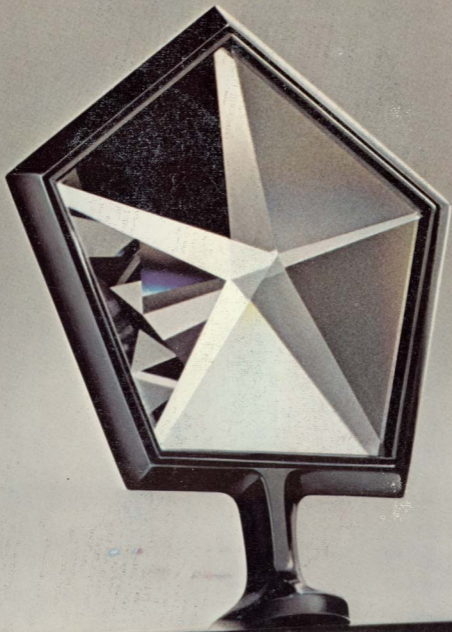


*It's time for Imperial.*



*It's time an American luxury car  
was styled clean and uncluttered.*

---

*It's time an American luxury car  
had electronics engineered in the labs  
that started the space program.*

---

*It's time an American luxury car  
came one way: totally equipped. And with  
more standard personal luxury features than  
any other American automobile.*

---

*It's time that a quality  
built American luxury car was  
warranted for twice as long as  
any of its competitors.*

---

*It's time for Imperial.*



1981 Imperial in Sterling Silver Crystal Coat



1981 Imperial. Mark Cross interior with leather seating surfaces.

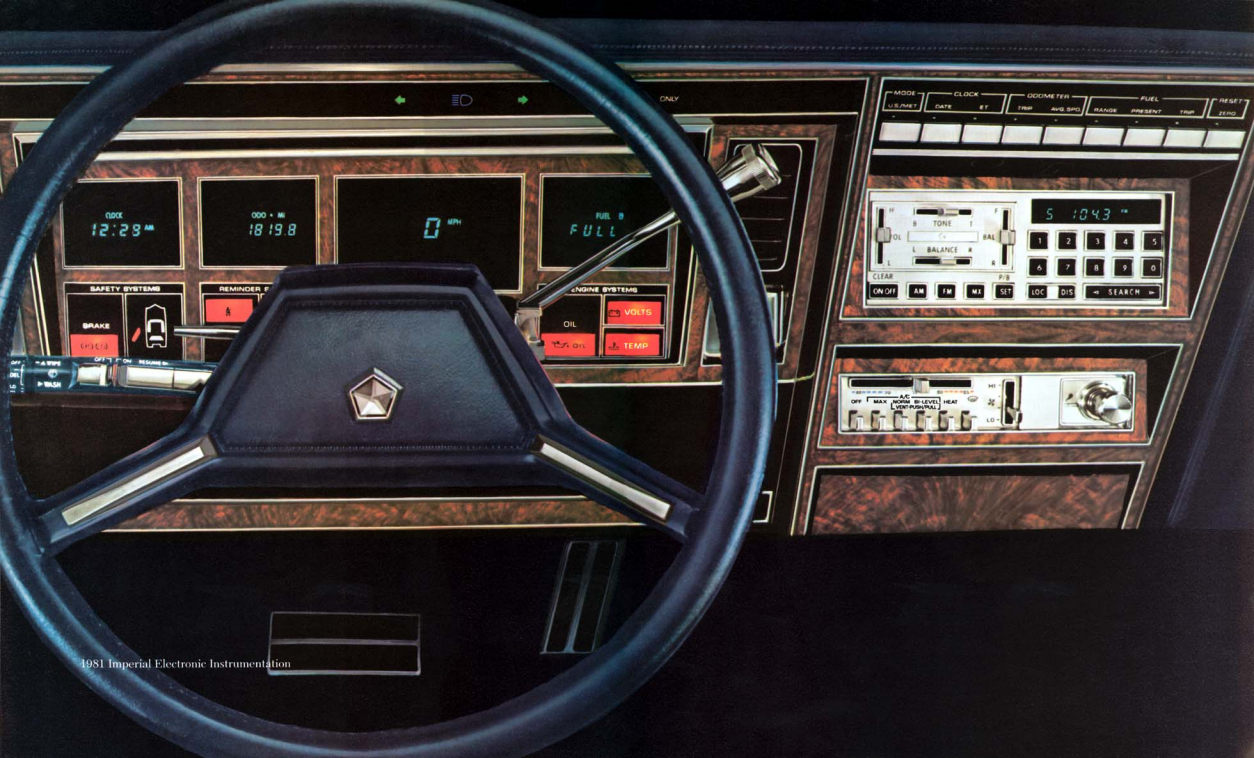
*It's time an American luxury car  
had electronics engineered in the labs  
that started the space program.*

