





There are those who
consider Imperial a status
symbol of the first rank.

Quite possibly they are
right.

However, one must
also judge its inherent
practical worths.

And it is these which make
Imperial the incomparable
car of the luxury field.
Consider them now.



In the quiet expression of good taste, Imperial has no equal.

Inlays of rare 100-year-old walnut; tempered-glass protected headlamps; an unmistakable elegance of line, from distinctive new grille to a striking eagle medallion—these are a few of the reasons the 1965 Imperial is a rather singular automobile.

Nowhere is Imperial's taste for the rich, the simple, and the subtle more

evident than in the LeBaron. With the exception of the Ghia Limousine, it is the most luxurious of Imperials.

Six-way power seat, power windows, power brakes, power steering—even power-vent windows are included among its forty-eight standard equipment features.

There are fourteen

different LeBaron interior selections. Four are leather-and-fabric combinations; one is broadcloth; and there are nine choices of leather upholstery. (Six in bench-type seats, three in aircraft-type seats.)

The obsessive attention to detail in this most luxurious of automobiles is also worth noting. Three cigarette lighters,

individual rear-seat reading lamps, portfolio pockets on the back of each front seat, a carpeted spare-tire cover are a few examples.

There are still other Imperial luxuries few fine cars can equal. Two of them are size and silence.

Imperial is one of the most spacious luxury cars built in America.

It is also the quietest.



For those unwilling to compromise the comfort of others.



From outside, the 1965 Imperial is an impressively luxurious automobile. But, what is more satisfying is the way its luxury is translated—without compromise—into comfort.

Its interior space is exceptional. There is five feet of shoulder room and hip room, both front and rear. Pull-down center arm-rests in both compartments

assure lounge chair comfort.

You relax upon deep, foam-padded seats. Cushions and seat backs provide remarkable support.

In the LeBaron, the slim-pleated decor of rich, jacquard-and-leather shown above is available in four color combinations, or a new all-broadcloth upholstery. And there are leather upholstery options

in nine selections at extra cost—six in bench-type seats, three in aircraft-type seats.

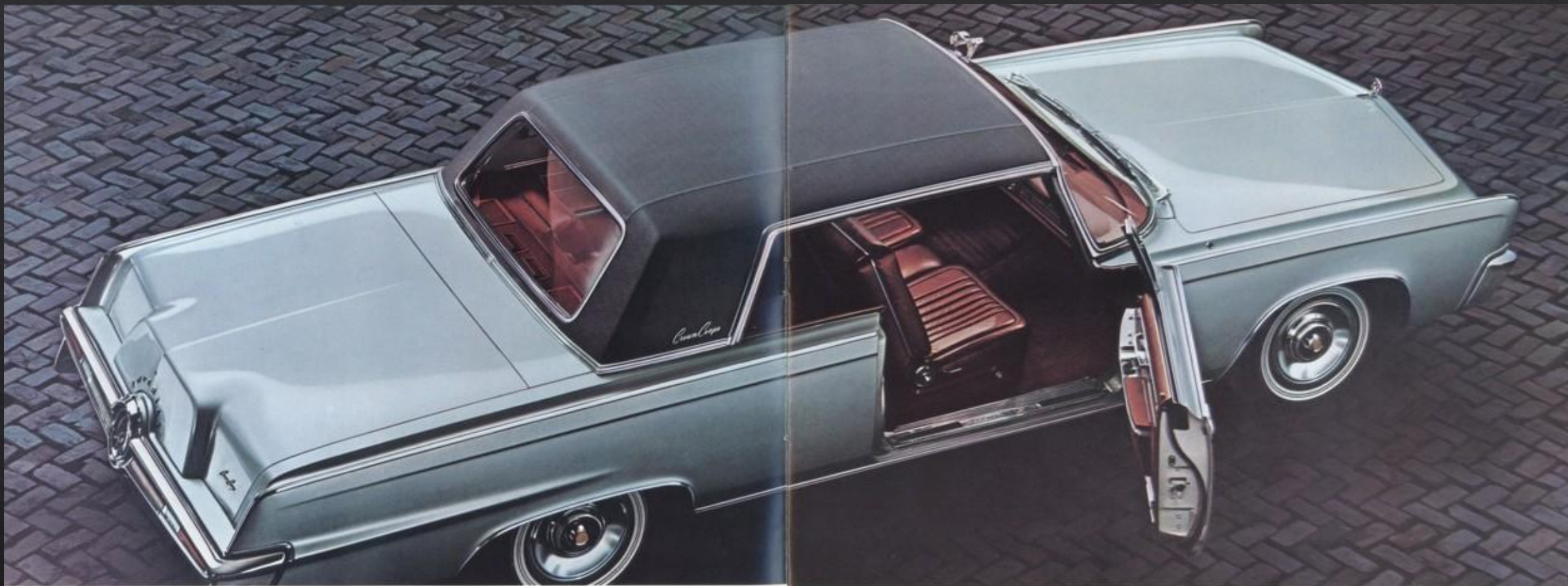
For Crown Four-Door interiors, a high-fashion jacquard weave is trimmed in top grain leather (left). There are seven different colors. In addition, leather upholstery is available in eleven choices at extra cost. (Eight are for bench seats,

three for aircraft-type seats.)

