-ft. @ 2800 rpm.

FUEL SYSTEM: Four-barrel carburetor with mechanically controlled secondary barrels. Automatic choke.

ELECTRICAL SYSTEM: 12-volt battery; 78 plates, 70-amp-hr. rating, 35-amp. alternator (40 amp. with air conditioning).

TRANSMISSION: TorqueFlite pushbutton automatic transmission. Three-speed planetary gear set with torque converter. Breakaway ratio . . . 5.39 to 1. Lever-operated master transmission lock.

FRAME: Perimeter-type ladder frame with six cross-members. Full-length outboard side rails.

SUSPENSION: Chrome-steel torsion-bar independent front wheel suspension. Ball-joint pivots. Hotchkiss drive. Leaf-type rear springs, 60 in. long, mounted 4 $\frac{1}{2}$ in. apart. Oriflow shock absorbers at all four wheels. Rear axle stabilizer struts.

STEERING: Full-time power steering, 3.5 turns, full left to full right . . . Symmetrical idler-arm steering linkage.

BRAKES: Automatic-adjusting power brake system. Flared brake drums; bonded linings; total effective braking area 287.3 sq. in. Mechanical parking brake with automatic release.

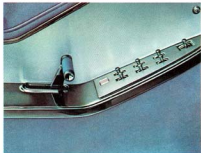
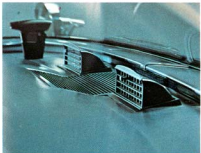
WHEELS AND TIRES: 8.20 x 15 rayon tubeless tires on Safety-Rim wheels. White wall tires standard. Stainless steel wheel covers.

DIMENSIONS: Wheelbase, 129 in. Front tread, 61.8 in.; rear, 61.7 in. Overall length 227.8 in. Width, 80.0 in. Height (loaded), 56.8 in.

AIR CONDITIONING—new, higher-capacity air conditioner/heater cools, filters and dehumidifies. Tinted glass is included on all Imperials ordered from the factory with air conditioning. Automatic headlight dimmer lowers headlights when traffic approaches at night.

POWER DOOR LOCK—single toggle switch (top) automatically locks all doors for maximum safety while traveling. The buttons below the toggle switches is the power window lock-out switch which permits only the driver to control all windows in the car.

ADJUSTABLE STEERING WHEEL—with this new option, the wheel raises in a 30° arc for still easier entry, then adjusts at a touch to your choice of 7 convenient positions. In combination with Imperial's power seat adjustment, it allows over 400 driving positions.



TODAY THERE ARE NEW SATISFACTIONS IN OWNING A FINE CAR

—and they are all found in the quiet world of The Incomparable Imperial. If this is your year to buy a new luxury car, consider these unique advantages: ■ The Imperial is an unequalled road car. Its spaciousness, luxury and comforts set new standards of excellence in its field. Every facet of its performance is perfected to a silent precision previously unknown. And its totally new design reflects an elegance that is all its own. ■ Then too, you can expect the Imperial to retain its full satisfactions far longer than other cars. You've seen, on previous pages, many examples of its extraordinary engineering and workmanship; these are assurances that your Imperial will hold its investment value in years to come. ■ We invite you to enter the quiet world of Imperial now—if only for an afternoon or a day. Your Imperial dealer will gladly arrange it; for he knows you will never forget your first drive in The Incomparable Imperial of 1964.