---

*It's time for Imperial.*



1981 Imperial in Day Star Blue Crystal Coat



1981 Imperial Electronic Instrumentation



The nine button module for Imperial's electronic instrument cluster. It turns your instrument panel into an Electronic Information Center.



1. Mode-U.S./Met. At a touch converts reading on speedometer, odometer and fuel displays to metric.



2. Clock-Date. Normally shows time of day in large numerals, and AM or PM. Push button and display shows month and day in large numerals, and word DATE. After 5 seconds display reverts to show time of day, which remains until button is pressed again.



3. Clock-ET. Pushing the ET button replaces time of day with the number of hours and minutes since ignition was turned on. Display remains until DATE or ET button is again pushed to restore time of day. ET timer continues to register trip length until it is reset.



4. Odometer-Trip. First touch of TRIP button reveals distance since trip odometer was last reset to zero. Display shows ODO and MI, trip mileage and the word TRIP. A second push displays the total mileage on the car since manufacture.



5. Odometer-Avg. Spd. Normally shows car's total accumulated miles. Push the button and the car's average speed since the ignition was turned on is displayed. After 5 seconds display reverts to total accumulated mileage.



6. Fuel-Range. Pushing the button displays estimated number of miles that can be driven on remaining fuel. Number of miles that can be driven remains for 5 seconds.



7. Fuel-Present. Touching the button displays the fuel consumption rate (MPG) which is recalculated every 2 seconds. This display remains until button is re-touched, when fuel-remaining is again displayed.



8. Fuel-Trip. Pushing this TRIP button displays FUEL, MPG and the miles-per-gallon consumption since the TRIP function was last reset to ZERO. After 5 seconds the display reverts to show the remaining fuel supply in gallons or liters.

9. Reset-Zero. This button, like that for "Mode" has no special display. A touch of the RESET button within 5 seconds of pushing Clock-ET, Odometer-Trip or Avg. Spd., or Fuel-Trip button, instantly resets that display to its normal information. Accumulated data returns to ZERO.

Note: All displays illuminate after the ignition key is released from the "start" position.



Electronics that are a space-age marvel.

The unique engineering and technical sophistication of Imperial is evident the moment the driver assumes control. Arrayed for easy view is the first fully electronic digital instrumentation ever provided a production-built American automobile. An instrument cluster that supplies, at a glance, all the vital information needed, and offers it at the press of a button, in either standard or metric terms.

Imperial's electronic information center (shown on the previous pages) is manufactured at Chrysler's Huntsville, Alabama, Electronics Division in cooperation with engineers at Chrysler Headquarters. The Huntsville facility, a prime contractor in America's Redstone and Saturn Apollo space programs, is one of the world's most renowned electronics engineering and manufacturing operations.

Imperial's electronic information displays, unlike those on other American luxury cars, functions without driver-supplied information. Located in the center of the instrument panel are nine conveniently located push-buttons. The driver need only touch the pertinent one to operate Imperial's information center.

Three basic displays are: speed, fuel, and time. "Speed" is reported in either miles or kilometers per hour, as the driver wishes. The "Time" display includes two hidden buttons for resetting clock time and date. "Fuel" will report not only the amount remaining, but will estimate how much further the automobile can travel before refueling becomes necessary.

The instrumentation also incorporates three warning/reminder systems that supply information automatically. The "Safety" system provides a brake system warning and door ajar condition. The "Reminder" system includes a fasten-seat-belt alert and indicates low windshield washer fluid. The "Engine" system warns of low oil pressure, high engine temperature and low battery voltage.

The blue-green fluorescent displays offer two

levels of brightness, as well as a dim control. A photo detector automatically adjusts brightness to compensate for exterior light.

### **Electronic Fuel Injection.**

An innovative feature manufactured by the engineers at Huntsville for Imperial's 5.2 liter V-8 engine is EFI: Electronic Fuel Injection. It is the first continuous-flow, fully electronically controlled fuel injection for any production automobile built anywhere.