Any fabric or leather you choose has been carefully screened by test engineers.

One test actually employs a set of abrasive wheels which mechanically scrub upholstery surfaces an average of 1,000 times to determine wear resistance.

Clearly, only the most durable fabrics ever see the inside of an Imperial.



Gasoline economy is one of its delightful surprises.

In a luxurious automobile that measures nearly 19 feet, weighs about 5,000 pounds, and delivers 470 ft. lbs. of torque, gasoline economy is indeed a delightful surprise.

There is a good reason for it. The 413 cu. in. V-8 in our '65 models is the most efficient Imperial engine ever built.

A new camshaft design

delivers improved acceleration. Tappet plungers are chrome-plated to better resist wear. Pistons and pins are matched for precise engine balance.

In the interest of economy, Imperial cruises city streets and highways on two-barrel carburetion. Yet, any demand for greater acceleration automatically

delivers improved acceleration. Tappet plungers are chrome-plated to better resist wear. Pistons and pins are matched for precise engine balance.

cuts in two additional barrels. The response is startling. Imperial's roadability is no less surprising. This is largely due to a suspension system unique among American luxury cars. Torsion-bar front suspension, synchronized with widely-spaced rear-leaf springs, provides exceptional stability at highway speeds,

and on bad roads.

Performance like this is merely one of the many rewarding aspects of owning an Imperial.

In the Crown Coupe model shown above, executive, aircraft-type seats are standard equipment. Its interior is lavish, with a choice of three leather-and-bedford cord combinations.

And leather upholstery in eight color schemes at no extra charge.

Perhaps the most intriguing effect in the appearance of this informal personal car is its town-car roof and rear window. It can be further enhanced with a weather-resistant vinyl roof-covering in white, black or chestnut at slight extra cost.



Tahitian coconut and whale oils make the leathers unusually supple.



Argentine quebracho wood, bark from the South African wattle tree, the leaf of the Sicilian sumac—these are a few of the ingredients used to give Imperial leathers a softness, strength and patina finer than that of the most costly imported cars.

You might consider finishing leather in this manner a little extreme;

but then, Imperial is an automobile of absolutes.

Even its individual front seats are patterned after executive aircraft seats.

Thick foam cradles you. Scientifically shaped seat backs greatly reduce driving fatigue. A set of adjustable front-seat headrests is also available as an extra cost option.

Noteworthy, too, is the

fact that both front seats are individually power adjusted, and that the aircraft-type seat on the passenger's side can be tilted back in any one of five different positions.

Imperial goes to prodigious lengths to insure the passenger's comfort. It provides movable center armrests for its passengers—front and rear.

Reclining aircraft-type seats in two-door models have a rear-compartment foot lever which lowers the seat back forward, allows passengers to exit with complete ease. Aircraft-type front seats are standard in the Crown Coupe and Convertible.

They are also available in the LeBaron and Crown Four-Door at extra cost.



There are many qualifications for Imperial ownership. Age is not one.



Obviously, an automobile in the luxury car class is not for everyone.

But, have you noticed lately how many of the younger luxury car owners prefer Imperial?

There are excellent reasons for them to do so. Standard equipage, for one thing. Even Imperial's lowest-priced model, the Crown Four-Door shown at left,

has automatic transmission, power steering, brakes, windows, vent windows, and 36 other luxury features.

There is also Imperial's penchant for fine detail. Rare claro walnut accents, generously inlaid across the instrument panel and steering wheel.

There is even a master gauge that tells you when the other gauges need attention.

The leathers in an Imperial convertible must be able to withstand extreme exposure to natural elements.

That is why all must pass unbelievable torture tests. They are boiled, baked, stretched and pummeled, then thrown into a deep freeze. At the slightest crack, the leather is discarded.

As a result, only the finest, prime-grade leathers

ever grace an Imperial.

Equal attention is given to the exterior. After a 13-step rust-preventive treatment, the paint finish is six coats deep. The final coat undergoes a special machine buffing.

