

THE
INCOMPARABLE
IMPERIAL
FOR
1966

Finest of the fine cars built by Chrysler Corporation



The LeBaron.
A quiet place to go after work.
Good music. Nice atmosphere.
Therapeutic.
Your own private island.

*The Imperial LeBaron—
most luxurious automobile built by Chrysler Corporation.
Shown here in Sequoia Green, with black leather upholstery.
The custom body stripe is available in white
or 5 other colors at your discretion, without cost.*



LeBaron, our finest Imperial, becomes a nearly automatic car.

The LeBaron owner is as much pilot as he is driver. And this requires a slightly different attitude toward his luxury car.

You must come to expect certain things done for you. Thus, you can devote time and attention to the unaccustomed comforts and luxuries of the LeBaron.

A master gauge keeps one eye on oil, gas and water. And the other on you. When something needs your attention, it flashes a warning in red lights.

The parking brake automatically releases when you shift the transmission out of "Park." But as a safety precaution, only when engine is running.

And the Imperial 3-speed transmission automatically up-shifts and down-shifts all forward gears.

The Auto-Pilot* maintains the speed you set, automatically compensating for uphill and downhill grades.

Both FM/AM* and AM* radios automatically seek out and find stations.

With power door locks,* a twist of your key in either front door (or the flick of either interior switch) automatically locks all doors.

Imperial's oversize power brakes are self-adjusting.

A LeBaron equipped with Sure-Grip differential* automatically transfers power to the wheel with traction when the other loses its grip on the road surface, automatically re-equalizes power when traction is regained.

Other Imperial automated devices add to your comfort without requiring your attention.

There are automatic lights for (1) all four doors, (2) glove compartment, (3) trunk, (4) backing up, and (5) stopping.

And seat belts retract automatically when you release the buckle.

Effortless control

For every instance where a motion or function is not performed automatically, there is a button, handle, knob, trigger, toggle, rheostat,

switch, pedal or lever conveniently placed to ease the effort.

A twist of Imperial's golden key in the ignition switch starts a completely new 440 cubic inch V8—the largest passenger car engine ever offered by Chrysler Corporation.

The Tilt-A-Scope steering wheel* may be adjusted up, down, in, and out to the precise position of easiest control.

With either radio you get (1) a switch to raise or lower the power antenna by remote control; (2) floor tuning switch;

(3) touch-tuning bar; (4) 5 push-buttons; and (5) a rear-seat speaker control knob.

While the driver has complete remote control of the six side windows, each passenger has his own window controls.

The rear window defogger* has its own dual-speed control knob.

Imperial's air-conditioner* integrates both heating and cooling controls into a single panel, gives you accurate temperature control year 'round.

In front, each of the 5 ducts has its own control to regulate and direct warm or cool air flow. Driver and passenger have control of

every whimsy of weather.

In the rear, for extremely hot localities, a second, trunk-mounted air conditioner* boosts rear seat cooling.

Comparable adjustability is provided in seating comfort. LeBaron's front seat is 3 in 1. A 5-foot sofa. Side-by-side armchairs, each with its own 6-way power adjustment. And armchair plus chaise lounge, when the passenger's seatback is reclined.

The outside mirror adjusts from inside with a toggle lever. The inside mirror has a toggle to flip the prismatic lens, filtering out glare from following headlights.

Thoughtful touches

LeBaron, all its electronics and automation notwithstanding, is first an elegant automobile of ultra comforts.

Nothing has been overlooked. Your slightest need is LeBaron's major concern.

The seats are foam-padded, both cushion and seatback. Yet, leather and twill fabric upholstery materials are padded with a second, 3/4-inch layer of foam.

LeBaron's floor, walls below dash, bottom edge of rear seat, bottoms of doors, trunk and spare tire cover all are carpeted.

There are 3 sets of ashtrays and lighters.

Driver and front seat passenger have personal storage compartments concealed beneath their door-mounted armrests.

Rear seat passengers may stow reading materials in pouches mounted on backs of front seats, as in jet aircraft seating.

A female companion in the front seat of an Imperial has a vanity mirror located on the back of her sun visor.

Elegance, elegance

Though physical comforts have been well attended to, aesthetic values have not been overlooked.

Wherever you glance within a LeBaron, you are reminded it is, indeed, the finest automobile built in America.

The claro walnut paneling averages 100 years in age, with some dating back still another century to the time of the Revolutionary War.

LeBaron's leather upholstery* is finer than that found in costly European-built limousines. It is both chrome and bark tanned.