The EFI system, the heart of which is the Imperial Combustion Computer, is a totally new approach for controlling both fuel delivery and spark advance, simultaneously. Fuel is injected under pressure into the engine intake manifold. It meets and mixes with incoming air in proportions determined by the Combustion Computer, which calculates functional and environmental conditions, driver demand, vehicle load, and weather, and uses that calculated information to determine proportions of the fuel/air mixture.

The fuel/spark advance control is achieved through use of remote sensors that provide still more information to the Combustion Computer. The sensors monitor fuel, air and engine coolant temperatures, air and fuel flow, engine rpm, throttle position, engine start or tune condition, exhaust gas content, and idle switch. The computer assimilates the information and then electronically adjusts the flow of the fuel/air mixture.

Imperial's continuous-flow Electronic Fuel Injection improves driving efficiency in three important areas. Starting is simpler, quicker, surer. Smooth engine performance is immediate as EFI controls the engine idle for smooth running even on coldest mornings. Balks and stalls are virtually eliminated, even in heavy, stop-and-go traffic.

In short, Imperial's unique and innovative continuous-flow Electronic Fuel Injection is raising the standards of luxury car drivers for years to come.

*It's time that a quality  
built American luxury car was  
warranted for twice as long as  
any of its competitors.*

---

*It's time for Imperial.*



1981 Imperial in Mahogany StarMist

*It's time an American luxury car  
came one way: totally equipped. And  
with more standard personal luxury features  
than any other American automobile.*

---

*It's time for Imperial.*

**Crystal ornamentation by Cartier. Interior by Mark Cross.**

No other American automobile offers as comprehensive a list of standard personal luxury features as Imperial, a list so extensive it fills two single-spaced typewritten pages. Imperial's only extra-cost option is an electrically-powered, retractable roof.

You sense the promise of Imperial luxury at first sight. Its hood ornament is set with an elegant crystal pentastar by Cartier. Another clear-cut Cartier crystal pentastar enhances each opera lamp lens, and a fourth is set into the leather-wrapped steering wheel in Imperial's interior. Imperial's designer interior is styled by Mark

Cross, America's most distinguished name in leather since 1845. The proud Mark Cross logo is inset on the front center armrest. For seating surfaces there are choices of seven colors for luxurious leather or six colors for magnificent Yorkshire Cloth.

An aura of understated elegance combined with driver and passenger comfort and convenience distinguishes the Imperial interior. There is the highly sophisticated, easy to use and understand electronic instrumentation. A choice of four sophisticated sound systems. Power assists. Speed Control. Individually adjustable front power seats. Folding armrests, front and rear.

Other amenities include two illuminated vanity mirrors, mounted on the undersides of the twin

sun visors. And, installed in the driver's mirror is a miniature transmitter programmable to activate the owner's electric remote-control garage door opener. Dual-beam map/dome lights serve both driver and front seat passenger. Map pockets are on both front seat backs.

Among exterior standard features are new Halogen headlamps, which provide a "whiter" light than standard headlamps and significantly increase visibility distance of high-beams in night driving. Opera lamps enhance Imperial's aerodynamic profile. Cast aluminum road wheels or wire wheel covers may be selected.

**Other significant standard features include:**  
Continuous-flow Electronic Fuel Injection • 5.2

liter engine • TorqueFlite automatic transmission • Power deck-lid release • Leather-wrapped luxury steering wheel • 500 Amp. maintenance-free battery • Power brakes • Power steering • Rear window defroster • Rear anti-sway bar • Electronic voltage regulator • Illuminated entry system • Tinted glass • Dual electric remote, electrically heated outside mirrors • Trunk dress up • VSW steel-belted radial tires: choice of Goodyear all-weather Arriba or Michelin. • Compact high-pressure spare tire • Plush long pile carpet • Deluxe color-keyed safety belts • Warning chimes • Coolant recovery system • Direction signals w/lane change feature • Three-note (Triad) horn • Coaxial rear speakers