Imperial models are offered in a wide range of color schemes, 18 exterior colors, 60 two-tone combinations.



Out of each 52½ lbs. of harvested claro walnut, we can find only 8 oz. fit for Imperial.

1. Rare claro walnut enhances the instrument panel.

2. Imperial provides a horn button at each steering wheel handgrip.

3. *AM-FM radio is fully transistorized. Antenna is power-controlled.

4. Maplight is one of 10 courtesy lamps located throughout Imperial.

5. Wide "kick-panels" of stainless steel in coupes and convertibles resist scuffing.

6. Conveniently placed handle allows you to lower center armrest easily.

7. *Single toggle switch on driver's console electrically locks all doors from the inside.

8. Supple portfolio pockets in the LeBaron allow added storage space in rear compartment.

9. Deep storage compartments are concealed in front-door armrests.

10. Master control may lock-out all other power-window toggles.

11. Thick foam-padding is standard in every Imperial seat cushion and back.

12. Handgrips on front seat-backs of four-door models aid rear-seat passengers.

13. Dual rear-seat lamps nest in the sound-absorbent foam headlining of Crown Coupe and LeBaron models.

14. Imperial ash receiver is of sufficient size to easily accommodate the largest imported cigar.

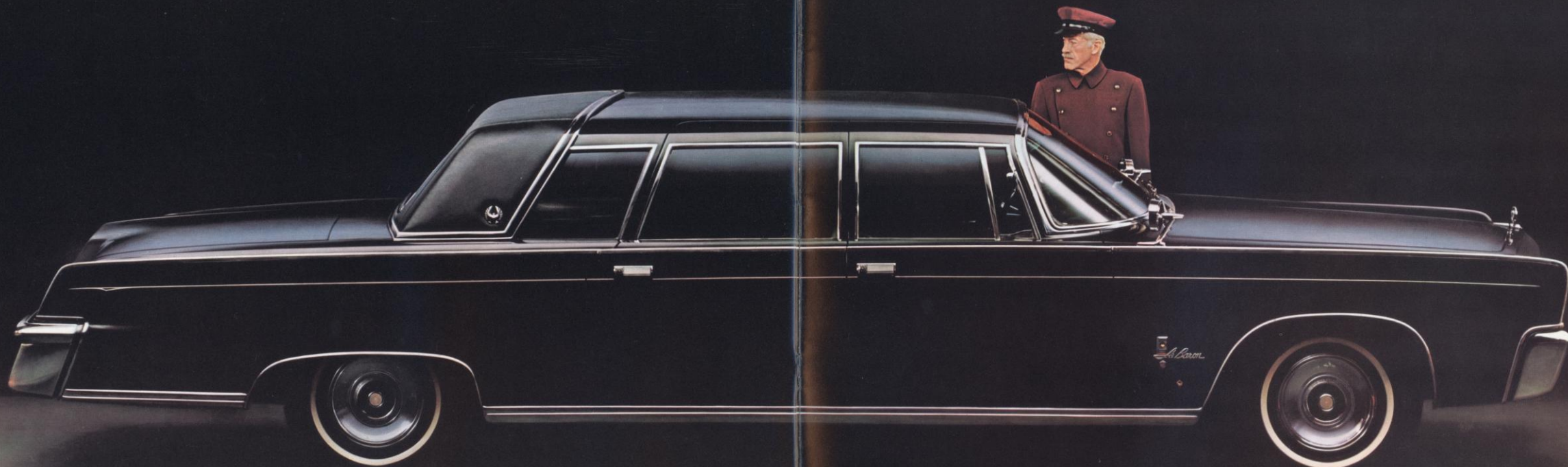
15. Seams are checked for strength through extensive flexing and tear-point tests.

16. Master gauge flashes a warning signal whenever fuel level, oil pressure or engine temperature gauges require attention.

17. Brake pedal is precisely positioned for easiest braking with right or left foot.

*optional extra-cost equipment





Two of our models are among the most expensive in the world.

This is the Imperial Crown Limousine, one of two custom-built, 8-passenger Imperials with coachwork by Carozzeri Ghia of Italy.

It is interesting to note that apart from hand coachwork and limousine dimensions, their basic quality and engineering specifications apply to all Imperial models.

For instance, consider the extraordinary silence

one finds in all Imperials.

This was achieved by employing new techniques of acoustics engineering to search out and eradicate road noises. Some of those removed were inaudible to the human ear, but their vibration frequencies caused tensions and driving fatigue, nonetheless.

As a result, body mount cushions are positioned to tune out road vibrations

before they ever reach you.

Such refinements as dual constant-velocity universal joints have been introduced to eliminate speed and force fluctuations from the drive line.