The traditionally conservative grey broadcloth is woven of 100% woolen fibers, to give it a fine napped appearance and feel.

The twill cloth is woven of 100% nylon warp to insure its delicate tone-on-tone shadings will withstand day-to-day wear.

Both fabrics are embroidered with the Imperial eagle crest by a Swiss Schiffli, an age-old machine used for delicate Swiss eyelet.

Or, if you choose leather upholstery, the crest is embossed on seatbacks, both front and rear.

Your private island

LeBaron is more than an automobile. It is an experience you'll look forward to after a hard day's work, for as long as you own it.

It becomes a private island. So quiet, its silence is eerie at turnpike speeds. Each minute behind the wheel erases tensions of mind and muscle.

Yet, when you're ready to take off and enjoy the sheer fun of driving a great automobile—LeBaron is ready.

Ask the Imperial dealer in your locality to arrange a test drive. Make it one day soon.

*Optional at extra cost

LeBaron's sectional front seat is available in black western steerhide, gold-antiqued and embossed with the Imperial eagle crest, at extra cost. LeBaron optional leather upholstery is available in 7 other colors, too.





The Crown Coupe bucket seat
power adjusts 6 ways;
the passenger's reclines
to any position within a 45° arc;
and conceals
a 5-position headrest.



*The Crown Coupe: sportiest of all Imperials.
Shown here in Deep Plum with roof ahead in black Seville-grain vinyl.
The bucket seats are trimmed in black western steerhide, at no extra cost.*

The sport Imperial, our 2-door, comes with hardtop or soft.

With hardtop it's called Crown Coupe. With softtop, Crown Convertible. Either way, Imperial performs like cars half its size.

The Crown Coupe and Crown Convertible are cars meant to be driven. They turn even a mundane trip to the office into a thoroughly exhilarating experience.

It starts with the fact that



Imperial's completely new V8 engine displaces 440 cubic inches.

And the response it gives an Imperial is rather remarkable for a car nearly 19 feet long, and weighing 2½ tons.

Washed air

Imperial's 3-speed transmission is the result of 27 years of refinement.

Today, our torque converter/3-speed automatic is generally acknowledged to be the most highly developed in the industry.

It is assembled in rooms so clean even the air itself is washed before it enters, then kept at a constant 50% humidity, and under slight pressure. When any door is opened, clean air flows out, so that unwashed air cannot enter.

In order to prevent the tiniest flecks of loose metal, small sub-assembly parts are delicately vibrated into place, not forced together by human hands.

Finished transmissions are



selected at random, torn down, and inspected for the most minute foreign particles, such as a tiny piece of lint.

Whoa!

Your Imperial's ability to go is surpassed only by its ability to stop.

Its 287 square inches of bonded linings, plus flared drums, give reassuring stopping ability in times of stress.

But the fact that they are self-adjusting and power-assisted makes you forget they're even around. Until you need them.

The parking brake is applied by a foot pedal. And released automatically when you shift out of "Park", with engine running.

Poise

Imperial's stopping and going power is tamed by the most sure-footed suspension system in the industry.

Nimble torsion bars up front. Wide-stance 5-foot leaf springs in back.

Together, a plane-geometrist's delight. While the roadbed may fluctuate up and down third-dimensionally, Imperial cruises along unruffled.

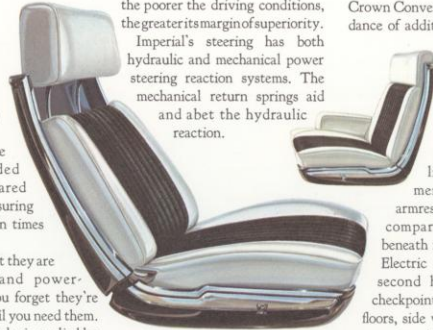
The rear axle is mounted asymmetrically forward of spring centers to keep the rear end on an even keel during hard stops and fast takeoffs.

Rear axle struts and extra-large hydraulic shock absorbers limit over-reaction to terrain features, inhibit up-and-down movement of the car.

An anti-sway bar in front further reduces "lean" in tight corners.

Imperial's suspension system is

an ingenious synchronization of components — the equal of any luxury car's boulevard ride. But the poorer the driving conditions, the greater its margin of superiority. Imperial's steering has both hydraulic and mechanical power steering reaction systems. The mechanical return springs aid and abet the hydraulic reaction.



For armchair quarterbacks

We reluctantly refer to the front seats in a Crown Coupe and Crown Convertible as "buckets," to give you the general idea.