Reclining passenger seat



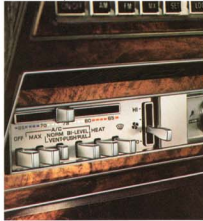
AM-FM stereo radio w. 8-track tape



Halogen headlamps



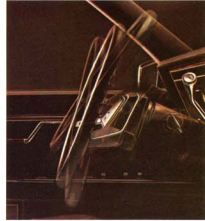
Thermostatic temperature controls



Power seat controls



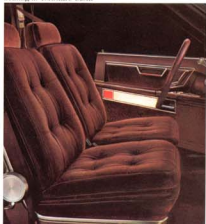
Tilt steering column



AM-FM stereo radio w. cassette



Seating in Yorkshire Cloth



AM-FM Electronic Search-Tune Radio



Power window controls



Speed Control, intermittent wipers



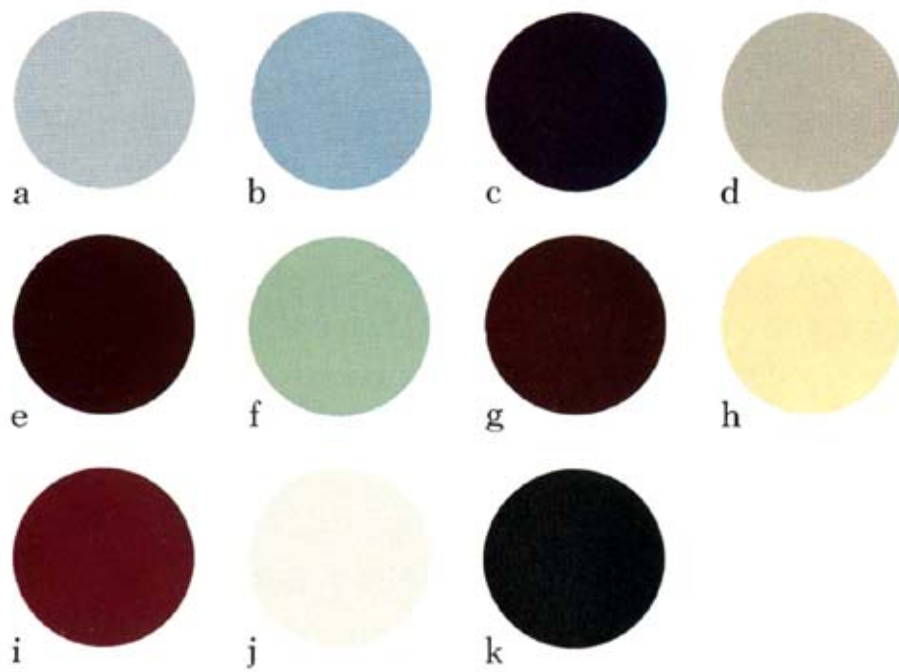
Wire wheel covers





# Imperial Colors, Specifications and Dimensions

## Exterior Colors



(a) Sterling Silver Crystal Coat; (b) Day Star Blue Crystal Coat; (c) Nightwatch Blue; (d) Light Auburn Crystal Coat; (e) Mahogany StarMist; (f) Light Seaspray Green Crystal Coat; (g) Spice Tan StarMist; (h) Manila Cream; (i) Morocco Red; (j) Pearl White; (k) Formal Black.

Imperial offers a choice of eleven exterior colors (shown above), and six cloth and seven leather interior colors (shown below). In all, thirty-five interior color and trim combinations are available.

## Interior Colors—Cloth



## Interior Colors—Leather



## Engine and Power Train

Engine	Axle Ratio	
5.2 liter (318 CID) Electronic Fuel Injection V-8	2.2	Wide Ratio TorqueFlite Automatic

## Basic Specifications

	Imperial
Wheelbase	112.7"
Overall length	213.3"
Overall width	72.7"
Overall height	52.6"
Track—Front	60.0"
—Rear	59.5"
Turning diam. curb-to-curb	40.7"
Curb weight (est.) lbs.	3,968

## Interior Dimensions

	Imperial
Head room—Front	37.5"
—Rear	36.5"
Leg room—Front	43.4"
—Rear	35.0"
Hip room—Front	55.6"
—Rear	55.7"
Shoulder room—Front	58.2"
—Rear	58.2"
Trunk volume (est.) cu. ft.	16.1

Purchase or lease the luxurious Imperial from your Imperial dealer.

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Chrysler Corporation reserves the right to make changes from time to time without notice or obligation in prices, specifications, colors and materials and to change or discontinue models. See your dealer for the latest information.

MOPAR parts are engineered by Chrysler Corporation for use in your new Imperial. When replacement is necessary, be sure to specify MOPAR parts. Used by professional mechanics all over the world.

*It's time for Imperial.*



The New Chrysler Corporation