And planetary gears in the transmission were completely redesigned to increase helix angle and overlap—simply to achieve a smoother, quieter flow of power.



It doesn't exactly humble one.

Separated from the chauffeur's compartment by a silencing shield of glass, passengers in an Imperial Crown Limousine inhabit a quiet world of ultimate luxury.

The upholstery is Italian broadcloth. The carpeting underfoot, sheared mouton fur.

Remote switches control each light. Extra passengers are accommodated by two

deeply upholstered auxiliary seats.

Controls for the rear compartment air conditioner and dual heater, are adroitly concealed in the left armrest. The right armrest contains remote controls for the automatic search-tune radio.

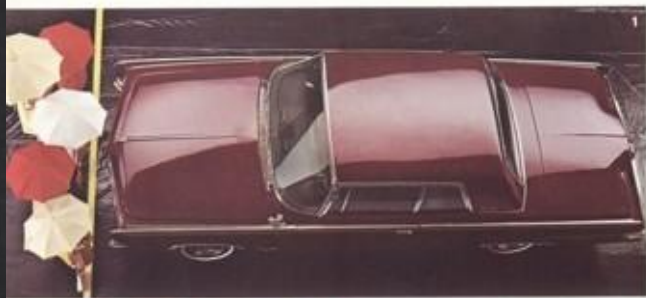
Yet the luxury one finds here differs only in degree from that of other Imperial models. The standards

for quality and engineering are the same.

This is why Imperial so effortlessly commands its class in America.

For a leisurely personal inspection of any one of Imperial's domestic models, contact your dealer to arrange an appointment.

He will gladly provide, at your convenience, one of them for your private test and judgement.



Standard equipment and features

1. Power brakes
2. Power vent windows
3. Back-up lights
4. Rubber heel pad (driver's side)
5. Retractable safety seat belts (front)
6. Lock-out switch for power windows
7. Power window lifts
8. Electric clock
9. Individually-adjustable aircraft-type front seats* (passenger's reclined)
10. Automatic transmission (new column-mounted lever)
11. Heater with defroster
12. Map and courtesy light
13. Windshield washers
14. Variable-speed electric windshield wipers
15. Vanity mirror
16. Power steering
17. Sentry signal warning system
18. Six-way power seat* (extra-cost)
21. Claro walnut trim
22. Instrument panel safety padding
23. Rear seat lamps
24. Sliding assist strap*
25. Door-to-door carpeting
26. Luggage compartment carpeting
27. Decorative side paint stripe*
28. Carpeted spare-tire cover*
29. Dual reading lamps*
30. Prismatic inside mirror
31. Courtesy lights located in door pull
32. Padded sun visors
33. Remote-controlled left outside rear-view mirror
34. Hidden storage compartments in front doors
35. Glove box light
36. Ignition switch light
37. Trunk compartment light
38. Undercoating with hood silencer
39. Wheel covers
40. Center arm rests (front and rear)
41. Rear seat assist handgrips (4-door models)
42. Rear license plate frame
43. Anti-freeze
44. New low-profile tires
45. Three-ribbon white side wall tires*
46. Portofino pockets* (front seat back)
47. Foam padded seats front and rear
48. Trip odometer
49. Automatic parking brake release

*LeBaron only

(Crown Coupe and Convertible; extra-cost option for Crown Four-Door and LeBaron.)



4. Air conditioner (Single unit and Dual unit)
5. Stereo-reverberator for rear speaker
6. Six-way power seat (Crown Four-Door only)
7. Auto-Pilot
8. Power door locks
9. Sure-Grip differential
10. Tinted glass for all windows
11. Remote deck-lid release
12. Rear window defogger
13. AM transistorized touch-tuner radio with power antenna, rear speaker
14. Automatic headlight beam changer
15. Headrests (aircraft-type seats)
16. Right outside rear-view mirror
17. Retractable rear-seat belts
18. Door edge protectors
19. Three-ribbon white wall tires (standard on LeBaron)

Standard equipment even includes a master gauge for watching the other gauges.

Specifications

Engine: Overhead valve 90 degree V-8, 413 cu. in. displacement, 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. 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 increased helix angle. Transmission breakaway ratio . . . 4.90 to 1. Improved torque converter.

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. Leaf-type rear springs, 60 in. long, mounted 45½ inches 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. Hydraulic and mechanical steering reaction systems.

Brakes: Automatic-adjusting power brake system. Flared brake drums; bonded linings; total effective braking area 287.2 sq. in. Mechanical parking brake with automatic release.

Wheels and Tires: Low profile tubeless type 9.15 x 15, on 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) 57.2 in.

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 on cars already produced.