As you can see, they're ordinary-enough-looking seats. Maybe a little higher, and a little wider, and a little slimmer, and a little richer-looking.

But, if you look closely, you'll find nothing ordinary at all.

First, note the back is curved. This 8° kick forward in the seatback gives firm lumbar support you've never felt before. And on long trips you'll find this remarkably soothing.

Especially when you have a 6-way power control to position the seat for your maximum comfort.

Your passenger has the added comfort of a reclining seatback and hidden headrest. A touch of a lever adjusts the seatback to any angle within a 45° arc. The headrest lifts to 4 positions.

To the man who pokes along at 50 on turnpikes, all this may seem incidental. To the man who enjoys a car because it is fun to drive—these seats were made to order.

Accouterments

Besides those items you've already read about, the Crown Coupe and Crown Convertible carry an abundance of additional special equipment standard, at no extra cost.

Power windows (wing vents, too). Grab handles on each door. Ashtrays and lighters in instrument panel and rear armrests. Personal storage compartments concealed beneath front door armrests. Electric clock with sweep-second hand for accurate checkpoint timing. Carpeted floors, side walls, lower edge of rear seat, and trunk.

Heavy-duty heater and defroster. Variable speed airfoil wipers (curved surface cups the wind. The faster your speed, the better their contact with your windshield). Windshield washers with 4-steady streams of water. Back-up lamps. 4 interior courtesy lights. Map light. Safety padding across the lower face of the instrument panel, as well as the top and front edge. Seat belts with retractors, front and rear. Automatic lighting in the glove compartment.

And in the trunk.

Prismatic rearview mirror with day and night positions. Outside rearview mirror with inside remote control.

Our sporting proposition

The Crown Coupe and Crown Convertible ought to be driven several miles to be appreciated.

Thus, we urge you to phone our dealer in your locality. He'll arrange for you to spend a leisurely time with an Imperial.

Crown Coupe and Crown Convertible bucket seats are upholstered in leather, at no extra cost. Available in 7 colors.





The Crown Convertible
has 17 motors.
Sixteen of them
wait on you hand and foot.
One quickens your pulse.

*The Crown Convertible: youngest of all Imperials.
Shown here in Ruby Metallic with Persian White interior.
The bucket seats are upholstered with leather—standard equipment.*

Our thriftiest Imperial, the Crown Four-Door Hardtop, has more standard luxuries than a Rolls-Royce.

Paneling of 100-year-old claro walnut, 7 foam-padded armrests, and electrically powered windows are among the thoughtful extravagances which help make the Crown Four-Door Imperial the incomparable luxury car in America, if not the world.

Stands of claro walnut trees are found only in two places in the world. Northwestern United States, and Eastern Kashmir.

Out of every 52½ lbs. harvested, only 8 ounces are fit for Imperial. Nonetheless, it is lavished across the breadth of the Crown Four-Door instrument panel in a 6-inch swath, across the massive steering wheel spoke, and along the full



length of front and rear wainscoting.

2 armchairs, side by side

The Crown Four-Door is the first domestic luxury car to feature a unique "sectional" sofa for a front seat.

When aligned, the two separate sections appear as one—an uninterrupted 5-foot expanse. (See right-hand page.)

However, when each half is adjusted to its most comfortable height, rake and distance from the dash, and then the center armrests are lowered—the Crown Four-Door's "bench" seat becomes two separate armchairs, literally.

And when the passenger's seat is reclined to any angle within a 22½° arc—there are, in effect, an armchair and chaise lounge, side by side.

Power, power, everywhere
The power steering gives you easy command of the road.

The power brakes are self-adjusting.

The automatic transmission is

the most highly refined 3-speed automatic on any automobile. From a standing start to turnpike speeds, you are almost unaware of any upshift at all.

When you take the transmission out of "park", the parking brake is released automatically—but only when the engine is running.

All side windows and wing vents

in an Imperial are electrically operated.

Your Imperial Crown Four-Door has a completely new 440 cubic inch displacement V8, standard equipment—the largest passenger car engine ever offered by Chrysler Corporation.

Uncommon luxuries

On the opposite page you'll note a vertical Spanish scroll intricately woven in each vertical pleat. The scroll itself is a "rep" weave while the fabric weave overall is jacquard.

This fabric is surrounded by leather. Steerhide only. No cows nor calves, whose hides bear the markings of birth or the frailties of youth.

The leather is first chrome tanned, then bark tanned with Argentine quebracho wood, bark from the South African wattle tree, and leaves from the Sicilian sumac.

Finally, it is treated with tallow of the ewe, and oil of the sperm whale for suppleness, and durable patina.

The Crown Four-Door is carpeted front and rear, along front side walls, and bottom panel of the four doors.

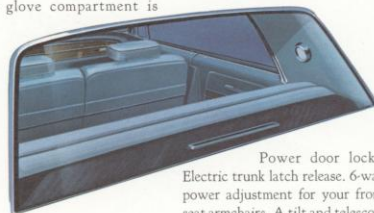
The trunk is carpeted, as well, to protect your investment in luggage, golf clubs or antiques, as the case may be.

You're never more than a few inches from an ashtray or a lighter in a Crown Four-Door Hardtop. Front seat passengers share a centrally-located ashtray and lighter, while rear seat passengers each have their own located in door-mounted armrests.

The instrument panel is padded both on its top surface and front edge, and along the lower knee-level area.

Within the door-mounted front armrests you'll find personal storage compartments.

The glove compartment is



Power door locks. Electric trunk latch release. 6-way power adjustment for your front seat armchairs. A tilt and telescoping adjustable steering wheel.

*Options at extra cost.

Crown yourself

The Crown Four-Door Imperial is the product of computer development and computer assembly.

It is a precise, predictable automobile. One that deserves more than a cursory trip around the block.

Our dealer will arrange an unburied evaluation for you.

The Crown Four-Door Hardtop "sectional" front seat in turquoise leather and Spanish scroll jacquard upholstery, one of 7 colors available. Leather upholstery in 7 colors with Spanish scrollwork embossed is optional at extra cost.





*The Crown Four-Door Hardtop: the finest of all Imperials.
Shown here in Regal Blue with matching interior.
Its unique front seat converts to individual armchairs.*

For every slide-rule
superiority,
the Crown Four-Door Hardtop
has dozens
of fascinating details,
like a master gauge
to watch the other gauges.

What makes Imperial the finest of the fine cars built by Chrysler Corporation:

Engine: Overhead valve 90 degree V8, 440 cu. in. displacement. 10.1 to 1 compression ratio. 350 hp @ 4400 rpm; torque, 480 lb.-ft. @ 2800 rpm.

Fuel system: Four-barrel carburetor with mechanically controlled secondary barrels. Automatic choke. Positive throttle return. Fuel tank capacity 23 gallons.

Electrical system: 12-volt battery; 78 plates, 70-amp-hr. rating. 35-amp. alternator. (46-amp. with air conditioning.)

Transmission: TorqueFlite automatic with column mounted selector lever. Three-speed planetary gear set with torque converter. Transmission breakaway ratio . . . 4.90 to 1. Improved control linkage.

Frame: For closed models—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. 60 in. leaf-type rear springs, mounted 45½ in. apart. Four Oriflow shock absorbers. Rear axle stabilizer struts.

Steering: Full-time power steering. 3.5 turns, full left to full right . . . Symmetrical idler-arm steering linkage. Hydraulic and mechanical steering reaction systems.

Brakes: Automatic-adjusting power brake system. Flared brake drums; bonded linings; total effective braking area 287 sq. in.

Mechanical parking brake with automatic release.

Wheels and Tires: Low profile tubeless, 9.15 x 15. Safety-Rim wheels. Stainless steel wheel covers.

Dimensions: For closed models—wheelbase, 129 in. Front tread, 61.8 in.; rear 61.7 in. Overall length 227.8 in. Width, 80.0 in. Height (loaded) 55.8 in., except convertible at 56.6 in.

For your safety, Imperial provides the following standard equipment: electric windshield washers; variable-speed wipers with glare-proof, non-reflective arms; back-up lights; padded instrument panel; left outside mirror with inside adjust-

ment; interlocking door latches; seat belts with retractors, front and rear; master lockout switch for power windows; prismatic rearview mirror; Safety-Rim wheels; turn signals; oversize brake pedal; power brakes; power steering; automatic parking brake release; double hood latch. Additional safety equipment optional on most models: headrests (std. on passenger bucket seats); rear window defogger; emergency flashers; Auto-Pilot, automatic speed reminder; power door locks.

As part of Imperial's policy of constant improvement, we reserve the right to make all prices, specifications, equipment, and colors subject to change without notice and without obligation.

Here's how Imperial's 5-year/50,000-mile engine and drive train warranty protects you:

Chrysler Corporation warrants, for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, without charge for required parts and labor, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts, torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1966 Imperial automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.



CHIARELLI CHRYSLER PLYMOUTH
3RD & PENN STREETS
READING, PENNSYLVANIA



We all share in Customer Care